



FOR IMMEDIATE RELEASE
May 17, 2016

Pennsylvania Liquor Control Board Celebrates the Grand Opening of a New Fine Wine & Good Spirits Premium Collection Store in North Huntingdon, Westmoreland County

North Huntingdon – 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 Norwin Hills Shopping Ctr., 8735 Norwin Ave., North Huntingdon.

With more than 8,600 square feet, the new North Huntingdon store is about 50 percent larger than the store it replaces. It features nearly 1,800 wines and 1,125 spirits, as well as more than 1,000 Premium Collection luxury items not previously available to area shoppers. It will also feature a new 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 a large grocery store and 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 Board Member Mike Negra, who helped cut the ceremonial ribbon at the grand opening ceremony.

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 North Huntingdon 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 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.

MEDIA CONTACT: Shawn Kelly, 717.303.8522

###