

News Release



For Immediate Release: March 26, 2013

LIQUOR MART *EXPRESS* TO OPEN IN BRANDON-WEST SOBEYS MARCH 27

Official Ribbon-Cutting Ceremony to Take Place April 4, 2013

Manitobans living in Brandon will soon be able to purchase beverage alcohol with their groceries when the new Liquor Mart *Express* opens in Sobeys' 3409 Victoria Avenue location (Brandon-West) on Wednesday, March 27, 2013.

The Liquor Mart *Express* store is a new model of convenience shopping in Manitoba. The concept was first announced in May 2011 by the Province of Manitoba as part of the New Hospitality Strategy.

"When we introduced the New Hospitality Strategy, one of our goals was to implement original and innovative initiatives, like the *Express* stores," said Jim Rondeau, Minister responsible for *The Liquor Control Act*. "Manitobans have extremely busy lifestyles and these *Express* locations provide a new level of convenience while ensuring that beverage alcohol products are sold in a responsible manner."

The Liquor Mart *Express* in the Sobeys Brandon-West store is the province's second *Express* location to open within a grocery store.

"We are pleased to have Sobeys as our partner in this new endeavour," said Peter Kenyon, Chief Operating Officer for Manitoba Liquor & Lotteries. "After months of planning and preparation, we are eager to open this new *Express* store and provide Brandon shoppers with the convenience of purchasing their groceries and beverage alcohol in one location."

Manitoba Liquor Mart employees will operate the *Express* store with the same level of customer service and social responsibility standards found in full service Liquor Marts. The Liquor Mart *Express* store in Sobeys is 1,000 square feet in size and situated adjacent to the main entrance. It features a selection of approximately 500 of the top selling products consisting of popular wine, spirits and beer. Sobeys customers can shop in the Liquor Mart *Express* area either before or after shopping for their groceries.

"Sobeys is excited to be part of this new initiative in Manitoba," said Brent Newman, Vice President, Community and Liquor Store Operations, Sobeys West. "The Liquor Mart *Express* ties in nicely to our fresh food offering, and sharing this space creates a convenient one-stop shopping experience for the people of Brandon."

The regular hours of the Liquor Mart *Express* in Sobeys will be Monday to Saturday 10 a.m. to 10 p.m. and on Sunday from noon to 6 p.m. (extended hours will be in effect on March 28 and 30 prior to Easter). It is the third Liquor Mart *Express* location in the province, the second to open within a grocery store. As a pilot project, the New Hospitality Strategy allows for up to 10 Liquor Mart *Express* locations with up to five of the stores to be located within grocery stores.

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MEDIA INVITATION

All media are invited to join us for a ribbon cutting ceremony which will officially open the Liquor Mart *Express* location in the Brandon West-End Sobeys.

Date: Thursday, April 4, 2013

Time: 1:00 p.m.

Place: Sobeys

3409 Victoria Avenue

Brandon, Manitoba

In attendance at the Ribbon cutting will be

- Drew Caldwell, MLA, Brandon East
- Shari Decter Hirst, Mayor, Brandon
- Peter Kenyon, Chief Operating Officer, Manitoba Liquor & Lotteries
- Pat Roach, Director of Operations, Sobeys West
- Ken McFarlin, Store Manager, Sobeys West End, Brandon

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