

LCBO Goes Local at new Aurora store



By Brock Weir

The LCBO is encouraging shoppers to 'go local' at their new Aurora location.

The new LCBO on First Commerce Drive was toasted at their grand opening on Monday morning. The 12,167 square foot store, which is the third outlet in Aurora, is one of the first to show the LCBO's commitment to Ontario wineries and craft brewers.

Our Wine Country Ontario, their destination boutique, features over 400 Ontario wines, while a huge walk-in beer cold room contains a wide selection of the Province's craft beers.

'This is the LCBO's initiative to support local wineries in Ontario and buy local,' said Michael Laforge, LCBO's District Manager for York Region.

'This has always been what we've wanted to do as a corporation to support Go Local, but now we're starting to combine it into our design and construction, and it is becoming more and more prevalent with every project that we do. There is a lot of support [from the industries] and it is a great partnership between us and our local partners.'

Added LCBO President and CEO Bob Peter: 'Hopefully it showcases it, sells more Ontario wine and helps the producers here grow their own business.'

Monday's grand opening was not only celebrated by LCBO brass, but representatives of Ontario's wine and beer makers, Mayor Geoff Dawe, and Councillors John Abel, Jeff Thom and Michael Thompson.

The new store currently has 16 staff and, if sales hit an upswing, that number could grow to up to 25.

First Commerce Drive is the latest in long-time expansion plans for the LCBO in the area to keep up with growth in northern York Region. A new store was recently opened in East Gwillimbury, while an older store in Newmarket is just two weeks away from re-opening after extensive renovations.

'This is a terrific store and it is most impressive,' said Mayor Dawe. 'It is a fabulous opportunity to highlight and showcase some of the great Ontario wines. For those of you who aren't too snobby to avoid it, there are some really great selections here. I think this is a great boost to this particular plaza which has, quite frankly, had some challenges over the years.'

Reno Depot takes over the long-vacant Rona outlet with a grand opening slated for Thursday.

Over 2,000 new homes are slated to be built in the vicinity of the plaza over the next two to three years as part of Aurora's 2C Development.