



FOR IMMEDIATE RELEASE

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of a Fine Wine & Good Spirits Store in Bethlehem, Lehigh County

Bethlehem – 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 in the Lehigh Shopping Center, 2154 W. Union Blvd., Bethlehem.

With more than 8,000 square feet of space, the new store has about 40 percent more retail space than the store it replaces. It will carry a larger selection of products than the old store, with about 1,550 wines and 1,050 spirits in stock.

The new store is one of about 240 Fine Wine & Good Spirits stores co-located in shopping centers with grocery stores, which improves accessibility and convenience for customers.

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 wines 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 9:00 AM to 9:00 PM, Monday through Saturday. This new location replaces the Fine Wine & Good Spirits Store at 906 Club

Ave. 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 Pennsylvania Liquor Control Board, visit www.lcb.state.pa.us.

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