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Beer sales debut at Wegmans

Jennifer ThomasPATTON TOWNSHIP — Wegmans is now selling beer at its store at 345 Colonnade Way, store manager Steve Gallucci said Thursday.

Gallucci said sales started Wednesday and have been well-received by customers.

“Most of the folks who come through are excited we have it from a convenience standpoint,” he said.

Convenience, along with an enhanced dining experience, has always been the goal of selling beer in-house — customers responded favorably to sales, citing convenience, in a poll completed by Wegmans about six months ago, Gallucci said.

“That spoke loudly to us,” he said. The store’s liquor license transfer was approved in late March after more than 16 months. It had faced opposition from local beer distributors and the Malt Beverage Distributors Association, an outside attorney for Wegmans said previously. The transfer is being appealed by the association.

Since the transfer, Gallucci said the store has undergone modifications, from the addition of two beer coolers to creating a separated licensed area, which encompasses much of the restaurant and cafe area.

“We have a wide selection of all different types of beer,” he said, adding choices include domestic, imported and microbrews. “It’s a pretty good selection.

A separate seating area away from the alcohol sales is still available, he said.

Customers are able to purchase up to two six-packs or buy single serve selections for in-house consumption in the restaurant.

“You can actually take a beer and have it with your meal,” he said.

Beer purchased at the licensed area can be taken into the store while other shopping is completed, he said. But it cannot be consumed outside the licensed area.

He said that the store checks the identity of every customer purchasing beer.

“No matter what age you are, you have to have your ID,” he said.

Beer sales will be available from 8 a.m. to 10 p.m. Monday through Saturday and from 11 a.m. to 10 p.m. on Sunday.

Jennifer Thomas can be reached at 231-4638.