



FOR IMMEDIATE RELEASE

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of the New Fine Wine & Good Spirits Premium Collection Store in Lititz, Lancaster County

Lititz – The Pennsylvania Liquor Control Board today welcomed local officials and the public to the grand opening of the new, larger and more customer-friendly Fine Wine & Good Spirits Premium Collection Store at the Shoppes at Kissel Village, 1036 Lititz Pike, Lititz.

The new store is the town's first Premium Collection store, which has an expanded selection. At nearly 8,000 square feet, the Fine Wine & Good Spirits Premium Collection Store more than doubles the retail space of the store it replaces and provides consumers a much larger selection of products. It will stock more than 1,700 wines, 965 spirits and dramatically increases the selection of luxury brand items and Chairman's Selection® wines.

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 a tasting bar and wide 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 has been 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 Premium Collection Store will be open from 9:00 AM to 9:00 PM Monday through Saturday and noon to 5:00 PM Sunday. 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. Since its inception, the PLCB has contributed nearly \$14 billion to the Pennsylvania Treasury. For more information about the Liquor Control Board, visit www.lcb.state.pa.us.

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