

PENNSYLVANIA LIQUOR CONTROL BOARD
MEETING MINUTES

WEDNESDAY, APRIL 8, 2015

NORTHWEST OFFICE BUILDING, CONFERENCE ROOM 117, HARRISBURG, PA

Tim Holden, Chairman
Joseph E. "Skip" Brion, Board Member
Michael Negra, Board Member
John E. Metzger, Executive Director
John Stark, Board Secretary

[Office of Chief Counsel](#)
[Bureau of Licensing](#)
[Bureau of Human Resources](#)
[Bureau of Purchasing and Contracting](#)

[Bureau of Retail Operations](#)
[Bureau of Product Selection/Marketing](#)
[Financial Report](#)
[Other Issues](#)

PUBLIC MEETING – 11:00 A.M

Board Secretary John K. Stark indicated that a quorum of the Board was present and Chairman Holden called the meeting to order.

CALL TO ORDER *Chairman Holden*

Pledge of Allegiance to the Flag

OLD BUSINESS..... *Secretary Stark*

A. Motion to approve the previous Board Meeting Minutes of the March 24, 2015 meeting.

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously approved (3-0 vote) previous Board Minutes.

PUBLIC COMMENT ON AGENDA ITEMS

There was no comment on the printed agenda items.

NEW BUSINESS

From the Office of Chief Counsel *Faith Smith Diehl, Chief Counsel*

(1) **JOSHUA RYAN, INC.**
154 West Third Street
Williamsport, PA 17701-6408
Restaurant Liquor License No. R-13013
LID 65450

Request to Modify Conditional
Licensing Agreement

Note: Board Minutes are not officially approved until all required signatures are affixed.

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve Modified Conditional Licensing Agreement.

- (2) **TONY’S BAR OF CARNEGIE, INC.** Administrative Law Judge Appeal
307 West Main Street
Carnegie, PA 15106-2623
Restaurant Liquor License No. R-6214
LID 57256
Citation No. 14-1898

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Affirm Administrative Law Judge.

- (3) **VRAHOS INCORPORATED** Administrative Law Judge Appeal
t/a Nick’s Pizza Restaurant
822-824 Main Street
Bethlehem, PA 18018
R-11618 LID 50746
Citation No. 14-1082C

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Affirm Administrative Law Judge.

- (4) **Pennsylvania Liquor Control Board** Proposed Regulatory Changes
Agency Number 54 /ID Number 81
Right to Occupy

Rod Diaz, Asst. Chief Counsel
Norina Blynn, Asst. Counsel

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve Regulatory Changes.

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(5) Pennsylvania Liquor Control Board
Agency Number 54 / ID Number 81
Economic Development Applications

Final Regulatory Changes

Rod Diaz, Asst. Chief Counsel
Norina Blynn, Asst. Counsel

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve Regulatory Changes.

From the Bureau of Licensing Jerry Waters, Director of Regulatory Affairs
Tisha Albert, Director, Bureau of Licensing

(1) Acropolis Management, LLC
R-3772 (LID No. 57425) Case No. 14-9194
2029 Walnut Street
Philadelphia, Philadelphia County

Request for Hearing – *Nunc Pro Tunc* – Renewals, Validations & Extension of Safekeeping – Restaurant

HOLD - 2/25/15 SESSION

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Grant *Nunc Pro Tunc* Request.

(2) BKBB, Inc.
t/a Spurs
R-1638 (LID No. 59345) Case No. 14-9132
900 Oak Street
Pittston Township
Pittston Township, Luzerne County

Request for Hearing – *Nunc Pro Tunc* – Renewals, Validations & Extension of Safekeeping – Restaurant

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Grant *Nunc Pro Tunc* Request.

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- (3) **Estate of Janet Astorri,
James C. Zahorsky, Administrator
t/a Astorri's Tavern** Appointment of Manager –
Restaurant
R-16624 (LID No. 18091) Case No. 15-9001
2831 State Route 66
Salem Township
Export, Westmoreland County
- Motion Made:** Board Member Negra
Seconded: Board Member Brion
- Board Decision:** Unanimously agreed (3-0 vote) to Approve Appointment of Manager.
- (4) **Weis Markets, Inc.** Double Transfer & Requests for
R-17919 (LID No. 70973) Interior Connections with Another
860 Carlisle Street Business & to Conduct Another
Hanover, York County Business on the Licensed
Premises – Restaurant
- Motion Made:** Board Member Negra
Seconded: Board Member Brion
- Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business & to Conduct Another Business on the Licensed Premises. Chairman Holden noted that there are no fuel pumps at this location.
- (5) **4300 DK, Inc.** Renewal – District 10
D-1725 (LID No. 59805) Case No. 14-9185
4300 Walnut Street
Philadelphia, Philadelphia County
- Motion Made:** Board Member Negra
Seconded:
- Board Decision:** Hold by Board Member Negra for a Conditional Licensing Agreement.
- (6) **Ashlend, Inc.** Renewal – District 6
R-3550 (LID No. 49856) Case No. 14-9112
1300 Main Street
Burgettstown, Washington County **HOLD – 12/17/14 SESSION**
- Motion Made:** Board Member Negra
Seconded: Board Member Brion
- Board Decision:** Unanimously agreed (3-0 vote) to Refuse Renewal.

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- (7) **Bennetts' Dew Drop Inn, Inc.** Renewal – District 10
R-7802 (LID No. 12927) Case No. 14-9189
1017 West Cumberland Street
Philadelphia, Philadelphia County
- Motion Made:** Board Member Negra
Seconded:
- Board Decision:** Hold by Board Member Negra for a Conditional Licensing Agreement.
- (8) **Noche, LLC** Renewal – District 10
R-15561 (LID No. 66680) Case No. 14-9156
927-939 North Delaware Avenue
Philadelphia, Philadelphia County
- Motion Made:** Board Member Negra
Seconded: Board Member Brion
- Board Decision:** Unanimously agreed (3-0 vote) to Refuse Renewal.
- (9) **Papi Claudio's, Inc.** Renewal – District 10
R-87 (LID No. 59510) Case No. 15-9002
1020 East Hunting Park Avenue, Store No. 2
Philadelphia, Philadelphia County
- Motion Made:** Board Member Negra
Seconded: Board Member Brion
- Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.
- (10) **Southside Saloon, Inc.** Renewal – District 4
t/a Allstar Sports Bar
R-8448 (LID No. 31055) Case No. 14-9182
115-117 East 3rd Street
Bethlehem, Northampton County
- Motion Made:** Board Member Negra
Seconded:
- Board Decision:** Hold by Board Member Negra for a Conditional Licensing Agreement.

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(11) Tia Boss Lady, Inc.
R-4073 (LID No. 65666) Case No. 14-9169
2900 North 13th Street
Philadelphia, Philadelphia County

Conditional Licensing Agreement
Renewal – District 10

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve Renewal with New
Conditional Licensing Agreement.

*From the Bureau of Human Resources Gary Hollinger, Director of Administration
Jennifer Haas, Director of Human Resources*

- (1) Heather Alfery – Removal Action**
- (2) Chavicia Boggs – Removal Action**
- (3) Lawrencia Hicks – Removal Action**
- (4) Steven Holliday – Affirm Removal**
- (5) Forbes McFadden – Affirm Removal**
- (6) Patrick Newman – Removal Action**
- (7) Courtney Orpin – Removal Action**
- (8) Michael Potts – Removal Action**
- (9) Staci Stech – Removal Action**
- (10) Jessica Tripp – Affirm Removal**
- (11) Ryan Watson – Removal Action**

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve all Personnel Actions.

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*From the Bureau of Purchasing and ContractingOren Bachman, Chief Financial Officer
Melinda John, Director, Bureau of Purchasing & Contracting*

- (1) **PLCB Regulatory Affairs System** – Change Order 3 to Contract 201211011 – VENDOR: Computronix USA, Inc. – TERM: Seven (7) months (April through October 2015) – Computronix will complete the analysis, design, configuration, deployment and testing for GAP-544. GAP-544 will include the integration of quota licensing requirements into the new regulatory affairs system – \$13,104.00 estimated cost.
- (2) **PLCB Regulatory Affairs System** – Change Order 4 to Contract 201211011 – VENDOR: Computronix USA, Inc. – TERM: Two (2) months (August 1 through September 30, 2015) – Computronix will implement brand registration functionality on the public and internal websites for the new regulatory affairs system. Costs include additional expenditures to implement early and monthly usage charges from October 2015 through January 30, 2016 – \$95,235.00 estimated cost.
- (3) **Legal Services** – PO 63006127 Amendment – VENDOR: Rhoads & Sinon – Funding adjustment to PO 63006127 for continued professional and specialized legal services for representation of the PLCB in litigation in the Dauphin County Court of Common Pleas relating to recouping losses incurred by the PLCB as a result of the default by World Transportation, Inc. (WTI) of contract 980801, and in matters before the Board of Claims. Rhoads & Sinon is counsel of record in the litigation for the PLCB – \$200,000.00 estimated cost.
- (4) **Hearing Examiner Services** – Exercise Option Two – VENDOR: Jodi Isenberg – TERM: One (1) year – Represent the Board in the capacity of a hearing examiner – \$150,000.00 estimated cost.

Motion Made: Board Member Negra
Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve all Purchasing & Contracting matters.

From the Bureau of Retail OperationsCharlie Mooney, Director of Retail Operations

1. **#3923 – 7801 Glenlivet West Drive, Fogelsville
Leasehold Improvement – Change of Orders**
2. **#0284 – 10 Old Clairton Road, Suite 10, Pittsburgh
Exercise Option**
3. **#0226 – 132 Ben Avon Heights Road, Pittsburgh
Amendment**
4. **#2604 – 1890 McClellandtown Road, Masontown
Amendment**
5. **#18XX – Millbrook Plaza, Mill Hall
New Store / Relocation (to replace #1801)**

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**6. #60XX – 310 North Tenth Street, Suite 200, Lewisburg
New Store / Relocation (to replace #6001)**

**7. #21XX – 1200 Market Street, Lemoyne
Temporary Store (during the rebranding of #2102)**

Motion Made: Board Member Negra

Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve all Retail Operations Actions.

*From the Bureau of Product Selection/MarketingDale Horst, Director of Marketing/Merchandising
Joseph Puhalla, Director of Product Selection*

1. Cost and Retail Decreases

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
		<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<u>SOUTHERN WINE SPIRITS PA</u>					
6784	Argyle Brut Willamette Valley				
	750 ML, 12 Units Per Case	\$204.48	\$27.99	\$182.52	\$24.99
	Velocity Code: C Cost Per Unit:	17.04		15.21	

EFFECTIVE DATES: The proposed cost will become effective April 12, 2015
and the proposed retail prices will become effective
when the current stock has been sold.

ADDITIONAL INFORMATION/COMMENTS:

RECOMMENDED ACTION: We recommend the Board to approve this Action.

2. Cost and Retail Increases - May 2015 Revisions

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
		<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<u>MAJESTIC W S USA, INC.</u>					
4735	Hob Nob Pinot Noir				

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	750 ML, 12 Units Per Case	\$80.64	\$11.99	\$87.36	\$12.99
	Velocity Code: B Cost Per Unit:	6.72		7.28	
5922	Hob Nob Red Blend				
	750 ML, 12 Units Per Case	\$80.64	\$11.99	\$87.36	\$12.99
	Velocity Code: C Cost Per Unit:	6.72		7.28	
7237	Georges Duboeuf Beaujolais Villages				
	750 ML, 12 Units Per Case	\$89.04	\$13.99	\$95.40	\$14.99
	Velocity Code: B Cost Per Unit:	7.42		7.95	
7830	Hob Nob Merlot				
	750 ML, 12 Units Per Case	\$80.64	\$11.99	\$87.36	\$12.99
	Velocity Code: C Cost Per Unit:	6.72		7.28	

EFFECTIVE DATES: The proposed cost will become effective May 31, 2015
and the proposed retail prices will become effective
June 1, 2015.

ADDITIONAL INFORMATION/COMMENTS:

Increases moved from May to June because
of May SPA.

RECOMMENDED ACTION: We recommend the Board to approve this Action.

3. New Items - Recommended Listings

<u>BRAND DESCRIPTION</u>	<u>REASON</u>	<u>SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>THE WINE GROUP INC</u>					
MD 20/20 Blue Raspberry	10	750 ml	\$23.28	\$1.94	\$4.99

RECOMMENDED ACTION: We recommend the Board approve these items for listing

**New Items – Recommended Listings
Reason Codes**

1. Strong marketing support
2. High brand recognition
3. Line/Size extension of successful brand
4. Trade up opportunity
5. Growing category
6. Growing segment
7. National rollout
8. Niche item / Limited distribution
9. High dollar profit potential
10. Trade out

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11. High quality for the value
12. Innovative product/flavor
13. High sales through other PLCB channels (Luxury, Online, SLO)
14. Underrepresented category/segment
15. Hole in selection – consumer/store requests

4. One Time Buy - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>Constellation</u>				
Bramble & Vine Red Blend	750 mL	\$57.36	\$4.78	\$8.99
Bramble & Vine White Blend	750 mL	\$57.36	\$4.78	\$8.99
Bramble & Vine Rose Blend	750 mL	\$57.36	\$4.78	\$8.99
Manischewitz Moscato	750 mL	\$18.60	\$1.55	\$3.99
<u>Jim Beams Brands Co</u>				
Knob Creek Belmont Stakes Label Straight Bourbon	750 mL	\$133.68	\$22.28	\$35.99
Skinnygirl Pinot Noir	750 mL	\$65.16	\$5.43	\$9.99
Skinnygirl Pinot Grigio	750 mL	\$63.12	\$5.26	\$9.99
Skinnygirl Chardonnay	750 mL	\$63.12	\$5.26	\$9.99
Skinnygirl Cabernet Sauvignon	750 mL	\$63.12	\$5.26	\$9.99
Skinnygirl Moscato	750 mL	\$63.12	\$5.26	\$9.99

RECOMMENDED ACTION: We recommend the Board approve these one-time purchases

5. Recommended Delistings - Retail Reductions

PRODUCT(S):

<u>Code</u>	<u>Brand Name</u>	<u>Size</u>	<u>Present Retail</u>	<u>Proposed Retail Effective 06/01/15</u>	<u>Proposed Retail Effective 07/27/15</u>
5167	Secco Bertani	750 mL	\$16.99	\$13.99	\$11.99
6451	Chateau De L Eglise Vielle	750 mL	\$16.99	\$13.99	\$11.99
7776	Firefly Caramel Moonshine	750 mL	\$19.99	\$15.99	\$12.99
3906	Courvoisier Rose	750 mL	\$24.99	\$19.99	\$15.99

EFFECTIVE DATES: The transference to closeout will become effective May 4, 2015

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ADDITIONAL INFORMATION/COMMENTS:

RECOMMENDED ACTION: We recommend the Board to approve this Action.

6. Recommended Delisting - Retail Reductions Revision

<u>PRODUCT (s):</u>			Present	Proposed Retail Effective 6/1/2015	Proposed Retail Effective 7/27/2015
<u>Code</u>	<u>Brand Name</u>	<u>Size</u>	<u>Retail</u>		
3610	Three Olives Dude Lemon Lime Vodka	750 mL	\$16.99	\$13.99	\$11.99

EFFECTIVE DATES: The transference to closeout will become effective May 4, 2015

ADDITIONAL INFORMATION/COMMENTS:

RECOMMENDED ACTION: We recommend the Board to approve this action.

7. Rescind from Delisting - March 2015

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PREVIOUS COST</u>	<u>RETAIL</u>	<u>PROPOSED COST</u>	<u>RETAIL</u>
<u>CBL Wine Company LLC</u>					
7010	Viva Diva Sparkling Strawberry Moscato 12 Units Per Case Cost Per Unit:	\$88.32 \$7.36	\$12.99	\$88.32 \$7.36	\$12.99
<u>Capital Wine & Spirits</u>					
5715	Compass Box Peat Monster Malt Scotch 6 Units Per Case Cost Per Unit: **** Going to the Online Store	\$227.40 \$37.90	\$61.99	\$227.40 \$37.90	\$61.99
30571	Compass Box Spice Tree Scotch 6 Units Per Case Cost Per Unit: **** Going to the Online Store	\$239.82 \$39.97	\$63.99	\$239.82 \$39.97	\$63.99
30946	Compass Box Orangerie Scotch				

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	6 Units Per Case	\$117.36	\$48.99	\$117.36	\$48.99
	Cost Per Unit:	\$29.56		\$29.56	
	**** Going to the Online Store				
31000	Compass Box Oak Cross Scotch				
	6 Units Per Case	\$189.00	\$51.99	\$189.00	\$51.99
	Cost Per Unit:	\$31.50		\$31.50	
	**** Going to the Online Store				
<u>D'Andrea WL Imports</u>					
8848	Castle Rock Coastal Merlot Mendocino				
	12 Units Per Case	\$73.32	\$11.99	\$73.32	\$11.99
	Cost Per Unit:	\$6.11		\$6.11	
<u>Kobrand Corp</u>					
30990	Delamain Pale and Dry XO Cognac				
	6 Units Per Case	\$373.62	\$99.99	\$373.62	\$99.99
	Cost Per Unit:	\$62.27		\$62.27	
	**** Going to the Online Store				
<u>Majestic W S USA</u>					
34050	Masterson's Straight Rye Whiskey 10 yr				
	6 Units Per Case	\$232.26	\$62.99	\$232.26	\$62.99
	Cost Per Unit:	\$38.71		\$38.71	
	**** Going to the Online Store				
<u>Palm Bay International</u>					
4143	Cavit Collection Merlot				
	6 Units Per Case	\$28.80	\$8.99	\$28.80	\$8.99
	Cost Per Unit:	\$4.80		\$4.80	
<u>University Wine Company</u>					
7248	U Freeze Glacial Grape				
	12 Units Per Case	\$66.00	\$9.99	\$66.00	\$9.99
	Cost Per Unit:	\$5.50		\$5.50	
7249	U Freeze Sub-Zero Sangria				
	12 Units Per Case	\$66.00	\$9.99	\$66.00	\$9.99
	Cost Per Unit:	\$5.50		\$5.50	
<u>Winebow Inc</u>					
31817	Jack From Brooklyn Sorel Artisanal Liqueur				
	12 Units Per Case	\$249.84	\$33.99	\$249.84	\$33.99
	Cost Per Unit:	\$20.82		\$20.82	
	**** Going to the Online Store				

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EFFECTIVE DATES: Immediately

ADDITIONAL INFORMATION/COMMENTS:

RECOMMENDED ACTION: We recommend the Board to approve this Action.

8. Chairman's Selection Items - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>8 Vini, Inc</u>				
Otto Buccce Rosso DOC 2013	750ML	\$50.04	\$4.17	\$7.99
<u>Appellation Trading Co.</u>				
Vineyards Found Chardonnay Napa Valley 2014	750ML	\$104.16	\$8.68	\$14.99
<u>Little Lion Wine Co.</u>				
Spring Chicken Sauvignon Blanc Vin de France 2013	750ML	\$57.72	\$4.81	\$8.99
<u>T. Elenteny Imports / T. Elenteny Holdings LLC</u>				
La Cave des Grands Crus Blancs Pouilly Fuisse 2014	750ML	\$127.49	\$10.62	\$17.99
<u>Good Life Wine and Spirits Importers</u>				
Artiga Mas Delmera Monastrell Tempranillo 2009	750ML	\$80.95	\$6.75	\$11.99
<u>Southern Wine and Spirits of PA</u>				
Estancia Pinot Noir Stonewall Vineyard Reserve Santa Lucia Highlands 2012	750ML	\$111.96	\$9.33	\$15.99
Franciscan Estate Equilibrium White Napa Valley 2013	750ML	\$48.18	\$8.03	\$13.99
Landmark Vineyards Overlook Chardonnay 2012	750ML	\$104.16	\$8.68	\$14.99
Bommarito Sauvignon Blanc Napa Valley 2014	750ML	\$65.40	\$5.45	\$9.99
Chateau de Campuget Le Campuget Grenache Viognier White Blend 2014	750ML	\$42.29	\$3.52	\$6.99
Tedeschi Amarone della Valpolicella DOCG 2010	750ML	\$148.86	\$24.81	\$39.99
Vine Cliff Winery Chardonnay Los Carneros Napa Valley 2012	750ML	\$71.46	\$11.91	\$19.99
Qupe Maxtap Cuvee Red Central Coast 2011	750ML	\$73.20	\$6.10	\$10.99
Villa Mt. Eden Pinot Noir Grand Reseerve Bien Nacido 2009	750ML	\$73.20	\$6.10	\$10.99
Frenchie French Coronation Red Blend North Coast 2013	750ML	\$127.44	\$10.62	\$17.99
Parducci True Grit Chardonnay Reserve Mendocino County 2013	750ML	\$88.68	\$7.39	\$12.99
Anakena Enco Carmenere Reserve 2013	750ML	\$57.72	\$4.81	\$8.99
Bernardus Pinot Noir Sierra Mar Vineyard Santa Lucia Highlands 2011	750ML	\$220.32	\$18.36	\$29.99
Brady Vineyard Cabernet Sauvignon Paso Robles 2012	750ML	\$111.96	\$9.33	\$15.99

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Maison Henry Fessy Fleurie Beaujolais 2009	750ML	\$65.40	\$5.45	\$9.99
Luigi Bosca Cabernet Sauvignon 2010	750ML	\$81.00	\$6.75	\$11.99
Lo Nuevo Tanto Monta Tempranillo 2011	750ML	\$49.92	\$4.16	\$7.99
B.R. Cohn Zinfandel Sonoma Valley 2012	750ML	\$142.92	\$11.91	\$19.99
Terlato Vineyards Syrah Block #9 Dry Creek Valley 2009	750ML	\$142.92	\$11.91	\$19.99
Grace Lane Cabernet Sauvignon Columbia Valley 2012	750ML	\$42.24	\$3.52	\$6.99
Primus Malbec Mendoza 2012	750ML	\$88.68	\$7.39	\$12.99
Shannon Ridge High Elevation Collection Chardonnay 2014	750ML	\$65.40	\$5.45	\$9.99
Dalliance Unoaked Chardonnay 2014	750ML	\$73.20	\$6.10	\$10.99
Vigilance Sauvignon Blanc 2014	750ML	\$65.40	\$5.45	\$9.99
High Valley Vineyards Rose of Cabernet Sauvignon 2014	750ML	\$73.20	\$6.10	\$10.99
Shannon Ridge High Elevation Collection Zinfandel 2012	750ML	\$65.40	\$5.45	\$9.99
Shannon Ridge High Elevation Collection Petite Sirah 2013	750ML	\$65.40	\$5.45	\$9.99

Capital Wine & Spirits

Henry's Drive Cabernet Sauvignon 2010	750ML	\$71.46	\$11.91	\$19.99
Henry's Drive H Syrah 2012	750ML	\$127.44	\$10.62	\$17.99
Mas Carlot Costieres de Nimes Cuvee Tradition Rouge 2013	750ML	\$65.52	\$5.46	\$9.99
Shatter Grenache Rousillon 2012	750ML	\$111.96	\$9.33	\$15.99
Stonestreet Bear Point Chardonnay Alexander Mountain Estate 2012	750ML	\$110.16	\$18.36	\$29.99
Gloria Ferrer Pinot Noir Carneros Estate 2011	750ML	\$111.96	\$9.33	\$15.99
Vin du Lac of Chelan Grisant! Pinot Gris Columbia Valley 2011	750ML	\$81.00	\$6.75	\$11.99
Vin du Lac of Chelan Barrel Select Cabernet Franc 2010	750ML	\$142.92	\$11.91	\$19.99
Sbragia Sauvignon Blanc Dry Creek Valley 2013	750ML	\$104.16	\$8.68	\$14.99
Chateau St Jean Fume Blanc Le Petite Etoile Vineyard Russian River Valley 2012	750ML	\$48.24	\$8.04	\$13.99
Chateau St Jean Chardonnay Robert Young Vineyard Alexander Valley 2012	750ML	\$52.08	\$8.68	\$14.99
Stags' Leap Winery Viognier Napa Valley 2013	750ML	\$142.92	\$11.91	\$19.99

RECOMMENDED ACTION: We recommend the Board approve these items for listing

9. Chairman's Selection Items - Price Reductions

<u>BRAND DESCRIPTION</u>	<u>CODE</u>	<u>SIZE</u>	<u>PRESENT RETAIL</u>	<u>PROPOSED RETAIL EFFECTIVE 4/27/15</u>
Domaine Cazes Muscat de Rivesaultes Vin Doux Naturel 2010	32736	375ML	\$16.99	\$9.99
Rocca dei Sanniti Aglianico Del Taburno Rose 2012	32794	750ML	\$12.99	\$6.99
Cornaleto Franciacorta Pas Dose Riserva 1998	32920	750ML	\$18.99	\$12.99
Domaine Durand Saint Joseph Lautaret 2011	32976	750ML	\$28.99	\$17.99
Domaine Durand Cornas Premices 2011	32978	750ML	\$24.99	\$14.99
Seigneur de Fontimple Vacqueyras 2011	32979	750ML	\$15.99	\$9.99
LaContessa Rosso 2011	33134	750ML	\$13.99	\$7.99
Brangero Langhe Rosso 2010	33135	750ML	\$17.99	\$10.99
Bodega Matarromera Emina Crianza 2009	33146	750ML	\$13.49	\$8.99

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Falesco Montiano Merlot 2009	33150	750ML	\$29.99	\$19.99
Cousino Macul Finis Terrae 2009	33174	750ML	\$17.99	\$11.99
Steven Kent Chardonnay Central Coast 2012	33195	750ML	\$14.99	\$9.99
La Follette Chardonnay Manchester Ridge Vineyard Mendocino Ridges 2009	33211	750ML	\$29.99	\$18.99
Carini Winery Furzivu Munti Sucu 3 NV	33218	750ML	\$19.99	\$12.99
Monchiero Carbone Roero Arneis ReCit 2013	33229	750ML	\$13.99	\$9.99
Contino Gran Reserva Rioja 2007	33236	750ML	\$29.99	\$19.99
Domaine de La Pertiane Vacqueyras 2012	33250	750ML	\$19.99	\$14.99
Paul Jourdan Chateauneuf du Pape Cuvee Papale 2010	33252	750ML	\$29.99	\$19.99
Emmanuel Darnaud Crozes Hermitage Les Trois Chenes 2011	33253	750ML	\$24.99	\$19.99
Feuerheerd's Anchor Wine Douro 2012	33260	750ML	\$14.99	\$9.99
Vinha das Mouras de Arraiolos Alentejano 2013	33261	750ML	\$14.99	\$9.99
Bernard et Christophe Richel Apremont 2013	33277	750ML	\$10.99	\$8.99
Saintsbury Pinot Noir Brown Ranch 2009	33303	750ML	\$34.99	\$27.99
Cuvaison Pinot Noir Carneros 2012	33305	750ML	\$19.99	\$12.99
Offley White Port NV	33319	750ML	\$7.99	\$5.99
Antonin Rodet Givry 1er Cru 2011	33321	750ML	\$18.99	\$14.99
Deep Sea Red Central Coast 2009	33331	750ML	\$14.99	\$9.99
Frenchie Marie Antoinette Chardonnay North Coast 2012	33332	750ML	\$17.99	\$11.99
Quinta do Vallado Touriga Nacional Douro 2011	33337	750ML	\$39.99	\$29.99
Penfolds Shiraz St Henri 2009	33340	750ML	\$59.99	\$49.99
Vineyards Found Cabernet Sauvignon Oakville 2011	33344	750ML	\$26.99	\$22.99
Bodegas Comenge Tempranillo Ribera del Duero 2006	33347	750ML	\$16.99	\$12.99
Coppo Alterego Monferrato 2007	33348	750ML	\$22.99	\$18.99
Chateau Meroux Merlot Reserve Bennett Valley 2007	33351	750ML	\$17.99	\$13.99
William Knuttel Chardonnay Russian River Valley 2011	33353	750ML	\$15.99	\$10.99
Firriato Santagostino Rosso 2011	33355	750ML	\$15.99	\$12.99
Paul Dolan Filigreen Pinot Noir Anderson Valley 2010	33360	750ML	\$16.99	\$12.99
Kenneth Volk Pinot Noir San Benito County 2011	33362	750ML	\$19.99	\$14.99
Kenneth Volk Touriga Nacional 2011	33363	750ML	\$19.99	\$14.99
Schug Pinot Noir Carneros 2011	33366	750ML	\$19.99	\$14.99
Quinta do Vallado Douro 2011	33367	750ML	\$12.99	\$9.99
Les Cretes Chardonnay Valle d Aosta 2011	33368	750ML	\$24.99	\$19.99
Maison Louis Latour Mercurey Burgundy 2012	33371	750ML	\$25.99	\$19.99
Agricola Punica Barrua Isola dei Nuraghi 2010	33375	750ML	\$34.99	\$29.99
Cabreo Chardonnay La Pietra Tuscany IGT 2011	33376	750ML	\$23.99	\$17.99
Arnaldo Caprai Sagrantino di Montefalco Collepiano 2007	33377	750ML	\$39.99	\$29.99
Vall Llach Idus 2009	33380	750ML	\$29.99	\$24.99
William Knuttel Cabernet Sauvignon Rutherford 2010	33383	750ML	\$27.99	\$18.99
Carpineto Farnito Camponibbio 2005	33385	750ML	\$19.99	\$14.99
La Velona Rosso di Montalcino 2011	33386	750ML	\$16.99	\$12.99
Vivanco Rioja Reserva 2007	33387	750ML	\$16.99	\$12.99
Louis Latour Chardonnay Cuvee Latour 2012	33391	750ML	\$16.99	\$12.99
Brandlin Cabernet Sauvignon Mt Veeder Estate 2011	33393	750ML	\$39.99	\$29.99
Cazes Notre Dame des Anges Collioure Languedoc Rousillon 2012	33398	750ML	\$17.99	\$13.99
LTU Malbec 2008	33401	750ML	\$39.99	\$29.99
Domaine des Baluettes Les Coteaux Muscadet Sevre et Maine 2013	33406	750ML	\$10.99	\$7.99
12 e Mezzo Malvasia del Salento 2013	33409	750ML	\$11.99	\$8.99
Rocca di Sanniti Fiano di Avellino 2013	33413	750ML	\$12.99	\$9.99
Feudi di San Gregorio Fiano di Avellino 2011	33422	750ML	\$12.99	\$8.99

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Sassello Morellino di Scansano 2013	33429	750ML	\$11.99	\$8.99
Terralsole Mario Bollag Brunello di Montalcino 2007	33430	750ML	\$54.99	\$44.99
Coli Primo di Montignana Toscana 2012	33434	750ML	\$10.99	\$7.99
Guasti Clemente Barbera d Asti Superiore 2009	33435	750ML	\$17.99	\$13.99
Secoli Corvina 2013	33436	750ML	\$10.99	\$7.99
Terra da Vino Erbaluce di Caluso White 2013	33437	750ML	\$12.99	\$8.99
Rvtz Cellars Zinfandel Sonoma 2012	33441	750ML	\$13.99	\$9.99
Havens Bourriquot Red 2012	33446	750ML	\$19.99	\$14.99
Havens Cabernet Sauvignon Spring Mtn Napa Valley 2010	33447	750ML	\$34.99	\$28.99
Havens Chardonnay Napa Valley 2012	33448	750ML	\$24.99	\$18.99
Masut da Rive Friulano DOC 2013	33453	750ML	\$12.99	\$8.99
Xanthos Red Blend 2012	33454	750ML	\$13.99	\$9.99
Rvtz Cellars Syrah RRV Maison Grand Cru 2013	33455	750ML	\$13.99	\$9.99
Vitis Aeclani Taurasi DOCG 2009	33457	750ML	\$17.99	\$13.99
Rvtz Cellars Pinot Noir RRV Maison Grand Cru 2006	33459	750ML	\$19.99	\$14.99
Rvtz Cellars Chardonnay RRV Maison Grand Cru 2012	33460	750ML	\$18.99	\$14.99
Rvtz Cellars Pinot Noir Proprietors Reserve 2011	33461	750ML	\$12.99	\$9.99
Rvtz Cellars Chardonnay Late Harvest 2009	33462	375ML	\$14.99	\$11.99
La Formica Soave 2013	33464	750ML	\$13.99	\$8.99
Sella and Mosca Marchese di Villamarina 2005	33468	750ML	\$33.99	\$25.99
Rocca delle Macie Chianti Classico Fizzano 2008	33469	750ML	\$19.99	\$14.99
Rocca delle Macie Ser Gioveto 2008	33470	750ML	\$27.99	\$21.99
Feudi di San Gregorio Serpico 2007	33471	750ML	\$45.99	\$37.99
Thomas Fogarty Chardonnay Estate 2010	33475	750ML	\$22.99	\$14.99
Cascina Chicco Arneis Roero Anterisio 2013	33476	750ML	\$13.99	\$10.99
Eberle Muscat Canelli 2013	33479	750ML	\$9.99	\$6.99
Costavecchia Chianti Riserva DOCG 2010	33481	750ML	\$14.99	\$9.99
Cantine Rialto Rosso 2012	33482	750ML	\$12.99	\$8.99
Lanciola Le Masse di Greve Chianti Classico 2009	33483	750ML	\$14.99	\$9.99
Hope Estate Shiraz The Ripper 2009	33484	750ML	\$11.99	\$9.99
Fattoria di Magliano Morellino di Scansano Heba 2012	33485	750ML	\$13.99	\$9.99
Renwood Zinfandel Grandpere 2010	33486	750ML	\$19.99	\$12.99
La Sorte Amarone della Valpolicella Classico 2010	33490	750ML	\$37.99	\$29.99
La Sorte Ripasso della Valpolicella 2012	33491	750ML	\$17.99	\$11.99
Villa Canestrari Soave Bonuzzi 2013	33493	750ML	\$12.99	\$8.99
Il Molino di Grace Il Margone Chianti Classico Reserva 2006	33497	750ML	\$34.99	\$28.99
La Fleur de Marville Pauillac 2011	33498	750ML	\$39.99	\$29.99
Villa Canestrari Amarone Della Valpolicella DOC A 2007	33499	750ML	\$39.99	\$29.99
Carpineto Vino Nobile di Montepulciano Poggio Sant Enrico Reserve 2004	33508	750ML	\$39.99	\$29.99
Mas Igneus FA 206 Vinyas de Coster 2010	33509	750ML	\$24.99	\$19.99
Flora Springs Chardonnay Napa Valley 2012	33510	750ML	\$12.99	\$9.99
Amity Vineyards Pinot Noir Winemakers Reserve 2009	33511	750ML	\$24.99	\$19.99
Niner Merlot Estate Bootjack Ranch 2010	33515	750ML	\$19.99	\$14.99
Balleto Pinot Noir Russian River Valley 2012	33516	750ML	\$19.99	\$14.99
Catena Appelation Malbec La Consulta 2012	33517	750ML	\$15.99	\$10.99
Shannon Ridge Petite Sirah Caldwell Ranch 2010	33523	750ML	\$13.99	\$9.99
Domaine de la Tete Noir Gigondas 2012	33532	750ML	\$29.99	\$24.99
Benessere Sangiovese Napa 2010	33535	750ML	\$16.99	\$12.99
Nezzoni Barbera d Asti 2012	33536	750ML	\$10.99	\$7.99
Ciacci Piccolomini Brunello di Montalcino 2008	33537	750ML	\$39.99	\$29.99

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Vinum Cellars Chenin Blanc Viognier 2012 33539 750ML \$6.99 \$4.99

RECOMMENDED ACTION: We recommend the Board approve these items for reduction

10. Luxury One Time Buy Cost & Retail Decreases

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>VINTAGE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
			<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
45398	Les Hauts de Smith Pessac-Leognan	2013	259.97	35.99	213.17	29.99
			21.66		17.76	
45399	La Croix de Carbonnieux Pessac-Leognan	2012	215.57	29.99	129.17	18.99
			17.96		10.76	

EFFECTIVE DATES: The proposed costs and retail will become effective: 4/13/15

RECOMMENDED ACTION: We recommend the Board to approve this Action.

11. Luxury One Time Buy Items - Recommended Approvals

<u>BRAND DECRPTION</u>	<u>VINTAGE</u>	<u>SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
Capital Wine & Spirits					
Villa Calcinala Comitale IGT	Current	750 ML	\$111.96	\$9.33	\$15.99
Villa Calcinaia Chianti Classico Riserva	Current	750 ML	\$148.92	\$24.82	\$39.99
Classic Wines					
Domaine de la Tonnellerie Sancerre Blanc	Current	750 ML	\$142.08	\$11.84	\$19.99
Frontier Wine Imports					
Hilanda Monastrell Jumilla	Current	750 ML	\$65.52	\$5.46	\$9.99
Senda 66 Tempranillo	Current	750 ML	\$65.52	\$5.46	\$9.99
Real de Aragon Garnacha	Current	750 ML	\$65.52	\$5.46	\$9.99
Lorca Monastrell	Current	750 ML	\$65.52	\$5.46	\$9.99
Abad dom Bueno Mencia	Current	750 ML	\$96.48	\$8.04	\$13.99
Lelia Garnacha Carinena	Current	750 ML	\$57.72	\$4.81	\$8.99
Zudugarai Txakoli	Current	750 ML	\$104.16	\$8.68	\$14.99

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Palm Bay International

Fontanafredda La Rosa Barolo 2008	Current	750 ML	\$342.54	\$57.09	\$89.99
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Rocca Family Vineyards

Rocca Family Vineyards Grigsby Vineyard Estate Syrah	Current	750 ML	\$220.32	\$18.36	\$29.99
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Southern Wine and Spirits of PA

Luc Belarie Rare Brut	NV	375 ML	\$144.72	\$12.06	\$19.99
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Luc Belarie Rare Rose	NV	375 ML	\$144.72	\$12.06	\$19.99
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Terroir Wine Group

Coelho Atracao Pinot Noir	Current	750 ML	\$127.44	\$10.62	\$17.99
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The Wine Merchant, LTD

Waterbrook Syrah Columbia Valley	Current	750 ML	\$88.68	\$7.39	\$12.99
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Paul Hobbs Cabernet Sauvignon Napa Valley	Current	750 ML	\$762.60	\$63.55	\$99.99
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Vintage Imports Inc

Frank Family Chardonnay Napa Carneros	Current	750 ML	\$220.32	\$18.36	\$29.99
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Cade Sauvignon Blanc	Current	750 ML	\$212.64	\$17.72	\$28.99
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Adaptation Cabernet Sauvignon	Current	750 ML	\$352.08	\$29.34	\$46.99
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Weygandt Metzler Importing

Markowitsch Blaufrankisch Rose	Current	750 ML	\$88.68	\$7.39	\$12.99
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Winebow Inc

Bujanda Crianza Tempranillo Rioja	Current	750 ML	\$83.64	\$6.97	\$12.99
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RECOMMENDED ACTION: We recommend the Board approve these items for listing.

12. Luxury One Time Special Price Reductions

<u>Code</u>	<u>Regular Retail</u>	<u>Special Retail</u>	<u>Customer Savings</u>	<u>Size</u>	<u>Brand Description</u>
19764	\$63.99	\$39.99	\$24.00	750 ML	Ken Forrester the FMC Chenin Blanc 2009

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EFFECTIVE DATES: April 13, 2015 through October 13, 2015

RECOMMENDED ACTION: We recommend the Board approve these Monthly Specials.

13. Online Exclusive Cost & Retail Increase Recommended Approvals

PRODUCT(S):

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>VINTAGE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
			<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<u>Capital Wine & Spirits</u>						
Farmer's Botanical Small Batch Organic Gin	30968	NA	\$102.18	\$28.99	\$113.38	\$31.99
Cost Per Unit:			\$17.03		\$18.89	
Old Pultney 12 YO Single Malt Scotch	31360	NA	\$145.02	\$39.99	\$171.42	\$46.99
Cost Per Unit:			\$24.17		\$28.57	
Old Pultney 17 YO Single Malt Scotch	31357	NA	\$375.00	\$99.99	\$421.68	\$109.99
Cost Per Unit:			\$62.50		\$70.28	

RECOMMENDED ACTION: We recommend the Board approve these items for cost change

14. Online Exclusive - Item - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>Majestic Wine & Spirits</u>				
Breakout Rye 8 YO	750 ML	\$110.64	\$18.44	\$29.99
<u>Southern Wine & Spirits</u>				
Booker's Bourbon 2015 Limited Edition Release Dot's Batch	750 ML	\$207.48	\$34.58	\$59.99
Jim Beam Harvest Bourbon Collection Rolled Oats	375 ML	\$377.40	\$31.45	\$49.99
Jim Beam Harvest Bourbon Collection High Rye	375 ML	\$377.40	\$31.45	\$49.99
Hyde No 1 Presidential Cask Limited Edition Single Malt Irish Whiskey	750 ML	\$337.98	\$56.33	\$89.99

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Vintage Imports

Shafer Hillside Select 6 L \$1,758.00 \$1,758.00 \$2,322.99

Luxco Inc

Blood Oath Kentucky Bourbon 750 ML \$171.39 \$57.13 \$89.99

Diageo North America

Johnnie Walker Blue Scotch Year Of the Ram 750 ML \$1,113.18 \$185.53 \$259.99

RECOMMENDED ACTION: We recommend the Board approve these items for listing

Motion Made: Board Member Negra

Seconded: Board Member Brion

Board Decision: Unanimously agreed (3-0 vote) to Approve all Bureau of Product Selection / Marketing Actions.

FINANCIAL REPORT *Anna Maria Kiehl, Comptroller Operations, Office of Budget*

None

OTHER ISSUES

None

CITIZEN COMMENT/BUSINESS FROM THE FLOOR

None

NEXT BOARD MEETING

The next meeting of the PLCB will be a formal meeting on Wednesday, April 29, 2015 beginning at 11:00 A.M. Prior to the public meeting, there will be an Executive Session to discuss matters of personnel and to engage in non-deliberative informational discussions, some of which are regarding actions and matters which have been approved at previous public meetings.

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ADJOURNMENT

On a motion by Board Member Negra, seconded by Board Member Brion, the meeting was adjourned.

The foregoing actions are hereby officially approved.

Chairman

Member

Member

ATTEST:

Secretary