



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board, Award-Winning Actor Robert De Niro Celebrate Grand Opening of Glen Mills Fine Wine & Good Spirits Premium Collection Store

Harrisburg – The Pennsylvania Liquor Control Board today welcomed local officials and hundreds of fans of award-winning actor Robert De Niro to the grand opening of a brand new Fine Wine & Good Spirits Premium Collection Store in Glen Mills, Delaware County.

“The new Glen Mills Fine Wine & Good Spirits Premium Collection Store is among the largest Fine Wine & Good Spirits stores in the state, and the new location offers the largest selection of wine and spirits in Pennsylvania,” said Board member Mike Negra. “A store of this caliber certainly warrants celebrity attention, and we’re so pleased that Mr. Robert De Niro, one of the most influential actors of all time, could celebrate this grand opening with us and meet some very enthusiastic fans.”

With nearly 13,000 square feet of space including more than double the retail space available at the old Glen Mills store, the new store features nearly 5,000 wines and spirits. As a premium collection store, the new Glen Mills store also features 1,900 premium products not available in the old standard store. It also features 200 Chairman’s Selection® wines, which offer consumers select, highly rated wines at significant savings over nationally quoted prices.

This remodeled store 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 large center table, where customers can find staff to answer questions or provide individualized recommendations. The center table provides space for highlighting promotional items, a tasting bar to sample new products and a collection of educational materials for customers such as:

- Answers to frequently asked questions about wine and spirits
- A vintage chart
- A food pairing outline
- Party planning guide
- Calorie chart
- Tips for responsible hosting and consumption

To celebrate the grand opening of this impressive new facility, Robert De Niro appeared 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.

Mr. De Niro participated in the ceremonial ribbon cutting inside the store Friday afternoon before meeting 15 lucky, randomly selected store visitors for a private meet-and-greet and photo opportunity.

Bottles of VDKA 6100 featuring Mr. De Niro's autograph were reserved for 30 randomly selected winners (including the meet-and-greet winners) who also received Fine Wine & Good Spirits gift cards along with the special opportunity to purchase one of these very limited products.

Throughout the design and construction of the new facility, the PLCB was committed to developing a store that is attractive and environmentally responsible. The majority of the store's lighting is state-of-the-art LED or energy-efficient compact-fluorescent lighting, using a fraction of the energy of traditional lighting.

Additionally, the new store has an extensive "Made in Pennsylvania" section to highlight wine and spirits produced in the commonwealth.

The Glen Mills Fine Wine & Good Spirits Premium Collection store is open from 9:00 AM to 10:00 PM Monday through Saturday – an hour later than the store it replaced – and from noon to 5:00 PM on Sundays.

To find additional store locations, 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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