PLCB Manufacturer Licensee Seminar

August 8, 2019

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LIQUOR CONTROL BOARD

Manufacturers Licensee Seminar Agenda

10:00 a.m. – 12:00 p.m.	Panel Introduction
	PLCB Bureau of Licensing & PSP Bureau of Liquor Control Enforcement
	PLCB Office of Chief Counsel
	PLCB Bureau of Product Selection
12:00 p.m. – 12:30 p.m.	Break
12:30 p.m. – 1:00 p.m.	RAMP Presentation
1:00 p.m. – 2:00 p.m.	Q & A

Topics

License Requirements

Reporting Requirements

Permits

Amendments

PLCB+

Resources

License Requirements (G)

- **Brewery (G)** – Licensed to produce, transport and sell malt or brewed beverages for on- or off-premise consumption.
  - Sell malt or brewed beverages produced by the brewery to individuals for consumption on or off the licensed premises in any container or package of any volume. May also sell to a licensed hotel, restaurant, club or public service liquor licensee.
  - May sell PA manufactured wines, spirits and malt or brewed beverages for on premise consumption; not to exceed 50% of on premise sales of brewery's own malt or brewed beverage.

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License Requirements (G)

- **Three-Tier System** – The sale of malt or brewed beverages is governed by a three-tier distribution system.
  - Out-of-state brewery must sell its products to importing distributors who have been assigned specific geographic territories by the brewery.
  - In-state breweries may choose to self-distribute (unless couplet is obtained) or give primary distribution rights to a distributor or importing distributor through a written territorial agreement.
- All brands offered for sale must be registered with the PLCB.

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Premises Requirements

- No on-site consumption vs. on-site consumption.
  - Minimum of 10 seats.
  - Food or snacks must be available.
  - Tastings permitted.
  - Manager required.
  - Local Department of Health or Agriculture governs health license requirements.

License Requirements (G)

Permitted Hours of Sale

- Sell or deliver to other licensees
  - 2:00 a.m. on Monday through 12:00 a.m. of the following Saturday.
  - Sunday - May deliver after prior arrangement to any ID or D with which it has a territorial agreement.

- To the general public and holders of a SOP
  - 9:00 a.m. – 12:00 a.m. Monday – Saturday.
  - 9:00 a.m. – 11:00 p.m. Sunday.

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License Requirements (G)

Additional Licenses

- May have up to two storage licenses separate from the manufacturing location, aka Brewery Storage (GS). On-premises sales are permitted.
- Brewery Storage – refer to the premises requirements if there is on site consumption.
- Brew Pub
- Retail Couplet (R/E/H)
- Manufacturing Couplet (LK/AL).
- Must register with Alcohol and Tobacco Tax and Trade Bureau (TTB).

License Requirements (G)

Contract Brewing

- Allows a Pennsylvania (PA) manufacturer to enter into an agreement with either another in-state manufacturer or an out-of-state manufacturer to brew some of its products.
  - Both manufacturers in the contract must have manufacturer licenses in their respective states;
  - The manufacturer having its products brewed under contract, which is the ultimate seller of the malt or brewed beverages, must retain title to the products brewed by the contract brewer;
    - Both manufacturers must keep complete records for two years on production and sales of their respective products;

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License Requirements (G)

Contract Brewing

- All brands of malt or brewed beverages offered, sold or delivered within the commonwealth shall be properly registered;
- Distribution of malt or brewed beverages within PA shall be either by a PA licensed manufacturer whose principal place of business is located in PA and who retains title to the products or by the appointed importing distributor for a specific geographical area by written agreement;
- All other PLCB and TTB requirements must be met by both parties to a contract brewing arrangement; and
  - All contractual agreements must be forwarded to Malt Beverage Compliance, listing complete details of the contract before production begins.

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License Requirements (AG)

- **Alternating Brewery (AG)** – Licensed to produce and transport malt or brewed beverages at the premises that are licensed by another entity.
  - Must register with Alcohol and Tobacco Tax and Trade Bureau (TTB).
  - Must be distributed in Pennsylvania only through specific importing distributors.
  - May use same manager as licensed brewery.
  - All other requirements are the same as a brewery license.

License Requirements (LK)

- **Limited Winery (LK)** – Licensed to produce wine, wine coolers and alcoholic cider up to 200,000 gallons per year.
  - May sell on premises, to the PLCB, distributors, importing distributors and to hotels, restaurants, clubs, breweries and public service licensees.
  - May accept orders by mail, phone and online and may ship or deliver their products to private homes (with a DWS license) or through a licensed transporter-for-hire.
  - Permitted to sell wine and alcoholic cider produced by another limited winery, not to exceed 50% of on-premises sales of the LK's own wine.

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License Requirements (LK)

- May sell PA-manufactured wines, spirits and malt or brewed beverages for on-premise consumption, not to exceed 50% of on-premise sales of winery's own wine.
- Permitted to sell food, wine by the glass and ciders otherwise sold by the bottle.
- Permitted to sell wine- or liquor-scented candles, wine serving and storage accessories, wine publications and promotional items.
- May have up to five board-approved satellite locations (BAL) and two storage facilities.
  - Each BAL must have own manager who can devote full-time, no other employment.

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License Requirements (LK)

Permitted Hours of Sale

- Production is allowed 24/7/365
- Sales to the public:
  - Monday – Saturday, 7:00 a.m. – 2:00 a.m.
  - Sunday 9:00 a.m. – 2:00 a.m.
- Same hours for satellite locations

License Requirements (DWS)

- **Direct Wine Shipper (DWS)** – Allows for the license holder to ship up to 36 cases of up to nine liters per case per year, per Pennsylvania resident.
  - Available to wine producers.
  - Age verification requirements.

License Requirements (AL)

- **Limited Distillery (AL)** – Licensed to produce no more than 100,000 gallons of distilled liquor per year.
  - Production is allowed 24/7/365.
  - May sell on premises by the glass or bottle, to the PLCB or to licensees from 9:00 a.m. – 12:00 a.m. Monday through Saturday and from 9:00 a.m. – 11:00 p.m. Sundays
  - May sell any PA manufactured wine, cider, spirit and malt or brewed beverage for on-premises consumption. Combined sales may not exceed 50% of the AL's own sales.

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License Requirements (AL)

- May have up to five board-approved locations (BAL) that may operate in same fashion as main limited distillery.
- Couplet with R/E/H/G/LK.
- Must register with Alcohol and Tobacco Tax and Trade Bureau (TTB).

Reporting Requirements (G)

- **Brewery** – Must report monthly the volume of malt and brewed beverages sold.

- Reported in 31-gallon equivalents.
- No later than 60 days after end of month.
  - Will not renew without the reports.

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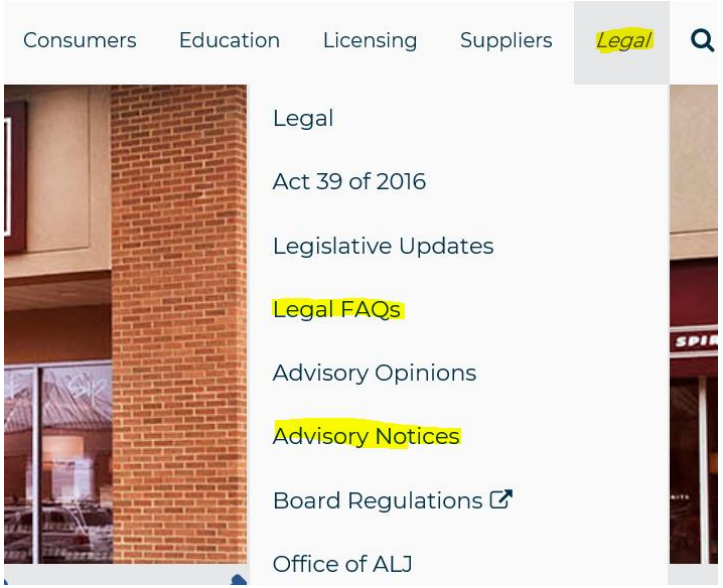
Reporting Requirements (G)

- Resources at lcb.pa.gov:
  - Legal → Legal FAQs
    - Scroll down to Malt or Brewed Beverages Reporting
  - Legal → Advisory Notices
    - Advisory Notice No. 3 - Breweries Record Keeping



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Reporting Requirements (LK)

- **Limited Wineries** file reports at renewal or validation time.

Validate your License

PRODUCTION / SALES REPORTING

Please provide the information requested below to the PLCB.

For Production Year:	2015	
*Total Production:		gallons

SALES

*To PLCB:		gallons
*At winery premises:		gallons
*At additional Board approved locations:		gallons
*Out of state:		gallons
*To licensees:		gallons
TOTAL:	0	gallons

GRAPES, FRUITS AND AGRICULTURAL PRODUCTS PURCHASED

*PA Grown:		pounds
*Out of state:		pounds
TOTAL:	0	pounds

GRAPE / FRUIT JUICE PURCHASED

*PA Grown:		gallons
*Out of state:		gallons
TOTAL:	0	gallons

Calculate Totals

✓ Reminder: Monthly reports detailing wine production must be filed with the Department of Agriculture.

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Reporting Requirements (DWS)

- **Direct Wine Shipper** – Must file quarterly reports on wine shipped to Pennsylvania – Advisory Notice No. 23.
  - Due date is no later than 30 days after end of quarter.
  - Renewal of license is dependent upon properly filed reports.

Reporting Requirements (AL)

- At this time, Limited Distilleries do not have to file any reports with the PLCB.

Permits

- **Breweries & Brewery Storage Only**
  - Amusement Permit (AP)
    - 1/5 of annual license fee.
    - Permits dancing by patrons, floor shows, theatrics and movies.
  - Sunday Sales Permit (SS)
    - $100
    - Allows hours alcohol may be sold on Sunday.

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Permits

- **Breweries, Alternating Breweries, Limited Distilleries and Limited Wineries**
  - Exposition Permits:
    - Exposition permits are defined as affairs held indoors or outdoors with the intent of promoting Pennsylvania products by educating those in attendance of the availability, nature and quality of Pennsylvania-produced G, AL and LK products in conjunction with suitable food displays, demonstrations and sales.
    - Available for G, AG, AL and LK.

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- Exposition Permits (con't):
  - Maximum of 100 days in any calendar year.
  - Cannot exceed 30 consecutive days.
  - Can sell by glass, bottle or case lots.
  - Authorizes sales of your product in volumes permitted under the authority of your license.
  - Tastings: No more than one 4 oz. sample malt, 1 oz. wine or 1 ½ oz. of spirits.
  - May share a location with other licensees – each licensee needs a permit and its own separate space

Permits

- Farmers Market Permit
  - Allows the holder to participate in more than one farmers market at any given time and an unlimited number throughout the year and sell:
    - Brewery (G): Malt or brewed beverages produced by the licensee by the growler, bottle or package. Minimum growler size of 64 ounces and no more than 192 ounces in a single sale.
    - Limited Winery (LK): Alcoholic cider, mead or wine produced by the licensee by the bottle or in case lots
    - Limited Distillery (AL): Liquor produced by the licensee by the bottle or in case lots

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Permits

- Farmers Market Permit
  - May provide samples not to exceed:
    - Brewery (G): Four ounces per brand
    - Limited Winery (LK): One ounce per brand
    - Limited Distillery (AL): One and one-half ounce per brand
  - $250/year
  - Unlimited number of days
  - Sales hours shall take place during the standard hours of operation of the farmers market
    - Must notify LCE two weeks prior to event

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Farmer's Market

Shall include any building, structure or other place:

- Owned, leased or otherwise in the possession of a person, municipal corporation or public or private organization.
- Used or intended to be used by two or more farmers or an association of farmers, who are certified by the PA Department of Agriculture to participate in the Farmers' Market Nutrition Program for the purpose of selling agricultural commodities produced in PA.
  - Agricultural Commodity – includes any of the following: agricultural, apicultural, horticultural, silvicultural and viticultural commodities.
- Physically located in PA.
- Not open for business more than 12 consecutive hours.

Permits

- Special Occasion Permit (SOP)
  - Only eligible entities may apply; event is used by the entity to raise funds for itself
  - Some manufacturers may be eligible entities but all may be asked to participate
  - Only the holder of the SOP (eligible entity) is authorized to sell alcoholic beverages
  - The SOP holder may sell for on or off-premises and may sell alcohol to go

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Amendments

- All changes to any issued liquor license are handled through the PLCB + system and filed online.
  - Called “amendments” to amend current license.
  - Replaces paper applications used in the past.

Amendments

- Extension of Premises
  - Must be filed any time enlarging the licensed area, which may include licensing another floor, storage area, outside area or expanding the premises.
  - May be temporary or permanent but must be contiguous.
  - Includes indoor or outdoor areas.
  - No other business is allowed within the extension or any other licensed area without prior board approval.

Amendments

- Manager Changes
  - Required to notify the PLCB within 15 days of a proposed manager change.
  - Only one person may be appointed at any one time.
  - Manager required to devote full time and attention to the licensed business.
  - PLCB must approve the new manager, nothing is required from the outgoing manager.
  - Supplemental employment requires a Dual Employment Affidavit, subject to approval.

Amendments

- Officer Changes
  - Required to notify the PLCB within 15 days if the change involves more than 10% of outstanding voting stock or a change in the controlling interest.
  - No posting required (PLCB-1296).
  - Corporation – Addition or deletion of an officer, director and/or stockholder.
  - LLC – Change in membership.
  - LP – Change in partnership.

Amendments

- Safekeeping
  - Required if the licensed establishment is not in operation for 15 or more consecutive days.
  - Must continue to renew and validate license.
  - Amendment must be filed to reissue from safekeeping and activate the license.

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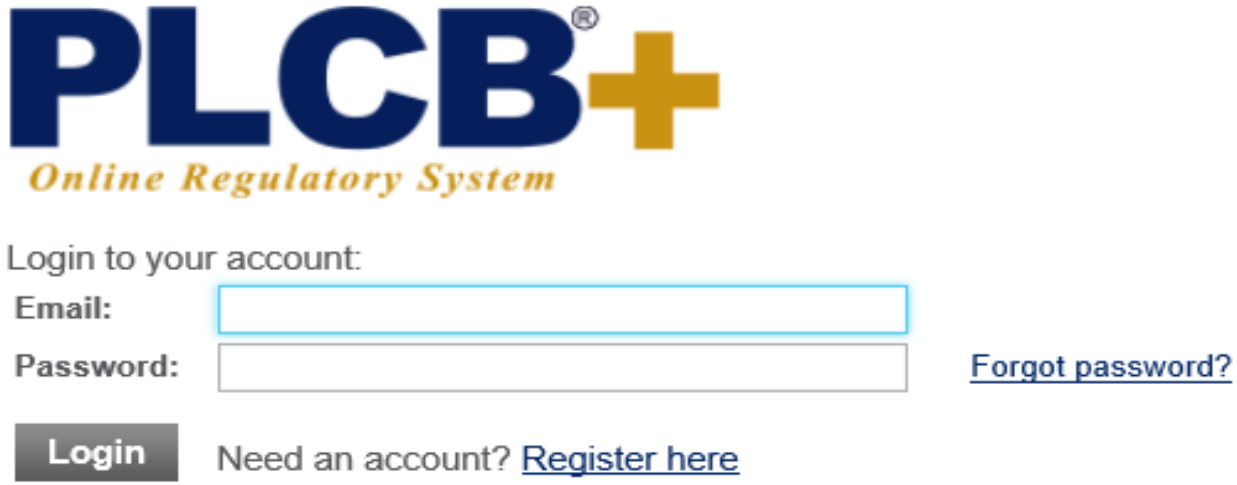
- How to Request an Amendment
  - ✓Log into your PLCB+ account:



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- ✓ Click on Other License Changes/Amendments:

Main Menu

Need Help?

Make this my home page

Please read the entire menu before making your selections.

To add a licensee to your account, please go to "My Profile" and scroll to the bottom of the page where you can add your access code. Please contact the PLCB help desk at 1-844-707-5475 or email ra-lblicensingmod@pa.gov if you need an access code.

If you are attempting to renew or validate an existing license and it does not show or appear on the bottom right corner of this page, please do not apply for a new license. Please contact the PLCB help desk at 1-844-707-5475 or email ra-lblicensingmod@pa.gov for help with renewing or validating your license.

NEW APPLICATIONS

- Apply for a New License
- Apply for a Special Permit
  (Special Occasions, Wine Auction Permits,
  not for use by Limited Winery Licensees or Catering Events)

BRAND REGISTRATION

- Apply for / Manage / Renew Brands

EXISTING LICENSES

- Transfer a License to a new Owner
  (New Owner or New Owner with a New Location)
- Add a Permit
  (Amusement Permit, Off Premises Catering Permit, Extended Hours Food, Farmer's Market, Wine Expanded Permit, Sunday Sales)
- Apply for Events / Functions
  (Off Premises Catering Events or Exposition Permits(G, AG, AL, LK))
- Other License Changes / Amendments
  (Board Approved Locations, Change of Manager or Officers, Exchange (C/CC, D/ID, E/R), Extension of Premises, Extension of / Surrender or Release from Safekeeping, Misc Inquiries, Place to Place Transfers, Supplemental Storage)

OTHER

- Search for Licenses
- Search for Registered Brands
- File a Protest or Petition to Intervene
- Submit Report
  (Submit monthly, quarterly, or yearly reports for your license if required)

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- ✓ Renewals and Validations:
  - Automatically appears on your profile page
  - All payments made through credit card

MY APPROVED LICENSES

See below for a list of your approved Liquor licenses.

LID #	License Number	License Type	Licensee / Premises	Effective	Expires	Status	
[redacted]	[redacted]	Distributor (Malt)	[redacted]	Oct 1, 2017	Sep 30, 2018	Active	Print License / Validate
		Permits / Secondary Licenses Sunday Sales Permit					
[redacted]	[redacted]	Club (Liquor)	[redacted]	Sep 1, 2017	Aug 31, 2018	Active	Print License / Renew

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- ✓ Outstanding Fees:

OUTSTANDING FEES

The fees below are outstanding on your account and must be paid.

Fee	Legal Entity / Customer	Description	Fee Date	Balance
Permit Fee	[redacted]	Amendment #373049 (Open) - Exposition Permit [redacted]	Aug 2, 2018	$30.00

Pay All Fees

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- ✓ How to Add a Permit:

EXISTING LICENSES

- Transfer a License to a new Owner
  (New Owner or New Owner with a New Location)
- Add a Permit
  (Amusement Permit, Off Premises Catering Permit, Extended Hours Food, Farmer's Market, Wine Expanded Permit, Sunday Sales)
- Apply for Events / Functions
  (Off Premises Catering Events or Exposition Permits(G, AG, AL, LK))
- Other License Changes / Amendments
  (Board Approved Locations, Change of Manager or Officers, Exchange (C/CC, D/ID, E/R), Extension of Premises, Extension of / Surrender or Release from Safekeeping, Misc Inquiries, Place to Place Transfers, Supplemental Storage)

OTHER

- Search for Licenses
- Search for Registered Brands
- File a Protest or Petition to Intervene
- Submit Report
  (Submit monthly, quarterly, or yearly reports for your license if required)

- All permits can be added at once

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- Applying for Exposition Permits:
  - Available for G, AG, AL and LK

EXISTING LICENSES

- Transfer a License to a new Owner
  (New Owner or New Owner with a New Location)
- Add a Permit
  (Amusement Permit, Off Premises Catering Permit, Extended Hours Food, Farmer's Market, Wine Expanded Permit, Sunday Sales)
- Apply for Events / Functions
  (Off Premises Catering Events or Exposition Permits(G, AG, AL, LK))
- Other License Changes / Amendments
  (Board Approved Locations, Change of Manager or Officers, Exchange (C/CC, D/ID, E/R), Extension of Premises, Extension of / Surrender or Release from Safekeeping, Misc Inquiries, Place to Place Transfers, Supplemental Storage)

OTHER

- Search for Licenses
- Search for Registered Brands
- File a Protest or Petition to Intervene
- Notify the PLCB of a bad check
- Submit Report
  (Submit monthly, quarterly, or yearly reports for your license if required)

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✓ Managing Events:

MANAGE EVENTS

LID #	License Number	License Type	Licensee / Premises	Effective	Expires	Status	
[redacted]		Brewery	[redacted]	Jan 1, 2018	Dec 31, 2018	Active	Manage Events
[redacted]		Off-Premise Catering Permit	[redacted]	Mar 12, 2018	Dec 31, 2018	Active	Manage Events
[redacted]		Limited Winery	[redacted]	Jan 1, 2018	Dec 31, 2018	Active	Manage Events

Use the button below to add information for the event / function. Additional events can be added.

Enter Event Date **99 Days Remaining**

	Event Description	Location	Event Date	Event End Date	Roads Closed?	Other Premises?	Event Days	Submitted to PLCB	
Edit	adsf	asdf	Aug 10, 2018	Aug 10, 2018	☐	☐	1	☐	✖

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Payment Screen:

Exposition Permit

FEES

The following fees must be paid as part of your license amendment application.

Fee	Amount Due
Permit Fee	$30.00
TOTAL:	**$30.00**

DECLARATION

☐ **I certify that I am authorized to submit this application on behalf of the organization.**

By submitting this application, I swear or affirm, subject to the penalties provided by 18 Pa. C.S. Sections 4904 and 47 P.S. Sections 4-436(j) that the answers statements provided herein are true and complete to the best of my knowledge and belief.

You can pay these fees and submit your application now, or you can put this application in your shopping cart and pay later (along with other applications).

Pay Fees & Notify PLCB

Back

Save Draft

✓ Cancelling an Application/Amendment:

MY DRAFTS

The applications listed below have been started but not yet submitted. Click the row to continue entering your application information.

File #	Application Type		Description	Entered Date	
373125	New Application			Aug 6, 2018	Cancel
373124	Amendment	Extension of Premises	Other Changes [redacted]	Aug 6, 2018	Cancel
370048	Full Renewal	Limited Distillery	[redacted]	Jul 26, 2018	Cancel

Resources

- Trouble filing anything online?
  - Call 844.707.5475
  - Email RA-LBLICENSINGMOD@pa.gov
- Status check after filed?
  - Call 717.783.8250
  - Email RA-LBLICENSING@pa.gov
- Resource materials will be published online in the near future – monitor your email for details.

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Legislative Updates – Act 45

- Amplified Sound – Effective immediately
  - Limited winery licensees in all counties except Philadelphia and Allegheny, may have amplified music as long as the music/entertainment does not exceed 75 decibels beyond the limited winery's property line.
  - Applies from 10:00 a.m. to 8:00 p.m. on Sunday through Thursday and from 10:00 a.m. to 10:00 p.m. on Fridays and Saturdays.
  - Municipalities retain their authority to petition the PLCB to allow their own noise ordinances to supersede the Liquor Code.

- Recordkeeping by Limited Wineries – Effective immediately
  - No longer required to provide a sales invoice for purchases made by a private individual unless the purchase is more than 16 liters in a single transaction.

Legislative Updates – Act 45

- Alcoholic Cider – Effective August 31, 2019
  - Definition amended to a beverage produced through alcoholic fermentation which is primarily derived from one of four things: apples, apple juice concentrate and water, pears, or pear juice concentrate and water.
  - Removed references to alcoholic cider that allowed limited distilleries to apply for a special permit to participate in alcoholic cider, liquor, and food expositions off the licensed premises. The permits are now called “liquor and food exposition permits.”

Legislative Updates – Act 45

- Fermented Fruit Beverage – Effective August 31, 2019
  - New category of alcoholic beverage which is classified as a malt or brewed beverage.
  - Derived from “fruit, fruit juice, fruit juice concentrate and water with or without flavorings.”
  - Alcoholic content range at least 0.5% but not greater than 8.5%.
  - Cannot be sold or marketed as wine.
  - Can be sold in bottles, cases, kegs, cans or other container types used for malt or brewed beverages.
  - May be sold by licensees who are already permitted to sell alcoholic cider.
  - For limited wineries the total production amount of 200,000 gallons per year includes fermented fruit beverages, as well as alcoholic ciders, mead, wine, and wine coolers.

Legislative Updates – Act 45

- Nonalcoholic Malt or Brewed Beverage – Effective August 31, 2019
  - Any nonalcoholic malt or brewed beverage that is produced by an out-of-state or PA manufacturer that has designated an importing distributor must also be distributed through the three tier system.
  - Any beverage intended to be marketed or sold as nonalcoholic beer, having at least a trace amount of alcohol content but no more than 0.5%.

- Wine and Spirits Auction Permit – Effective August 31, 2019
  - Allows for donations of wine or spirits by anyone who has legally acquired the product and who legally possesses it in PA.
  - If the donated wine or spirits is from outside of PA, it may be imported as a gift and is subject to the same PLCB procedures and fees as other gifts of alcohol.

Legislative Updates – Act 48

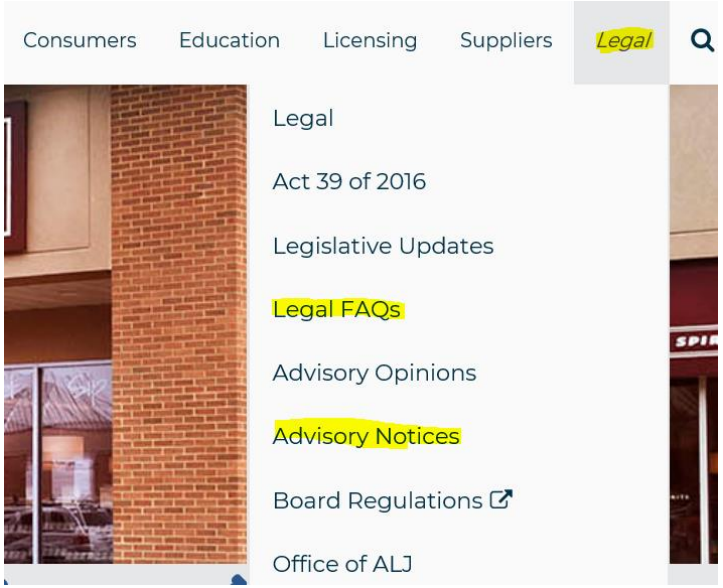
- Local Option – Effective August 31, 2019
  - Gives municipalities the option to vote on whether or not to allow certain manufacturing licenses to operate in their municipality.
  - Applies to brewery, brewery storage, limited distillery, limited distillery satellite locations, limited winery and limited winery satellite locations.
  - Does not apply to any licenses granted prior to August 31, 2019.

Legislative Updates – Act 57

- Tourist Development Project – Effective August 31, 2019
  - Permits the transfer of no more than 75 restaurant liquor licenses to be used in the tourist development project.
  - Tourist development project is a planned development on at least 90 acres of land, constructed since January 1, 2019, that is dedicated primarily to tourism with at least 500,000 square feet of a mix of retail and entertainment uses.

PLCB Office of Chief Counsel

- Frequently Asked Questions:
  - lcb.pa.gov, click on “LEGAL” at top of page, click “LEGAL FAQS”
- Advisory Opinions:
  - lcb.pa.gov, click on “LEGAL” at top of page, click “ADVISORY OPINIONS”
- Legislative Updates:
  - lcb.pa.gov, click on “LEGAL” at top of page, click “LEGISLATIVE UPDATES”



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Bureau of Product Selection Topics

Special Order Sales Program

Listing Process

Delisting Process

Pennsylvania Distilleries Program

Special Order Sales Program

- No fees to participate.
- You must have a valid permit to sell in PA and hold a federal identification or tax ID number.
- Quotes for product must be submitted — PLCB markup and 18% tax will be added to cost you submit to arrive at a retail cost to the customer.
- Must be set up as a vendor in Special Order system to submit product quotes and process orders.
- Must be willing to ship even one-bottle orders.
- Orders for your products are on an order-by-order basis.

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Special Order Sales Program

- Orders must be shipped to the store chosen by the customer, not direct to consumer.
- Orders must be delivered within 30 days of issue date.
- Payment is made to vendor 60 days from receipt of the order in the store.
- More information is available online: lcb.pa.gov, under Suppliers, then Policies and Procedures Manual, page 11. Also under Suppliers is the 2017 Special Order Changes Guide.
- Contact us by phone at 1.800.332.7522, option 1, or by email at ra-lbslo@pa.gov.

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Listing Process

- Regular Listing Process
  - Listing process occurs twice per year - spring and fall.
  - Categories: Bourbon, Gin, Vodka, Flavored Whiskey, etc.
  - Price Segments: Value, Standard, Premium, Super Premium, Ultra Premium
  - Category Roles: Mature, Maintain, Growing & Emerging
  - Focus is on growing, emerging categories as well as where there is specific opportunity.

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Listing Process

- New Listing/Delisting Letter
  - Sent at the beginning of the opening month for each listing period.
  - What's in it?
    - Key due dates for forms, samples and checks.
    - Brief instructions outlining each step in the process.
    - Description of what the PLCB is currently looking for or focused on for new listings.
    - All of the forms/reference sheets are attached.

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Listing Process

- Listing Letter Attachments
  - New Item Submission Sheet
  - Spirits/Wine Pricing Segmentation
  - Marketing Categories by Category Manager
  - SPA Submission/Listing-Delist Schedule
  - Vendor Allowance Calendar
  - Spirits/Wine Category Roles
  - Delist Filter Methodology

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Listing Process

- New Item Submission Sheet
  - Vendor of Record Number
    - Not necessary at this point
  - Niche Listing/Licensee Listing
  - “L” Code
    - Limited Distribution

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Listing Process

- Timeline
  - New Item Submission Sheet
    - Due two weeks after initial letter. Must be filled out completely.
  - Listing fees and list of all newly submitted items
    - Due three weeks after initial letter. Only checks are accepted. Non-negotiable, non-refundable. Not a guarantee of listing.
  - Eligible items published by PLCB
    - One sample per item will be requested. By week end, three weeks after initial letter.
  - Samples due
    - Five weeks after initial letter.
  - Requests for formal presentations
    - 11 weeks after initial letter. Taking place during the five days of week 12. Five minutes per product.

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Listing Process

- Deciding on Products for Presentation
  - Quality: Product tasting, comparison to price segment and category.
  - Growth within price segment and/or category.
  - Projected annual profit per store.
  - Marketing support to be provided by the vendor/supplier.
  - Sales trends.

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Listing Process

- Formal Presentations
  - 5 minutes per product
  - Need one copy of each at the time of the presentation
    - Vendor Code of Conduct signed acknowledgement sheet
    - Updated New Item Request Form if marketing support changes have been made

https://www.lcb.pa.gov/Wine-and-Spirits-Suppliers/Pages/Getting-Started.aspx

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Listing Process

- Listed
  - Must utilize the PLCB's three contracted distribution warehouses: Philadelphia, Taylor (Lackawanna County), Pittsburgh
  - Must have proper SCC & UPC

https://www.lcb.pa.gov/Wine-and-Spirits-Suppliers/Managing-Existing-Business/Pages/Supply-Chain.aspx

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Delisting Process

- After 14 periods and/or marketing support commitment not executed.
- Compare actual cases sold per store to vendor projected cases per store.
- Case/profit share and item trend may also be considered.
- 14-28 months – High Spirits*: $975; Regular Spirits: $675
- 28+ months – High Spirits*: $1,300; Regular Spirits: $900

* High performance

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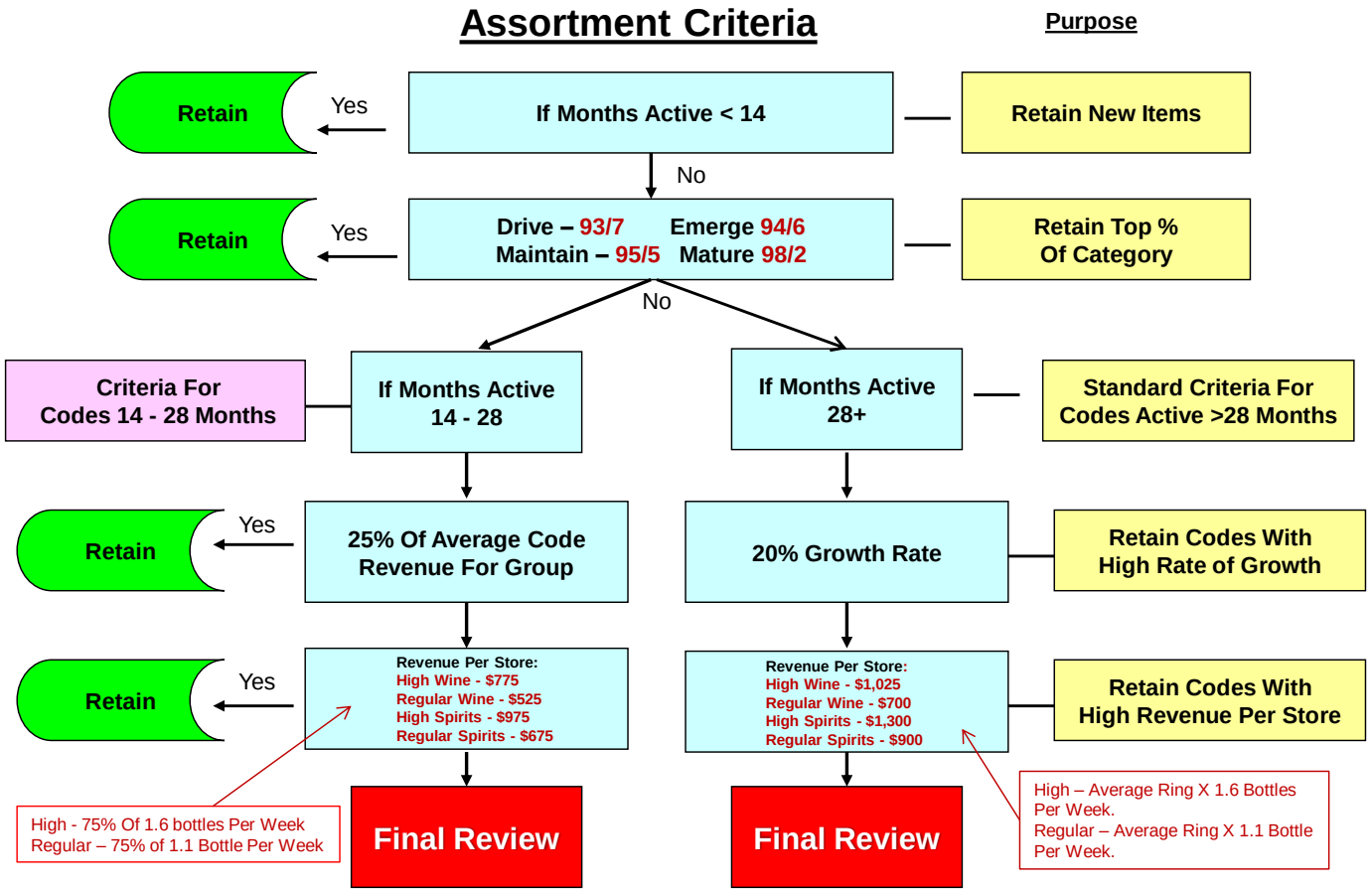
Delisting Process

De-List Filter Methodology



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Delisting Process

- Out-of-Cycle Options
  - E-commerce Store: FineWineAndGoodSpirits.com
  - Luxury Spirits
  - Special Order
  - One Time Buy (OTB)

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Pennsylvania Proud Distilleries Program

- Small Steps
  - Limited to maximum 10 stores initially
  - May continue to sell product directly to on premise accounts
    - Prices must match FWGS pricing
  - Direct Store Delivery (DSD) OR Warehouses
  - Must sell minimum one case/store/month
  - All bottles must have UPC

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Break

Topics

RAMP Certification

RAMP and PLCB+

Mandated Licensed Establishments

Mandated RAMP Components

Responsible Alcohol Management Program Certification

What is RAMP Certification?

- RAMP is a voluntary certification that applies to the licensed establishment.
- Consists of five components – owner/manager training, server/seller training, new employee orientation, signage and request for RAMP certification.
- Licensee must complete all five components for the establishment to become RAMP-certified. Certification is valid for two years, providing the licensee remains in compliance with all components.
- Licensees may also be mandated to complete the program.

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RAMP Certification – The Five Parts:

1. Owner/Manager Training
2. Server/Seller Training
3. New Employee Orientation
4. Signage
5. Request for RAMP Certification

RAMP certification is granted to the licensed premises upon successful completion of all five required components. Completing either the owner/manager or server/seller training alone does not grant certification to the establishment or the person completing the training.

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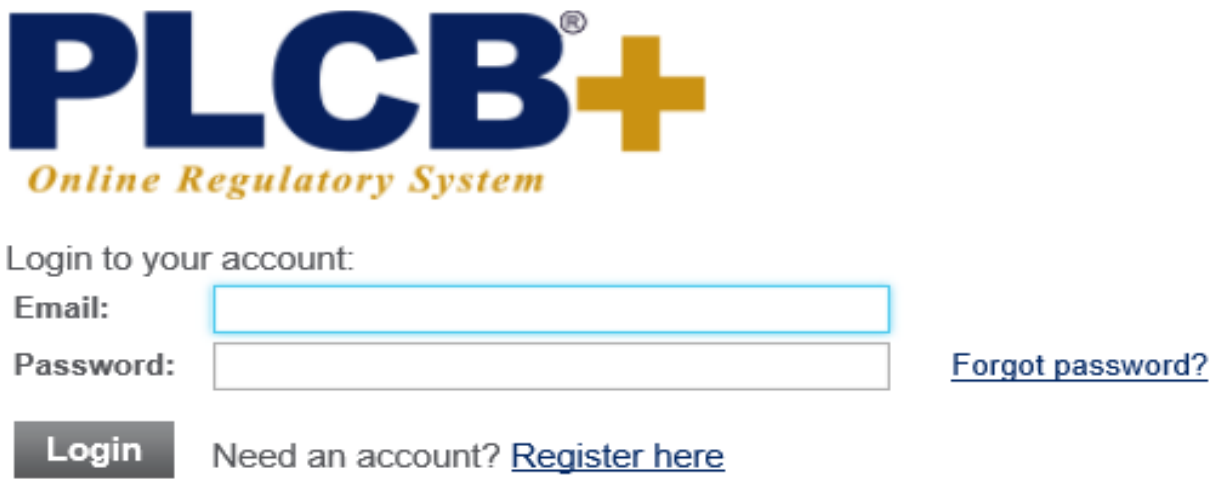
Login or register for a PLCB+ account.

- Each individual (server, bartender, manager, lead) must have their own personal account for RAMP training.
- Licensees should have a general business account to manage their license and apply for RAMP certification.



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Online Application for RAMP Certification

Once logged into the licensee account, click on RAMP and then the Owner/Manager tab. If you do not have an Owner/Manager tab, you must contact RAMP (866-275-8237) and request the premises manager access code.

- Click on the My Profile tab and enter the access code at the bottom of the screen.

Once you click on the Owner/Manager tab you should see a list of all of the licenses you own or can manage. From the Owner/Manager tab you can manage your staff roster and apply for RAMP certification.

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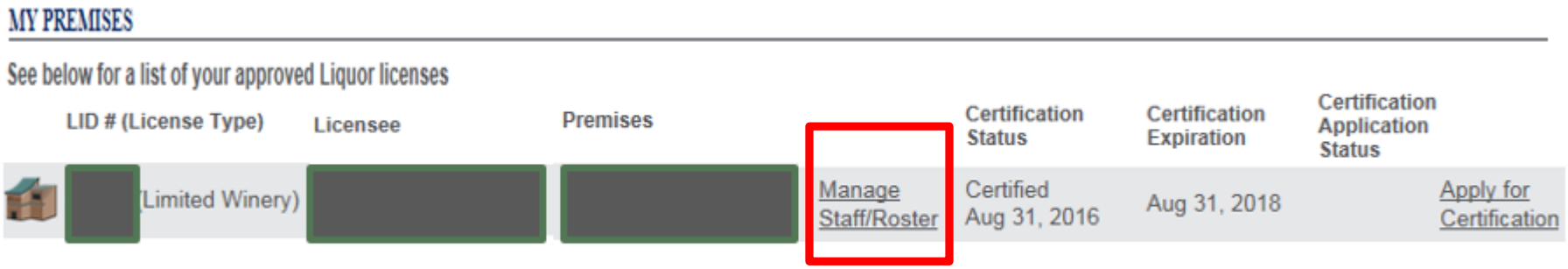
Online Application for RAMP Certification

Managing Your Staff Roster

Select the Manage Staff/Roster link for the premises you wish to manage.



MY PREMISES

See below for a list of your approved Liquor licenses

LID # (License Type)	Licensee	Premises		Certification Status	Certification Expiration	Certification Application Status	
[redacted] (Limited Winery)	[redacted]	[redacted]	Manage Staff/Roster	Certified Aug 31, 2016	Aug 31, 2018		Apply for Certification

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Online Application for RAMP Certification

Managing Your Staff Roster

You must list all members of your alcohol service staff.

Add and remove staff members as necessary.

Click on the employee's name to update staff employment information.

Below is a list of individuals who have been trained under your LID. Your staff roster must include the names of all current staff, including any owners and managers who serve alcohol or check identification regardless if they have been trained. Please review your roster and add and remove staff as necessary. This roster should be updated and maintained and kept in the same manner in which you keep other business records.

STAFF ROSTER

Add Staff Member

Name	Hire Date	New Employee Orientation Date	Roster Activation Date	Owner/Manager Date Trained	Server/Seller Date Trained	Separation Date	
Betty White			Feb 7, 2017	mmm dd, yyyy	Feb 7, 2017	mmm dd, yyyy	Remove
Tom Cruise	Oct 20, 1999	Feb 7, 2017	Feb 7, 2017	mmm dd, yyyy	Feb 7, 2017	mmm dd, yyyy	Remove

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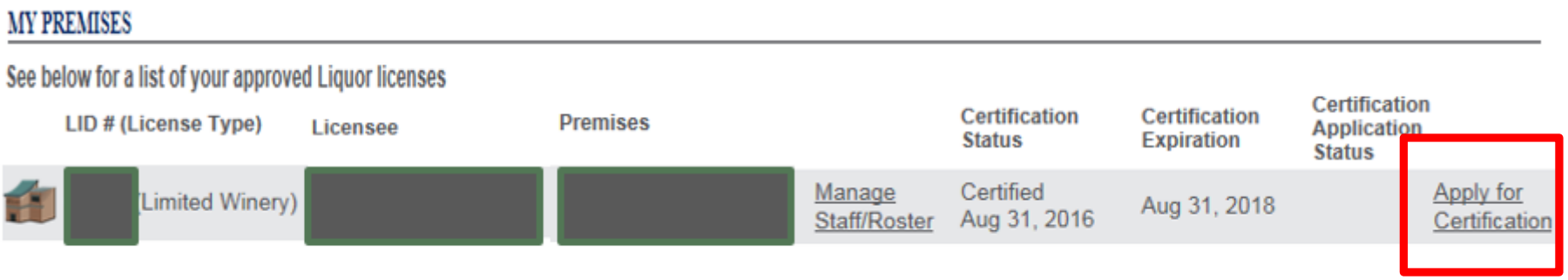
Online Application for RAMP Certification

Apply for RAMP Certification



After successful submission of the RAMP certification application you will be presented with a confirmation page that summarizes the application details. Your application has now been sent to the PLCB to process.

You will see the details of the application under **My Certification Applications Under Review** until it is fully processed by the PLCB.

Once the application is approved, you can print your RAMP certificate found under **My Approved Certification Applications.**

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Maintaining Compliance of RAMP Certification

Once the establishment is RAMP-certified:

- If the owner or manager who completed owner/manager training changes, the new owner or manager has 60 days to complete training.
- If server/seller trained individuals falls below 50%, additional individuals must be trained within 60 days.
- New Employee Orientation Forms must be completed by all new hires within 30 days of being hired.
- Maintain posting of VIP and minor signs at all times.
- Add/delete employees to the Alcohol Service Staff Roster.

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Mandated Licensed Establishments

When is a licensee required to complete all five RAMP components?

- When ordered by an Administrative Law Judge (ALJ) for being found guilty of one of the following Liquor Code violations:
  - Service to minors
  - Service to Visibly Intoxicated Patrons
- As part of a conditional licensing agreement, CLA. Licensee must maintain compliance.
- Prior to obtaining a wine expanded permit (licensee must maintain compliance).

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Mandated RAMP Training Components

When are RAMP training components required, without being mandated to become RAMP-certified?

Owner/Manager Training:

- Act 113 of 2011 requires newly approved managers of certain license types to complete this training within 180 days of approval by the PLCB. (effective 2-20-12)

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Mandated RAMP-Components

When are RAMP training components required, without being mandated to become RAMP-certified?

Server/Seller Training:

- For all staff serving alcohol at an off-premises catering event.
- For all cashiers selling wine at an establishment with a wine expanded permit.
- For all new alcohol service personnel hired on/after 8-8-16 who are not RAMP server/seller trained must be trained w/in six months of being hired and be re-trained before their current training expires.
- For all new alcohol service personnel hired on/after 8-8-16 who are already RAMP server/seller trained must be re-trained before their current training expires.
- For all employees hired before 8-8-16 who are not RAMP server/seller trained, but transfer into an alcohol service position on/after 8-8-16, need to be trained w/in six months of assuming their new duties.

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Register for Training in PLCB+

Each individual (server, bartender, manager, lead) must have their own personal account for RAMP training.

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To Review……

A licensed establishment must complete all five components to become RAMP-certified.

1. Owner/Manager Training
2. Server/Seller Training
3. New Employee Orientation
4. Signage
5. Request for RAMP Certification

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Q & A