



FOR IMMEDIATE RELEASE

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

Chambersburg – The Pennsylvania Liquor Control Board (PLCB) opened a brand new Fine Wine & Good Spirits store at Lincoln Way Shopping Ctr., 1660 Lincoln Way E., Chambersburg, Franklin County.

The new Chambersburg store, which moves to another location in the same shopping plaza, is 85 percent larger than the old store. More space means more products, so the new store will feature almost 2,200 wines and spirits – nearly 300 new products not available in the old store, including select Chairman’s Advantage wines, which offer consumers popular, 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. 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 9:00 PM Monday through Saturday. 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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