FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Celebrates Grand Opening of Fine Wine & Good Spirits Premium Collection Store on Chestnut Street, Philadelphia

Philadelphia – 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 1112 Chestnut St., Philadelphia.

The branded store has almost 14,200 square feet of space and features more than 4,100 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. Max Gottesfeld, recognized this summer by Zagat as one of its "10 Superheroes of the Philadelphia Dining Scene," is the store's wine specialist.

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, which includes a tasting bar, 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 design and construction, 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 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 215-923-1790.

Inside the new store on Tuesday, Sept. 20, from 5:00 PM to 7:00 PM, reality TV star and "Original Skinnygirl" Bethenny Frankel will greet fans and signs purchased bottles of her

Skinnygirl® Cocktails products.

The Fine Wine & Good Spirits store at 1218 Chestnut Street is now closed. To find additional 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. 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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