

For Immediate Release – March 16, 2015

## **NEW LIQUOR MART *EXPRESS* LOCATION OPEN: MORE LOCATIONS ON THE WAY**

A new Liquor Mart *Express* located within the Superstore at 1385 Sargent Avenue has opened. The store is the sixth *Express* location in the province and the fourth to open within a grocery store.

“Liquor Mart *Express* locations, especially those situated in grocery stores, provide customers with the ease of one-stop-shopping while still ensuring that alcohol is sold by trained employees in a socially responsible manner,” said Ron Lemieux, Minister responsible for Manitoba Liquor & Lotteries. “We are committed to these types of initiatives that provide Manitobans better convenience and are pleased to be working to open more *Express* locations in time for summer.”

“Real Canadian Superstore is about assortment, and adding a Liquor Mart *Express* to our Sargent Avenue location takes it to a new level,” said Larry Ker, Regional Vice President, Real Canadian Superstore. “Our goal is to put great meals on the tables of Canadians and this addition helps us to round out that offer.”

The Liquor Mart *Express* stores are very popular with Manitobans and more Liquor Mart *Express* locations are set to open soon in major Winnipeg grocers. The upcoming openings of two new Liquor Mart *Express* locations at the Sobeys on Reenders Drive and the Safeway at McPhillips & Jefferson later this spring will bring the total number of Liquor Mart *Express* stores in the province to eight. Two additional Liquor Mart *Express* locations will open in the south end of Winnipeg this summer.

Like other Liquor Mart *Express* stores, the Sargent Liquor Mart *Express* carries approximately 475 listings of popular beers, wines, spirits and coolers.

The addition of Liquor Mart *Express* stores to Manitoba’s mix of public and private retailers was announced as part of the provincial government’s Hospitality Strategy. As part of a pilot project, Manitoba Liquor & Lotteries have planned to open 10 Liquor Mart *Express* stores.

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### **Media Contact:**

Susan Harrison  
Senior Communications Coordinator  
Manitoba Liquor & Lotteries  
P: 204.957.2500, ext. 5529  
E: susan.harrison@mbl.ca