



FOR IMMEDIATE RELEASE

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of a New Fine Wine & Good Spirits Store in Bloomsburg

Bloomsburg – The Pennsylvania Liquor Control Board (PLCB) today welcomed local officials and the public to the grand opening of the brand new Fine Wine & Good Spirits store at 1001 Scott Town Ctr., Bloomsburg, Columbia County.

With more than 7,500 square feet of space, the new Bloomsburg store will feature more than 300 new products not available in the old store – a total of 2,860 wines and spirits, including the popular Chairman’s Selection® wines, which offer consumers select, highly rated wines at significant savings over nationally quoted prices.

The new location also becomes the PLCB’s 246th store conveniently co-located with a grocery store in a shopping complex offering ample parking.

This new retail outlet offers a warm, welcoming atmosphere for consumers to browse the extensive selection. The focal point of the new store is the 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 9:00 AM to 10:00 PM Monday through Saturday and from noon to 5:00 PM on Sunday. To find additional store locations and hours, visit www.FineWineAndGoodSpirits.com.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store

profits – totaling more than \$14.5 billion since the agency’s inception – are returned to Pennsylvania’s General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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