

NB Liquor opens new Dieppe store

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FREDERICTON (CNB) – The new NB Liquor store located in Dieppe officially opened today.

"The new liquor store provides customers with a large, modern store – that is sure to suit the needs of the people of Dieppe," said Daniel Allain, president and chief executive officer, NB Liquor. It is the second corporate store for the city of Dieppe.

The store introduces a new retail concept that creates a customer-friendly shopping experience and uses retail floor space efficiently.

"The location of this store meets all of the corporation's key criteria, including a central and visible location, ample customer parking, easy access and improved service to the growing area of Uptown Dieppe," said Allain. "It is another example of how NB Liquor is moving toward its vision of becoming a high-performance retailer, engaging employees in service excellence."

The store covers approximately 812 sq. m (8,740 sq. ft.) and features 1,400 products, including 420 spirits, and an enhanced wine portfolio which profiles over 750 wines. The 198 sq. m (1,750 sq. ft.) walk-in cold room offers 175 listings of chilled beer and 55 ready-to-drink beverages listings.

Other changes include new, low-maintenance flooring, product and mood pictures, and split-end aisle displays providing flexible display options designed to enhance patron shopping.

The store employs 3 full time and 2 permanent part-time staff. It is open from 10 a.m. to 9 p.m., Monday to Saturday. The address is 780 Dieppe Boulevard.

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