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## **LIQUOR MART *Express* OPENS TODAY IN THE REAL CANADIAN SUPERSTORE LOCATED AT GATEWAY ROAD AND MCLEOD AVENUE**

The newest Liquor Mart *Express* opens this morning in the Real Canadian Superstore located at the corner of Gateway Road and McLeod Avenue, the fifth Liquor Mart *Express* location in the province.

“More than ever Manitobans are looking for convenience and choice,” said Ron Lemieux, Minister responsible for *The Manitoba Liquor and Lotteries Corporation Act*. “When we introduced the Hospitality Strategy a few years ago, the goal was to implement innovative initiatives that would continue to modernize our province. Liquor Mart *Express* locations provide added convenience while ensuring alcohol products are sold in a socially responsible manner.”

The Liquor Mart *Express* in the Real Canadian Superstore is the province’s third *Express* location to open within a grocery store.

“After months of preparations, we are thrilled to open our newest Liquor Mart *Express* store,” said Robert Holmberg, Vice President, Liquor Operations for Manitoba Liquor & Lotteries. “We are happy to be partnering with Real Canadian Superstore in this endeavour and look forward to offering shoppers 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 within the Real Canadian Superstore is 1,098 square feet in size and features a selection of over 500 of the top selling products consisting of popular wine, spirits and beer. Customers at the store can shop in the Liquor Mart *Express* area either before or after shopping for their groceries.

The regular hours of the Liquor Mart *Express* in the Real Canadian Superstore at Gateway and McLeod will be Monday to Saturday 10 a.m. to 10 p.m. and on Sunday from 10 a.m. to 6 p.m.

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