



News Release

Oregon Liquor Control Commission
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Grand Opening of South Salem Battlecreek Liquor Store

Salem, Ore. – A new liquor store, *Liquor Outlet*, is opening its doors at 5107 Commercial Street, SE, in Salem. The grand-opening event was held Friday, June 25 from 2:00 p.m. to 7:00 p.m.

Hours of operation are 9:00 a.m. to 9:00 p.m. Monday through Saturday and 10:00 a.m. to 7:00 p.m. on Sunday.

Steve Brown is the retail liquor agent of the South Salem Battlecreek store. Retail liquor store agents are independent contractors appointed by the OLCC Commissioners. They are not state employees. Brown is also the liquor agent at the Lincoln City North liquor store.

“Steve has a great facility,” says Merle Lindsey, OLCC Deputy Director of the Distilled Spirits Program. “The appearance of his store sets the standard for the next generation of liquor stores in Oregon - providing an excellent customer shopping experience for responsible adults who choose to drink distilled spirits.”

“Our knowledgeable staff will guide customers through our impressive selection of fine liquors, premium cigars, and a full range of bar accessories,” says Brown. “Liquor Outlet also showcases events and special tastings.”

“Liquor Outlet is the most fantastic place I’ve been in – and it’s not just liquor. It’s a very nice addition,” says Mary Chance, Salem Area Chamber of Commerce Senior Ambassador. “It is so wonderful and we know they’ll do well.”

The Retail Services Division of the OLCC works closely with liquor agents to help them understand and follow liquor laws and store operating procedures.

The OLCC looks for opportunities to add new liquor stores to improve customer service around the state. The decision to create new liquor stores is based on current and potential population or tourism growth of the prospective city or county, if distance to the nearest store is excessive and an inconvenience to the public, and/or requests for new liquor stores by the general public which are supported by city, county or state officials.

Learn more about merchandising liquor in Oregon:

http://www.oregon.gov/OLCC/liquor_stores.shtml#Merchandising_Liquor_in_Oregon

More information on the store can be found at www.liquoroutletstore.com or www.OregonLiquorSearch.com

These photos and more on Flickr at
<http://www.flickr.com/photos/oregonliquorcontrolcommission/sets/72157624232998797/>

Or <http://www.flickr.com/photos/oregonliquorcontrolcommission/>



Photo Caption: Spacious floor plan of Liquor Outlet



Photo Caption: Retail Liquor Agent, Steve Brown recognizes employees before a ceremonial Chamber of Commerce ribbon cutting



Photo Caption: Boutique-style cigar display

"Promoting Responsible Alcohol Sales and Service"