



**FOR IMMEDIATE RELEASE**  
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## **Pennsylvania Liquor Control Board Celebrates Grand Re-Opening of Fine Wine & Good Spirits Premium Collection Store in Franklin Mills, Philadelphia**

**Philadelphia** – The Pennsylvania Liquor Control Board (PLCB) today welcomed local officials and the public to the grand re-opening of the Fine Wine & Good Spirits Premium Collection Store at Franklin Mills Mall, 401 Franklin Mills Circle, Philadelphia.

The rebranded store features more than 4,000 wines and spirits, including 200 new Premium Collection luxury items not previously available to area shoppers. It also features more Chairman's Selection® wines, which are select, highly rated wines at significant savings over nationally quoted prices.

This store, which is located near a popular mall 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

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 Franklin Mills 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. The phone number of the store is (215) 281-2080. To find additional store locations, visit [www.FineWineAndGoodSpirits.com](http://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, which finances Pennsylvania’s schools, health and human services programs and law enforcement and public safety initiatives across the state, among other things. 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](http://www.lcb.state.pa.us).

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