



FOR IMMEDIATE RELEASE
May 13, 2016

Pennsylvania Liquor Control Board Celebrates Grand Opening of New Fine Wine & Good Spirits Premium Collection Store in King of Prussia, Montgomery County

King of Prussia – The Pennsylvania Liquor Control Board (PLCB) today welcomed local officials and the public to the grand opening of the Fine Wine & Good Spirits Premium Collection Store at 125 W. DeKalb Pike, King of Prussia.

With more than 12,000 square feet, the King of Prussia store features nearly 1,800 wines and 1,150 spirits, as well as 1,660 Premium Collection luxury items. It will also feature a wine specialist and Chairman's Selection® wines, which offer consumers select, highly rated wines at significant savings over nationally quoted prices.

This new store, which is located in a shopping center with ample parking, 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 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

“Making our stores more appealing and customer-focused not only improves shoppers’ in-store experience today, but the investments in more enticing facilities will also deliver significant long-term dividends to the state,” said PLCB Chairman Tim Holden.

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.

The King of Prussia Fine Wine & Good Spirits Premium Collection Store will be open from 9:00 AM to 10:00 PM Monday through Saturday, and from noon to 5:00 PM on Sundays. To find additional store locations, visit www.FineWineAndGoodSpirits.com.

The Fine Wine and Good Spirits store at 143 S. Gulph Rd. is now closed.

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. 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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