



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Announces Expansion of Chairman's Advantage® Wine Program to 300 Stores

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) today announced it is expanding its Chairman's Advantage® wine program to 300 Fine Wine & Good Spirits stores, nearly tripling its presence statewide.

"Since the PLCB started the Chairman's Advantage program just over a year ago, our consumers – including me – have consistently sought out these specially selected wines for less than \$10 a bottle," said PLCB Member Mike Negra. "Customers appreciate the versatility and value of these 'everyday wines.' We're excited to make them available to more Pennsylvanians."

The Chairman's Advantage program, an extension of the popular Chairman's Selection® program, offers hand-picked wines that over-deliver on taste and are always under \$10 a bottle. The program features four wines at a time, typically two reds and two whites, focusing on fruit-forward, uncomplicated styles.

Through Chairman's Advantage, the PLCB is able to use its buying power to give consumers the opportunity to discover wines from all over the world at significant discounts off nationally quoted prices.

In early 2015, a pilot program was launched in 25 stores in the Philadelphia region. The strong reception it received prompted program expansion into 100 stores statewide in April 2015.

For 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.

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