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NEW AND IMPROVED WHITEHORSE LIQUOR STORE

WHITEHORSE – Yukon Liquor Corporation (YLC) is showing its appreciation for the patience exhibited by customers and staff of the Whitehorse Liquor Store during extensive renovations this summer by holding a special ribbon-cutting ceremony on October 18.

A customer satisfaction survey last year revealed a desire for a better retail layout and service. Since then, the corporation has renovated the interior of the store, enhanced its service to customers, and expanded its product line.

Minister responsible for the Yukon Liquor Corporation, Jim Kenyon, is encouraged by the positive feedback from staff and customers on the store’s upgrades. “People seem to appreciate the look and feel we’ve given the store,” Kenyon said. “Part of our mandate is to encourage responsibility if you’re going to drink. Moderation is key. We want to encourage a good experience – quality over quantity.”

The ribbon-cutting ceremony coincides with the annual Rotary Club Wine Tasting Festival to be held that evening. Wine representatives will be at the store during the day to provide tastings of products currently available in-store, and to answer questions about wine. Yukon Brewing Company will also provide tastings of their local beer. A large selection of wines will be offered for tasting at the festival, and the corporation usually stocks the bestsellers following the event.

The Whitehorse store is the corporation’s largest retail outlet. It has been in its current location for the past 16 years. The retail space is now larger, with a more consumer-friendly layout. All renovations were completed by Yukon contractors.

Visitors to the Whitehorse Liquor Store on October 18 will be eligible to win prizes, and special gifts will be presented to staff to thank them for their patience and support throughout the renovations and changes.

Learn more about YLC’s responsible drinking initiatives on the Web site at www.ylc.yk.ca.

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