

Shelburne Beer Store to reveal new look Friday

Thirsty beer drinkers are in luck with a newly renovated Beer Store in Shelburne. The 3,511 square foot store at 802 Main Street East is part of the Beer Store's \$30 million investment in 94 stores by the end of 2014. That's nearly one in five stores across Ontario. The newly-designed store offers over 170 brands of beer and reflects the Beer Store's emphasis on selection, efficient service and its role as Ontario's "cold beer headquarters". The investment in Shelburne is part of an ongoing effort to enhance customer experience and make it more enjoyable to explore new beers, buy old favourites and return empties. Please join us on Friday January 30th at 10 a.m. for the ribbon-cutting event. Cake and refreshments will be provided.

"The Shelburne store is an exciting renovation for us," says Vice President of Retail, Andrea Randolph. "We want our beer customers in Shelburne to experience the new look and feel of this store, try out the tablets, and seek information from our trained staff. We want them to meet beer."

"Modernizing The Beer Store is an important initiative that will provide an enjoyable shopping experience for customers here in Dufferin-Caledon," says Dufferin-Caledon MPP, Sylvia Jones.

"The newly renovated location in Shelburne is a welcome development that will benefit residents in Shelburne and the surrounding areas."

The Beer Store is located at 802 Main Street East in Shelburne features approximately 3,511 square feet of space, over 170 brands of beer and two interactive touch screens for beer lovers to browse their favourite brands, what's new and what's on sale.