

For Immediate Release – November 19, 2015

NEW LIQUOR MART EXPRESS OPENS IN SOUTH WINNIPEG

Manitoba's ninth Liquor Mart *Express* location opened last Friday in the Real Canadian Superstore at 215 St. Anne's Road in Winnipeg.

"The Liquor Mart *Express* initiative boosts Manitoba's liquor retail mix, with a strong focus on enhancing customer convenience," said Ron Lemieux, Minister responsible for Manitoba Liquor & Lotteries. "These *Express* locations offer the friendly, knowledgeable service Liquor Marts are known for and Manitobans can have confidence that liquor is sold by in a socially responsible way."

"Real Canadian Superstore is proud of our ability to provide Canadians with a convenient, one-stop shopping experience," said Gord Chem, Senior Vice President, Real Canadian Superstore. "Our goal is to put great meals on the tables of Canadians and the addition of the Liquor Mart *Express* to our St. Anne's store helps us to round out that offer."

Moving forward, additional Liquor Mart *Express* stores to be developed will include both store-within-a-store and stand-alone locations, in both urban and rural locations, and will allow for more flexible options that will look beyond just grocery stores for other suitable *Express* store partners. It is anticipated that more *Express* stores will open next year.

The establishment of more Liquor Mart *Express* locations will consider the liquor retail options already available in a community and ensure that establishing an *Express* store complements existing retail options.

Like other Liquor Mart *Express* stores, the St. Anne's Liquor Mart *Express* carries some of the most popular products in the province with approximately 470 listings of beers, wines, spirits and coolers.

The St. Anne's Liquor Mart *Express* is open Monday to Thursday, 10:00 a.m. to 10:00 p.m.; Fridays and Saturdays, 9:00 a.m. to 11:00 p.m.; and on Sundays from 10:00 a.m. to 6:00 p.m.

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