



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Celebrates the Grand Opening of Fine Wine & Good Spirits Store in Natrona Heights, Allegheny County

Pittsburgh – The Pennsylvania Liquor Control Board, PLCB, today welcomed local elected officials, vendors and the public to the grand opening of the Fine Wine & Good Spirits Store at 56 Highlands Mall, 4015 Freeport Rd., Natrona Heights.

To improve customer convenience, the Natrona Heights Fine Wine & Good Spirits store was moved to a location near a grocery store in a plaza with expanded parking. With 4,585 square feet of space, the new store has more than 1,600 wines and more than 930 spirits available for purchase. The store will also feature Chairman's Selection® products, which offer consumers select, highly rated wines at significant savings.

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
- A party planning guide
- A calorie chart
- Tips for responsible hosting and consumption

In an effort to support Pennsylvania wineries and distilleries, the new store will also have a special "Made in Pennsylvania" section to showcase locally made products.

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 store will also sell reusable shopping bags made from 60-percent recycled materials.

Fine Wine & Good Spirits will be open from 9 AM to 9 PM Monday through Saturday.

To find additional store 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. 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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