FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Celebrates Grand Opening of New Fine Wine & Good Spirits Premium Collection Store in State College, Centre County

State College – The Pennsylvania Liquor Control Board (PLCB) today welcomed local officials and the public to the grand opening of a new Fine Wine & Good Spirits Premium Collection Store at 127 Southridge Plaza, State College.

The new store has almost 6,750 square feet of space and features 3,600 wines and spirits, including Premium Collection luxury items and Chairman's Selection® wines, which are select, highly rated wines at significant savings over nationally quoted prices. A wine specialist is available to help consumers select the perfect vintage for any occasion.

The store offers a warm, welcoming atmosphere for consumers to browse the extensive selection and taste featured wine and spirits. The focal point is a center table, where customers can find staff to answer questions or provide individualized recommendations. The center table also provides space for highlighting promotional items 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

The new store has a "Made in Pennsylvania" section to highlight wine and spirits produced in the commonwealth. Also, this store features Pennsylvania Lottery ticket sales.

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.

This new Fine Wine & Good Spirits Premium Collection Store will be open from 9:00 AM to 9:00 PM Monday through Saturday, and from 11:00 AM to 7:00 PM on Sundays. The phone number of the store is 814-231-1797. To find additional store locations, visit www.FineWineAndGoodSpirits.com.

The new Fine Wine & Good Spirits Premium Collection Store replaces the store at Hills Plaza, which 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. 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 $15.1 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.

MEDIA CONTACT: Shawn M. Kelly, 717-303-8522

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