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CONTACT: Kerry Wood, [Kerry@moonpiedirect.com](mailto:Kerry@moonpiedirect.com)

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## **MoonPie General Store Headed For Downtown Mobile**

(Charlotte, NC) - Officials today announced the opening of a new destination retail location for Downtown Mobile, a MoonPie General Store. The MoonPie General Store is slated to open mid-December 2016 at Suite 115, 107 St. Francis Street in the RSA Building.

“The MoonPie General Store is all about fun and nostalgia,” said Alex Brener, President MoonPie, Inc. “We carry a great deal of unique nostalgic merchandise in a general store setting that is fun and exciting for all ages”, he added. The new Mobile store will be the fifth one to open in the Southeast and will feature 6,000 square feet of shopping including a full service soda fountain. A grand opening celebration is being planned around New Year’s Eve 2017 with visits from MoonPie factory representatives and specials throughout the store. The new store is located right along the downtown parade route as MoonPie kicks off its 100<sup>th</sup> anniversary celebration in 2017.

The MoonPie General Store is a destination retail location that delivers a unique nostalgic shopping experience year round to locals and tourists. The stores are currently located in Chattanooga, Pigeon Forge and Lynchburg, TN as well as Charleston, S.C. For more information visit us online at [moonpie.com](http://moonpie.com).

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