



News for Immediate Release

Dec. 18, 2014

Pennsylvania Liquor Control Board Celebrates the Grand Opening of the First Fine Wine & Good Spirits Store in Dillsburg, York County

Dillsburg – The Pennsylvania Liquor Control Board (PLCB) today opened the first Fine Wine & Good Spirits Store in Dillsburg at 406 N. Route 15.

“We have wanted to open a store in this area for a long time to better serve our consumers, but we needed to find the right location. While Dillsburg allows the retail sale of wine and spirits, the township surrounding Dillsburg does not, so it made finding a good store location more challenging,” said John Metzger, PLCB executive director. “We believe the new store was worth the wait. Located right along Route 15, the store provides consumers with easy access, convenience and good parking. We’re thrilled to be able to open it today.”

At 6,841 square feet, this brand-new Dillsburg location will stock more than 1,700 wines and more than 930 spirits. The store will also carry the popular Chairman’s Selection® wines, giving consumers the opportunity to buy highly rated wines at 30 percent to 40 percent off nationally quoted prices.

In addition, this retail location will feature a “Made in Pennsylvania” section, an area dedicated to wines and spirits made in the state.

The new Fine Wine & Good Spirits Store provides a warm, welcoming atmosphere for consumers to browse the selection and taste featured wine and spirits. The focal point is the center table, where consumers can always find staff to answer questions or provide guidance. The center table provides spacious counters for highlighting new items. It features information such as:

- Answers to frequently asked questions about wine and spirits
- A vintage chart
- A food pairing outline
- Party planning guide
- Calorie chart
- Tips for responsible hosting and consumption

Throughout the design process and construction, the PLCB was committed to developing a store that is attractive and environmentally responsible. The majority of the lighting is state-of-the-art LED or energy-efficient compact-fluorescent lighting, using a fraction of the energy of traditional lighting. The store will also sell reusable shopping bags made from 60-percent recycled materials.

For store hours or additional Fine Wine & Good Spirits locations, go to www.FineWineAndGoodSpirits.com.

The PLCB regulates the distribution of beverage alcohol and also operates more than 600 wine and spirits stores statewide. Taxes and store profits are returned to Pennsylvania's General Fund. For more information about the Liquor Control Board, visit www.lcb.state.pa.us.

Media contact: Stacy Kriedeman, 717.783.8864

###