



COMMONWEALTH OF PENNSYLVANIA  
**PENNSYLVANIA LIQUOR CONTROL BOARD**

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Harrisburg, Pennsylvania 17124-0001

DALE HORST  
DIRECTOR OF MARKETING & MERCHANDISING

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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 wines in as many as 10 Fine Wine & Good Spirits (FW&GS) stores.

The next listing period will be April 8 to April 26, 2019.

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

- A participating 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 Ashlee Dugan at the Department of Agriculture at [asdugan@pa.gov](mailto:asdugan@pa.gov) or 717-705-9511.
- 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 up to 10 wines – only current releases – for consideration and must identify up to 10 FW&GS store location(s) where they would like to sell wine. Each submitted varietal 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 wine must have a universal product code (UPC).

Wineries already supplying wine to the PLCB are reminded that the maximum number of wines any one winery can supply at any given time is 10, and existing wines 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 <mailto:RA-LBNewItem@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 [lcb.pa.gov](http://lcb.pa.gov), then selecting "Forms & Resources" and clicking the second link on the page. A form MUST be completed for each wine submitted.

2. Two product samples of each wine must be sent to Stephen Reso, 216 Northwest Office Building, 910 Capital Street, Harrisburg PA 17124.
3. An application fee of \$150 for each wine submitted must be sent to Gwen Weihbrecht, 216 Northwest Office Building, 910 Capital Street, Harrisburg PA 17124. Please make checks payable to "Commonwealth of PA."
4. The deadline for all of the above to be received is 12 Noon on Friday, April 26, 2019.

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 [lcb.pa.gov](http://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