



**FOR IMMEDIATE RELEASE**

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## **Pennsylvania Liquor Control Board Celebrates the Grand Opening of a Fine Wine & Good Spirits Store in Selinsgrove, Snyder County**

**Selinsgrove** – The Pennsylvania Liquor Control Board today welcomed local officials and the public to the grand opening of the brand new Fine Wine & Good Spirits Store at 244 Marketplace Blvd., Selinsgrove.

“We are thrilled to open this beautiful new store for our consumers in the Selinsgrove area. It is significantly larger than the previous local store, with a wider selection of wine and spirits, and it’s more convenient. The store is located in the same plaza as a supermarket and several other popular retail destinations along a very busy roadway,” said Board Member Mike Negra. “We are committed to continuing to look for opportunities to co-locate wine and spirits stores near grocery stores throughout the commonwealth to save consumers time. To date, we have approximately 240 stores located in the same plaza as a grocery store.”

The new store, at nearly 5,400 square feet, has almost twice the retail space of the store it replaces and provides consumers a much larger selection of products. It will stock more than 1,500 wines, 880 spirits and Chairman’s Advantage wines, which offer consumers select, highly rated wines for less than \$10 a bottle.

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 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

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

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 11:00 AM to 7:00 PM Monday and Tuesday and 9:00 AM to 9:00 PM Wednesday through Saturday. This new location replaces the Fine Wine & Good Spirits Store at 517 N. Market St. To find additional store locations, visit [www.FineWineAndGoodSpirits.com](http://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 Pennsylvania Liquor Control Board, visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

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