



FOR IMMEDIATE RELEASE

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of the Newest Fine Wine & Good Spirits Store in Chester County

West Grove – The Pennsylvania Liquor Control Board today welcomed local officials and the public to the grand opening of the new, more customer-friendly Fine Wine & Good Spirits Store at the Shoppes at Jenners Village, 853 W. Baltimore Pike, West Grove.

The store, at 4,700 square feet, nearly doubles the retail space of the store it replaces and provides consumers a larger selection of products. It will stock more than 1,490 wines and more than 970 spirits.

This new retail outlet offers a warm, welcoming atmosphere for consumers to browse the extensive selection and taste featured wine and spirits. The focal point of the new store is a large center table, where customers can always find staff to answer questions or provide recommendations. The center table provides counters for highlighting promotional items and educational materials for customers 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

Additionally, the new store will have a “Made in Pennsylvania” section to highlight wine and spirits produced in Pennsylvania.

Throughout the design 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 new Fine Wine & Good Spirits Store will be open from 11 a.m. to 7 p.m. Monday and Tuesday and from 9 a.m. to 9 p.m. Wednesday through Saturday. This new location replaces the Fine Wine & Good Spirits Store that was previously located in the same shopping center. To find additional store locations, visit 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.

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