



FOR IMMEDIATE RELEASE
September 14, 2016

Pennsylvania Liquor Control Board to Host Reality TV Star, Entrepreneur and Skinnygirl Founder Bethenny Frankel at Skinnygirl® Cocktails Bottle Signing in Philadelphia

The Pennsylvania Liquor Control Board (PLCB) will host founder of Skinnygirl® Cocktails and “The Real Housewives of New York City” star Bethenny Frankel on Tuesday, Sept. 20, from 5:00 PM to 7:00 PM. at the Fine Wine & Good Spirits Premium Collection Store at 1112 Chestnut St. in Philadelphia. Bethenny will meet with fans and sign purchased bottles from her Skinnygirl Cocktails line.

Bethenny is the creator of the low-calorie cocktail brand Skinnygirl Cocktails, which now features more than 20 products, including vodka, wine and ready-to-serve options. She first entered the public spotlight on NBC’s “The Apprentice: Martha Stewart,” then became a celebrity on Bravo’s “The Real Housewives of New York City.” Bethenny has been named one of the Top 100 Most Powerful Celebrities by Forbes magazine.

Complimentary tastings of select Skinnygirl Cocktails products will be available for customers 21 years of age and older:

- Skinnygirl Bare Naked Vodka, Code 4602 - \$15.99 (save \$3)
- Skinnygirl Margarita, Code 3343 - \$12.99
- Skinnygirl Pinot Grigio, Code 7978 - \$12.99
- Skinnygirl Cabernet Sauvignon, Code 7972 - \$12.99

Additional Skinnygirl Cocktails products will be available for purchase and to be signed.

WHAT: Bethenny Frankel signing bottles of Skinnygirl Cocktails wines and spirits

WHEN: Tuesday, Sept. 20, 5:00 – 7:00 PM

WHERE: Fine Wine & Good Spirits Premium Collection Store, 1112 Chestnut St., Philadelphia, PA 19107

MEDIA CONTACT: Elizabeth Brassell, 717-783-8864

EDITOR’S NOTE: In-store media access will be limited to credentialed media and professional photographers prior to Bethenny’s interaction with fans during the bottle signing. Media interested in covering this event must contact Elizabeth Brassell in advance.

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, law enforcement, and public safety initiatives, among other important public services. 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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