



Massachusetts Package Stores Association, Inc.

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Beer, Wine & Spirits Radio Show

The Massachusetts Package Stores Association is eager to announce the debut of “The Beer, Wine & Spirits” radio program on June 7, 2019 at 2:00 pm on WSAR1480AM and www.wsar.com. The Beer, Wine and Spirits show is part of MPSA’s year-round effort aimed at educating consumers to shop at independently owned retailers of beer, wine and spirits. For too long there has been an absence of a supportive voice within the media for independently owned retailers of beer, wine and spirits. Beginning this June, MPSA will be providing interesting and helpful content to consumers on a weekly basis that connects them to independently owned stores across Massachusetts and the country.

The Beer, Wine & Spirits Show will discuss products and services available at independent retail stores across Massachusetts. The show will also spotlight issues and news relevant to independent retailers and the Alcohol Beverages Industry. Moreover, the program will serve as an information resource directed by independent retailers to educate consumers about beer, wine and spirits. The show additionally serves as a platform for MPSA to communicate with all stakeholders about the value of independent retailers and the 3-tier system that supports the alcohol beverages industry in Massachusetts.

The format of the show is a weekly, hour long radio program produced and sponsored by MPSA in partnership with WSAR1480AM. It will air live on WSAR1480AM, www.wsar.com, and Facebook Live every Friday, from 2-3 p.m., beginning on June 7th. Podcasts of shows will be uploaded to YouTube and will be available for on demand download to MPSA members via the www.masspack.org website and www.wsar.com.

MPSA encourages the membership to get involved with The Beer, Wine & Spirits show by suggesting topics and serving as guests. Membership involvement will ensure the success of the program. Those who have suggestions should submit them to info@masspack.org or call the MPSA office at 508-366-1100. You may also wish to advertise with WSAR or call into a live airing of the show and take part in a discussion with a guest or panelist. So be sure to listen to The Beer, Wine & Spirits Show on WSAR1480AM every Friday at 2:00 p.m.

The Massachusetts Package Stores Association (MPSA) is a non-profit trade organization representing the interests of the thousands of independently owned retail liquor stores across Massachusetts. The Board of Directors of MPSA are primarily comprised of owner/operators of retail stores of beer, wine and spirits. Contact MPSA with any questions at (800) 322-1383, or email info@masspack.org. Visit the MPSA website at: www.masspack.org