



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Celebrates Grand Opening of Fine Wine & Good Spirits Store in Fairless Hills, Bucks County

Fairless Hills – The Pennsylvania Liquor Control Board (PLCB) today welcomed local officials and the public to the grand opening of the new Fine Wine & Good Spirits store at the Deon Square Shopping Center, 532 S. Oxford Valley Rd., Fairless Hills, Bucks County.

With almost 10,000 square feet of space, the new, larger store will feature more wines and spirits than were in the old store, including the popular Chairman's Selection® wines, which offer consumers select, highly rated wines at significant savings over nationally quoted prices.

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

The new store has a "Made in Pennsylvania" section to highlight wine and spirits produced in the commonwealth. Also, this is one of the first stores in the state to feature Pennsylvania Lottery ticket sales.

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 Fairless Hills Fine Wine & Good Spirits store will be open from 9:00 AM to 10:00 PM Monday through Saturday and from 11:00 AM to 7:00 PM Sunday. The phone number of the store is 215-547-1127. To find additional store locations and hours, 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 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.

MEDIA CONTACT: Shawn M. Kelly, 717.303.8522

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