

June 1, 2018

To: Pennsylvania Wineries

In an effort to support local wineries, the Pennsylvania Liquor Control Board (PLCB), in conjunction with the Pennsylvania Winery Association (PWA), will continue the PA Preferred™ Wine Program, which allows PA Preferred wineries the opportunity to sell up to 10 varietals in a select number of Fine Wine & Good Spirits stores.

The next listing period will be June 4 to June 16, 2018.

The PA Preferred Wine Program has the following qualifications, which were developed in coordination with the PWA:

- The winery must be designated as a PA Preferred winery by the Pennsylvania Department of Agriculture. Wineries not currently designated PA Preferred that are interested in enrolling in the program are encouraged to contact Patrick Andrews the Department of Agriculture at [patriandrew@pa.gov](mailto:patriandrew@pa.gov) or 717-772-1429.
- A licensed limited winery must have its assessment payments (\$0.20 per gallon of wine sold in a given calendar year) to the Pennsylvania Wine Marketing & Research Program up to date. Wine assessments can be found at [www.pda.state.pa.us/PACommodities/](http://www.pda.state.pa.us/PACommodities/).

Wineries meeting these initial requirements may submit only current release wines for consideration and identify the Fine Wine & Good Spirits (FW&GS) store location(s) where they would like to sell wine. Each winery may feature up to 10 wines in FW&GS stores and request placement in up to 10 store locations. Submitted varietals must be labeled as a Pennsylvania wine under TTB standards (at least 75 percent of the grapes used to make the wine were grown in Pennsylvania). In order to submit a product, the varietal must have a universal product code (UPC).

Wineries already supplying wine to the PLCB are reminded that the maximum number of varietals any one winery can supply at any given time is 10, and existing varietals will count towards that total.

The following must be submitted for the PLCB to consider adding new products to its FW&GS portfolio:

1. A completed Standard Quotation and Specification form, front and back product labels and a list of up to 10 stores selected for distribution must be emailed to Stephen Reso at [sreso@pa.gov](mailto:sreso@pa.gov).

The Standard Quotation and Specification form can be accessed at the end of the PLCB's Regular and Luxury Merchandise Purchase Order Standard Terms and Conditions, which can be found by hovering over "Suppliers" in the blue bar at the top of the home page, then selecting "Forms & Resources" and clicking the second link on the page. A form MUST be completed for each varietal submitted.

2. A product sample must be sent to Stephen Reso, 217 Northwest Office Building, 910 Capital Street, Harrisburg PA 17124.
3. An application fee of \$150 for each varietal submitted must be sent to Gwen Weihbrecht, 217 Northwest Office Building, 910 Capital Street, Harrisburg PA 17124. Make checks payable to "Commonwealth of PA."

A panel of wine buyers will determine what wines will be offered in FW&GS stores based on a number of criteria, including but not limited to taste, availability in category, price and appearance of the wine. The selection process typically takes four to six weeks, depending on the number of submissions.

Once a product has been selected, the producer has two options to fill orders: either using one of the three PLCB distribution centers or directly delivering to the selected stores. The PLCB will notify each winery of its results.

Wineries whose products are selected for sale in FW&GS stores are encouraged to conduct tastings at the stores in which the wine is sold. Detailed information regarding in-store tastings can be found at [www.lcb.pa.gov](http://www.lcb.pa.gov) by hovering over "Suppliers" in the blue bar at the top of the home page, then selecting "Managing Existing Business" and clicking on "Vendor In-Store Tastings." Questions or comments regarding tastings or the Tasting Scheduler should be sent to [RA-LBTastingCalendar@pa.gov](mailto:RA-LBTastingCalendar@pa.gov).

Questions about the PA Preferred Wine Program may be directed to Stephen Reso at [sreso@pa.gov](mailto:sreso@pa.gov).

We look forward to working with you.

Sincerely,

Dale Horst  
Director of Marketing