

## **Giant display screen at booze shops to go**

The next time you want to locate a liquor store, you might have to try extra hard. The state excise department has directed all 'wine shops' in Maharashtra to remove advertisements of liquor brands, and glow, flex and neon signboards indicative of a wine shop, from their entrance within 15 days.

The order said liquor shops in the state were displaying advertisements of brands on glow sign boards, flexes and neon signs at the entrance of the shops, violating the terms and conditions of the licences. It directed all excise superintendents to remove the extra advertising boards, among other such material, in their districts concerned in the next 15 days.

Another state excise department official admitted that the latest order would be a source of inconvenience to consumers, as all the display paraphernalia outside a liquor shop helped them locate it. While regular wine shop visitors would not have a problem, those new in an area might face difficulties in locating a shop.