



NEWS RELEASE

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LIQUOR MART *EXPRESS* OPENING TODAY IN CHARLESWOOD

Winnipeg's newest Liquor Mart *Express* will be opening later today in the Park West Shopping Centre in Charleswood.

"The Charleswood area has seen a substantial amount of growth in recent years," said Peter Kenyon, Chief Operating Officer for Manitoba Liquor & Lotteries. "We are pleased that the addition of a Liquor Mart *Express* in the area will provide further convenience for local residents."

The 4,560 sq. ft. Liquor Mart *Express* store is located at the southwest corner of Roblin Boulevard and Dale Avenue and adjacent to Extra Foods. The store features modern décor with environmentally-friendly features and ample customer parking. The Liquor Mart *Express* - Park West will carry approximately 1,000 listings of popular beers, wines and spirits and shoppers can anticipate the same level of customer-service and product expertise that they have come to expect from their Liquor Mart.

The Park West Liquor Mart *Express* will be open Monday to Saturday, 10:00 a.m. to 10:00 p.m. and on Sundays from noon to 6:00 p.m. It is the fourth *Express* location to open in the province.

The addition of Liquor Mart *Express* stores to Manitoba's mix of public and private retailers was announced in 2011 as part of the provincial government's new Hospitality Strategy. The MLCC will be introducing up to 10 Liquor Mart *Express* stores in high-traffic areas with up to five of these stores to be located within urban grocery stores.

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