



**FOR IMMEDIATE RELEASE**  
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## **Pennsylvania Liquor Control Board Celebrates Grand Opening of Fine Wine & Good Spirits Store in Gilbertsville, Montgomery County**

**Gilbertsville** – The Pennsylvania Liquor Control Board (PLCB) today re-opened a rebranded and refurbished Fine Wine & Good Spirits store at the Gilbertsville Shopping Center, 1050 E. Philadelphia Ave., Gilbertsville, Montgomery County.

With more than 5,700 square feet of retail space, the redesigned store is more than 50 percent larger than the old store. The new store features about 300 more wines and spirits than were in the old store. Products include the popular Chairman's Advantage® wines, which offer consumers hand-selected wines for less than \$10 a bottle.

This rebranded retail outlet offers a warm, welcoming atmosphere for consumers to browse the extensive selection. The focal point of the store is the center table, where customers can find staff to answer questions or provide recommendations. The center table provides counters for highlighting promotional items and educational materials for customers such as:

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

Additionally, the rebranded store has a "Made in Pennsylvania" section to highlight wine and spirits produced in the commonwealth.

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

The Gilbertsville Fine Wine & Good Spirits store will be open from 9:00 AM to 9:00 PM Monday through Saturday and from noon to 5 PM Sunday. The store phone number is 610-367-4958. To find additional store locations and hours, 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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