



FOR IMMEDIATE RELEASE
March 3, 2016

Robert De Niro to Participate in Grand Opening of Fine Wine & Good Spirits Premium Collection Store in Glen Mills

Fifteen Event Attendees Will Win Opportunity to Meet Award-Winning Actor

Harrisburg – The Pennsylvania Liquor Control Board today confirmed that award-winning actor Robert De Niro will participate in the grand opening of a brand new Fine Wine & Good Spirits Premium Collection Store in Glen Mills, Delaware County on Friday, March 4, at 4:00 PM.

The event marks the first time the critically acclaimed actor, director and producer has ever participated in a store opening. Mr. De Niro – widely acclaimed for his portrayals of conflicted, troubled characters and regarded as one of the most influential actors of all time – has earned four Golden Globe nominations and six Academy Award nominations, winning the Academy Award twice for performances in *The Godfather Part II* and *Raging Bull*.

Mr. De Niro will celebrate the opening of the new store located within the Brandywine Mills Shopping Center by participating in a ribbon-cutting ceremony followed by a private meet-and-greet event limited to 15 randomly selected event attendees.

Beginning at 3:15 PM on Friday, March 4, envelopes containing coupons for wine and spirits will be distributed to the first 300 people (age 21 or older) in line. Fifteen of the 300 envelopes will also include “golden tickets” earning each ticket holder the following:

- Access to a private, in-store meet-and-greet and photo opportunity with the famed actor,
- A Fine Wine & Good Spirits gift card; and
- The opportunity to purchase one of a very limited number of bottles of VDKA 6100 featuring Mr. De Niro’s signature.

Another 15 envelopes will include Fine Wine & Good Spirits gift cards and an opportunity to purchase a bottle of VDKA 6100 featuring Mr. De Niro’s signature.

At 4:00 PM, PLCB officials and Mr. De Niro will participate in a ribbon cutting ceremony to mark the opening of one of the largest Fine Wine & Good Spirits stores in the state. The new location offers consumers a completely new shopping experience with an expanded floor plan, one of the largest selections wine and spirits selections in the state and a central service point with a tasting bar.

Following the ribbon cutting, the holders of the 15 “golden tickets” will be escorted to a private area within the store for the meet-and-greet and photo opportunity with Mr. De Niro.

Robert De Niro appears as a guest of the PLCB, facilitated by Artisan Spirit Merchants Pty. Ltd. (ASM). ASM is an Australian-owned boutique sales and marketing company that owns VDKA 6100. Mr. De Niro assisted ASM with package design, branding and positioning of VDKA 6100.

Bottles of VDKA 6100 featuring Mr. De Niro's signature remaining after the 30 winners have opportunity to purchase a bottle will be available for sale to store patrons.

Tastings of VDKA 6100 will be held at the in-store tasting bar between 4:00 and 6:00 PM for those 21 years and older. Made with fresh seasonal whey and natural spring water from Reporoa, New Zealand, VDKA 6100 is finely distilled and filtered through a bed of carbon to eliminate all impurities. VDKA 6100 is gluten-free, sugar-free and lactose-free and offers a clean, light, exceptionally smooth taste with hints of floral and citrus notes.

WHAT: Robert De Niro to celebrate grand opening of Glen Mills Fine Wine & Good Spirits Premium Collection store.

WHEN: 3:15 PM - Envelopes for a chance to meet Mr. De Niro distributed
4:00 PM - Grand opening ceremony and ribbon cutting, followed by private meet-and-greet for 15 lucky winners.

WHERE: Fine Wine & Good Spirits Premium Collection Store, Brandywine Mills Shopping Center, 1751 Wilmington Pike, Glen Mills, PA 19342

MEDIA CONTACT: Elizabeth Brassell, 717.919.1905

EDITOR'S NOTE: Media interested in attending this event are strongly encouraged to contact Elizabeth Brassell in advance. A coverage area for credentialed media will be established within the store, but space and access will be limited.

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