



Manitoba Liquor Control Commission

News Release

For Immediate Release: November 25, 2011

Liquor Mart Express Opens November 28 at Winnipeg James A. Richardson International Airport

Manitoba's first Liquor Mart Express store will open for business on the arrivals level of the Winnipeg James Armstrong Richardson International Airport on Monday, November 28.

"After months of planning and preparation, we are very excited to open our first Liquor Mart Express store," said Roman Zubach, MLCC Acting President & CEO. "Business and leisure travelers alike will find a great selection of products and will be met with the high standard of customer service on which we pride ourselves."

The 600 square foot store features 220 listings of the most popular selling wines, spirits and beers in the province, including products unique to Manitoba. The bright-white interior features flooring panels made with recycled glass from crushed spirits bottles and lighting that mimics a sweeping sky.

The Liquor Marts Express will be open Monday to Saturday, 10:00 a.m. to 8:00 p.m. and noon to 6:00 p.m. on Sunday.

The addition of Liquor Mart Express stores to Manitoba's mix of public and private retailers was announced in May under the provincial government's new Hospitality Strategy. As a pilot project, 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.

-30-