ARMENIA WINE OUTLET IN TORONTO

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MPP Aris Babikian Hosts Historic Unveiling of the Armenian Wine Outlet at LCBO's Armenia Destination Collection Store

Scarborough, ON – MPP Aris Babikian is proud to announce the successful unveiling of the new Armenian alcohol section at the Armenia Destination Collection LCBO store at Parkway Mall (Victoria Park and Ellesmere). This milestone event marked the first time a dedicated selection of Armenian products, including wine, brandy, vodka, and other premium spirits, have been featured on LCBO shelves, representing an important cultural achievement for the Armenian community in Ontario.

Representing the LCBO at the event was John Summers, Chief Retail Officer, who delivered remarks on behalf of the CEO.



"The opening of the Armenian Destination Collection is a really important milestone for us and an important reminder that local doesn't necessarily just mean made in Ontario, local can mean a strong representation of the community that the store serves," said John Summers.

MPP Babikian also extended his sincere thanks to LCBO President & CEO, George Soleas, for his leadership and support in making this initiative a reality.

The new collection highlights Armenia's long-standing traditions in winemaking and distillation, showcasing the country's high-quality wines, renowned brandy, artisanal vodkas, and other spirits. Its debut at the LCBO marks a meaningful milestone, celebrating both Armenia's heritage and its growing presence in the world.



"This is a proud and historic day for our community," said MPP Aris Babikian. "I encourage all Armenian-Canadians to share the news and

support this exciting addition to the LCBO. Your support will help ensure the success of Armenian products and showcase the best of our heritage to all Ontarians."

The event brought together community leaders, members, media, and supporters who gathered to celebrate this achievement and explore the newly featured products.

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There are no comments yet.