



NB Liquor

## NB Liquor opens new Beresford store

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Dec. 1, 2011

BERESFORD (CNB) – A new NB Liquor store located at 879 Principale St., Beresford, officially opened today.

"We are pleased to offer a new, more modern store to the people of Beresford," said Daniel Allain, president and chief executive officer, NB Liquor. "It is another example of how NB Liquor is to moving toward its vision of becoming a high-performance retailer, engaging employees in service excellence."

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

"This is the first store we have constructed following the provincial government's new core performance guidelines under its Green Building policy," said Allain. "This means the store uses energy-efficient water and light fixtures; construction waste was separated and recycled where possible; and energy efficiency was taken into account when the heating, ventilation and air conditioning systems were designed. The results: decreased environmental impact during construction; and less energy consumption when the store is in use."

The store covers about 700 square metres (7,530 square feet) and features about 1,050 products, including 550 wines and 300 spirits. The 154-square-metre (1,660 square-foot) walk-in cold room offers 150 listings of chilled beer and 50 ready-to-drink beverages listings. This is a 59-per-cent increase in size from the previous store.

The store boasts a modern layout; more retail space leading to more product offerings; a larger chilled products room; refrigerated merchandisers at the checkouts with single-serve chilled products; and more warehouse space. 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.

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### **MEDIA CONTACT:**

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