



**pennsylvania**  
LIQUOR CONTROL BOARD

# LICENSEE GUIDE FOR WINE-TO-GO SALES





# TABLE OF CONTENTS

<b>INTRODUCTION / CONTACTS</b> .....	3
PLCB Wholesale Account Manager .....	3
<b>LICENSING AND PERMITS</b> .....	3
Wine Expanded Permit .....	3
Licensing Requirements .....	3
Sales Requirements and Limitations .....	4
Pricing Requirements .....	4
Retail Licensure .....	4
<b>PRODUCT / SELECTION</b> .....	5
New Product Requests .....	5
<b>ASSORTMENT / DEMAND PLANNING</b> .....	5
<b>PRICING AND TERMS OF PAYMENT</b> .....	6
Licensee Pricing and Discounts .....	6
Special Promotional Allowance (SPA) Items .....	6
Payment Methods .....	6
<b>ORDERING OVERVIEW</b> .....	7
Licensee Online Order Portal (LOOP) .....	7
Licensee Delivery Program (LDP) .....	7
Licensee Delivery Site Requirements .....	7
Order Entry .....	8
Direct to Store Delivery (DSD) .....	8
DSD Delivery Fees .....	8
Distribution Center-to-Distribution Center (DC-to-DC) Deliveries .....	9
DC-to-DC Delivery Fees .....	9
Drop Trailer Program at PLCB Distribution Centers .....	9
Drop Trailer Delivery Fees .....	10
Delivery Payment .....	10
Order Delivery .....	11
In-Store Purchases .....	12
Acceptable Tender Types for In-Store Purchases .....	12
Online Ordering Through FineWineAndGoodSpirits.com .....	13
Special Orders .....	13
<b>PRODUCT STORAGE</b> .....	13
<b>LICENSEE RETURN POLICY</b> .....	14
LDP Returns and Adjustments .....	15
Vendor Packaging Errors and Unordered Items .....	15
Damaged Product Returns .....	15
Return of In-Store Purchases .....	16
<b>APPENDIX</b> .....	16
Quick Reference Table: Contact Information .....	16
Legal Guidelines .....	17
Advertising Guidelines .....	17
Sunday Sales Permit .....	17
Purchase Permit Cards .....	17



## INTRODUCTION / CONTACTS

This guide is intended to assist licensees that obtain wine expanded permits with purchasing and re-selling wines for off-premises consumption. Additional information regarding purchasing wine for resale can be obtained by contacting the PLCB Bureau of Wholesale Operations at 844-363-WINE (9463) or [wineexpansionsales@pa.gov](mailto:wineexpansionsales@pa.gov). Contact information for other areas of PLCB operations can be found in the Quick Reference Table in the appendix of this guide.

### PLCB Wholesale Account Manager

The Wholesale Account Manager will be the primary point of contact at the PLCB for licensees with respect to purchasing products and will assist licensees with developing:

- Assortment and Demand Planning
- Promotional / Sales Planning
- Business Reviews
- Product Education
- Enrollment in the [Licensee Delivery Program \(LDP\)](#)

## LICENSING AND PERMITS

### Wine Expanded Permit

Wine expanded permits (WEPs) are available to holders of several different license types, including restaurant liquor (R) and hotel liquor (H) licenses. This permit allows the holder to sell wine for off-premises consumption (wine to go) until 11:00 p.m. Monday through Saturday, and on Sunday if the licensee holds a [Sunday sales permit](#). The permit can be applied for through [PLCB+](#), the agency's online licensing platform.

Following are parameters for wine-to-go sales under a WEP:

#### Licensing Requirements

- There is a \$2,000 application fee for this permit and an annual renewal fee of 2 percent of the cost of wine purchased from the PLCB for off-premises consumption.
- A permit cannot be issued to a licensee whose license is subject to a pending objection from the PLCB's Bureau of Licensing. However, if the licensee already holds the permit, it can continue to use it while the licensing matter is pending.
- A permittee must be [certified through the Responsible Alcohol Management Program \(RAMP\)](#).

## Sales Requirements and Limitations

- A permittee may sell up to 3,000 mL (3 liters) of wine in a single transaction. Product purchased by consumers must be removed from the premises for the transaction to be considered complete.
- Sales of wine must occur at a specifically designated area of the licensed premises, but other items, both alcoholic and non-alcoholic, may be purchased at the same location.
- Sales of wine must occur at a designated register staffed at all times by a cashier who is at least 18 years old and is RAMP-trained. No sales of wine to go may occur elsewhere (including self-checkout lanes). “Staffed at all times” means staff must be present on the licensed portion of the premises at all times during normal hours of operation.
- A permittee must use a transaction scan device to verify the age of anyone who appears to be under 35 years old.
- A permittee may not sell a private label product, defined as a product made by a manufacturer or its agent for the exclusive right of a specific retailer.
- Any product brought into the PLCB system at the request of a retailer will be made available for sale to any other wholesale or retail customer.
- Wine and malt or brewed beverages may only be displayed for sale on the licensed portion of the premises.

## Pricing Requirements

- A permittee cannot sell wine to go for a price lower than the price at which it purchased the wine from the PLCB.
- Wine expanded permit holders must pay sales tax on purchases of wine made from the PLCB at the time of purchase, just as they would for any other product purchased from the PLCB. Permittees are also required to collect the sales tax from the consumers to whom they sell wine to go. Permittees may then seek a tax credit from the [Pennsylvania Department of Revenue](#) for the sales tax paid to the PLCB when filing sales and use tax returns.

## Retail Licensure

Following is a list of retail licenses eligible to apply for WEPs:

- Airport Restaurant Liquor (AR)
- Economic Development Restaurant Liquor (EDR)
- Hotel Liquor (H)
- Municipal Golf Course Liquor (GR)
- Off-Track Wagering Restaurant Liquor (OWR)
- Privately-Owned Public Golf Course Liquor (PGR)
- Restaurant Liquor (R)

Licensees qualifying to apply for a WEP may submit a request for the permit through [PLCB+](#), a secure and easy-to-use online licensing platform. In order to apply for permits or licenses through [PLCB+](#), a licensee or interested party must first register to use the system using an access code provided by the PLCB. Any licensee without an access code may email [ra-lblicensingmod@pa.gov](mailto:ra-lblicensingmod@pa.gov) to obtain one.

## PRODUCT / SELECTION

The PLCB classifies product into the following distinct categories:

- **Regularly Listed / Stocked Items:** Items that appear in the PLCB wholesale catalog and are readily available for fulfillment through distribution centers.
- **One-Time Buys:** A set-quantity purchase by the PLCB in which licensees are allowed to participate through a pre-purchase process.
- **Special Orders:** Items not maintained in inventory by the PLCB but that can be sourced through a coordinated process with suppliers. These items are shipped to PLCB store locations for pickup by the licensee.

### New Product Requests

If a product is not currently available from the PLCB, a licensee may submit a request to its [Wholesale Account Manager](#) to make the product available for purchase. A PLCB Wholesale New Item Request Form (provided to licensees following LOOP registration) must be completed and submitted to Wholesale Operations. After a thorough review, the Wholesale Account Manager will provide information and guidance on how to best obtain the requested item.

## ASSORTMENT / DEMAND PLANNING

Proactive communication of product needs will be essential to ensure that both initial and ongoing orders are filled successfully. Each product has a specific lead time, primarily based on its point of origin. The table below lists the standard lead times for the major wine-growing regions of the world.

Source	Lead Times (in weeks)	
	Existing Item	New Item
U.S. – East Coast	2 to 7	4 to 11
U.S. – West Coast	7 to 8	9 to 12
Europe	11 to 13	13 to 17
South America	14 to 16	16 to 20
South Africa	14 to 16	16 to 20
Australia / New Zealand	17 to 19	19 to 23

Early collaboration and planning are critical to successfully establishing and maintaining wine-to-go sales operations.

Each PLCB Wholesale Account Manager is a resource with which the following issues should be discussed:

- What products (brand, varietal, size) will be carried?
- What will comprise an initial pipeline fill order and what are plans for the first delivery?
- What fulfillment method will be used? (The PLCB offers three types of deliveries: direct to store, distribution center to distribution center and drop trailer.)
- A review of forecasts for selected items for the next six months

To ensure effective collaboration among the PLCB, licensees and suppliers, the PLCB will provide a wholesale catalog, an initial order template and a forecast collaboration template after a licensee is registered in LOOP. A licensee can help ensure product needs are fulfilled as seamlessly as possible by sharing demand planning with its PLCB Wholesale Account Manager. Assortment planning, promotional plans and forecasts will not be shared with any external parties.

## PRICING AND TERMS OF PAYMENT

### Licensee Pricing and Discounts

PLCB licensees receive a 10 percent discount off retail prices for orders exceeding \$50 (excluding state and county sales tax). This discount is not applied to Special Orders.

### Special Promotional Allowance (SPA) Items

The PLCB offers an ever-changing list of items subject to SPAs (temporary discount or sale price) through its various purchase channels. The licensee's 10 percent discount is applied to the sale price. The list of SPAs, including "Current Online Sales," "Closeout Sales" and "Monthly In-store Sales" can be found at [FineWineAndGoodSpirits.com](http://FineWineAndGoodSpirits.com) under the "Sales" tab. They can also be found using the "Browse" feature on the landing page of the [Licensee Online Order Portal \(LOOP\)](#). The PLCB also maintains an online [Vendor Allowance Calendar](#) showing the start and end dates for each promotional period.

As a general guideline, most SPA pricing for "Monthly In-store Sales" end on the last Sunday of any calendar month, and the new SPA pricing begins the following Monday, as long as that Monday isn't a holiday on which stores are closed. SPA pricing is based on the price at the time of completion of a sale, not based upon the date the order is placed. No "rainchecks" are offered for SPA pricing.

It is expected that volumes for SPA items will be larger than normal during a discount period. Each licensee is strongly encouraged to share its purchase plans with the PLCB. By sharing this information, the PLCB is better able to fulfill orders. Although information sharing is not mandatory, the PLCB will make reasonable efforts to fill the orders of those WEP licensees that provide forecasts for the SPA period. The PLCB reserves the right to limit orders for any SPA item to satisfy overall demand from both licensees and individual consumers.

### Payment Methods

The PLCB accepts various methods of payment, with Automated Clearing House (ACH) being the preferred method. All products must be paid for when the licensee takes legal possession. Legal possession happens at time of pickup at a store, when the Bill of Lading is signed by the licensee or its authorized bailee-for-hire at the time of Direct-to-Store or distribution center-to-distribution center deliveries or when orders are removed from the premises of a PLCB distribution center by licensee personnel or their designees.



# ORDERING OVERVIEW

Licensees will place their orders through the [Licensee Online Order Portal \(LOOP\)](#). Licensees requiring smaller quantities of regular/listed product (less than 20 cases per order) may choose to pick up their purchases at a [PLCB Licensee Service Center](#) or at a Fine Wine & Good Spirits store. Licensees requiring larger quantities (20 or more full cases) must use the [Licensee Delivery Program \(LDP\)](#). For initial stocking orders or large one-time purchases such as promotional buy-in opportunities, the PLCB reserves the right to require that the order be completed through LDP.

## Licensee Online Order Portal (LOOP)

Licensees are expected to enroll in and use the Licensee Online Order Portal (LOOP). LOOP is available 24 hours a day, seven days a week, for licensees to place their orders, and it includes a number of useful features that help licensees manage their business:

- Visibility into real-time inventory within stores and current and upcoming sale prices
- Order templates for regular weekly use or to facilitate special orders for holidays and other events
- User roles that can be established for order creation, review and submission
- The option to create orders in advance and save and submit them later
- A variety of customizable reports and exportable data detailing up to two years of order history and expenditures by week
- Email notifications updating a licensee on order fulfillment progress

LOOP helps licensees plan purchases around sales to achieve cost savings, and the system instantly shows licensees how much is saved on each order.

LOOP [training guides](#), [instructional videos](#) and details for contacting dedicated technical support staff are available online. To contact LOOP support staff, email [PLCBLLOOP@pa.gov](mailto:PLCBLLOOP@pa.gov) or call 800-332-7522, option 5.

## Licensee Delivery Program (LDP)

The PLCB offers a variety of direct product delivery options to high-volume licensees from its distribution centers on designated delivery days. After a licensee has completed the registration process for LOOP, the licensee must also register for LDP. The [Licensee Delivery Program registration training guide](#) is a helpful resource along with your Wholesale Account Manager, to assist with registration.

High-volume licensees ordering 20 or more full cases per order of regular stock/listed items are required to submit orders through LOOP. They may receive product either by direct delivery through the LDP or by designating a Licensee Service Center as the pickup location.

### Licensee Delivery Site Requirements

If necessary, representatives of the PLCB and the delivery carrier will visit the licensee's site to verify the location is suitable for delivery and to review delivery procedures and delivery schedules. Delivery requirements include:

- The licensee must be able to accept deliveries made on 4-way 40" x 48" wood, stretch-wrapped pallets.
- The licensee's location must have double doors and a loading dock.

### Order Entry

Orders for delivery, regardless of the delivery method selected, must be entered through LOOP by a user who has the authority to purchase on behalf of the licensee. The [LOOP Training Manual](#) offers details regarding placing new delivery orders.

### Direct to Store Delivery (DSD)

Each DSD LDP order must consist of at least 20 full cases of product stocked within distribution centers. Partial cases will not be shipped.

- Each order must be for delivery to a single destination based on the LID number.
- Each licensee will have designated delivery day(s) per week based upon the licensee's delivery address.
- Orders in excess of 750 cases must be coordinated with the Wholesale Account Manager prior to placing the order in LOOP.

### DSD Delivery Fees

- The delivery fee will be calculated based on the size of the order and billed on a cost-per-case basis.
- Consolidation of multiple orders shipped together to the same delivery address as a single truckload will receive the appropriate consolidated order delivery fee.
- The delivery fee will appear on the invoice as a separate line item.
- The PLCB reserves the right to adjust delivery fees at its sole discretion; when delivery fees are adjusted, advance notice will be provided to licensees.
- Delivery fees include the cost of the pallets used for delivery.
- DSD fee structure (as of July 17, 2017):

Order Size (in cases)	Delivery Fee per Case
20 to 29	\$4.00
30 to 49	\$2.50
50 to 99	\$1.50
100 to 499	\$0.75
500 to 1,000	\$0.50

Case quantities over 1,000 cases will be billed according to the table above. For example, an order for 1,200 cases will be billed as 1,000 cases at \$0.50 per case and 200 cases at \$0.75 per case.

**Distribution Center-to-Distribution Center (DC-to-DC) Deliveries**

DC-to-DC orders are placed by licensees and delivered to a distribution center designated by the licensee. This can be delivered in one of two formats: kitted or bulk.

- Kitted orders are orders placed in LOOP by individual LID and scheduled as one shipment. The orders are individually palletized, stretch-wrapped and labeled by LID/order. Delivery charges will be based on the aggregate case count of all orders for a given delivery date.
- Bulk orders are orders that allow a company that owns multiple LIDs to purchase centrally, under a single LID, and then self-distribute. When a company chooses to purchase via the bulk format, it must maintain proper documentation showing the inventory movements between or among all owned LIDs for at least two years. Delivery charges will be based on the case count for a given delivery date.
- Additional licenses, such as bailee-for-hire and transporter-for-hire, *may* be required to participate in the DC-to-DC option. If a licensee is interested in this option, contact your Wholesale Account Manager.

**DC-to-DC Delivery Fees**

Delivery charges for kitted orders will be based on the total case count of all kitted orders delivered to the same location on the same date.

Delivery charges for bulk orders will be based on the total case count in accordance with the chart listed below:

Order Size (in cases) based on aggregate total of all cases	DC-to-DC Kitted Orders (min. 50 case delivery)	DC-to-DC Bulk Orders (min. 250 case delivery)
50 to 99	\$1.00	<b>\$0.25-per-case charge with an order minimum of 250 cases</b>
100 to 499	\$0.75	
500 to 1,000	\$0.50	

**Drop Trailer Program at PLCB Distribution Centers**

The PLCB drop trailer program allows customers to have their logistics team place empty trailer(s) within a designated area at a PLCB DC. DC staff will load the trailer(s) with multiple kitted orders or a bulk order and position them for pickup by the customer’s logistics team.

Once a customer has been enrolled in the drop trailer program, all delivery orders placed by the customer will be treated as drop trailer orders unless specified in advance by the customer.

- Drop trailer orders will be placed through LOOP as standard PLCB LDP orders.
- Customers whose orders will be processed through the drop trailer program will have their delivery address in LOOP changed to the PLCB DC where the orders will be picked up.
- Individual orders placed through the drop trailer program will be subject to a minimum order size of 20 cases, with a minimum shipment size of 250 cases.
- Orders placed through the drop trailer program will receive a transportation credit resulting in no delivery

charges.

- All orders placed through the drop trailer program will be processed and fulfilled via the shipper load and count method.
- Additional licenses, such as bailee-for-hire and transporter-for-hire, *may* be required to participate in the drop trailer option. If a licensee is interested in this option, contact your Wholesale Account Manager.

## Drop Trailer Delivery Fees

### Invoicing

Drop trailer orders will be invoiced through LOOP as LDP orders with the appropriate order type selected. The PLCB Distribution Center where the product is being picked up is considered the location of the transaction. Appropriate tax rates for the county in which the DC is located will be charged for drop trailer orders.

### Credits

Customers will be credited on a per-case basis for each case purchased through the PLCB trailer drop program. The credit will be displayed as a line-item credit on each LOOP invoice and will represent a discount of transportation fees that would otherwise apply to the sale of the products purchased. Any changes to the rate will be provided to the customer with advanced notification of the change.

Drop Trailer (Kitted Orders)	Drop Trailer (Bulk Orders)
<b>\$0.75 per case credit with an order minimum of 250 cases aggregate</b>	<b>\$1.25 per case credit with an order minimum of 250 cases</b>

### Delivery Payment

- Payment for delivery orders and any associated fees are made by an Automated Clearing House (ACH) transaction.
- Licensees must coordinate with their accounts payable/comptroller's office to ensure that ACH accounts are properly set up to have money drawn from them by the PLCB.
- Cash and checks will not be accepted for licensee delivery orders.
- Delivery invoices will be prepared electronically and emailed to the licensee. These invoices are also available on LOOP.
- Sales tax is determined by the delivery location. Pennsylvania sales tax is 6 percent. Allegheny County has an additional 1 percent county tax for a total sales tax rate of 7 percent. Philadelphia has a 2 percent local sales tax rate for a total sales tax rate of 8 percent.

## Order Delivery

The PLCB will work with the licensee to arrange delivery schedules that minimize the potential for receiving delays. Specifically, the PLCB will work with the licensee to set regularly scheduled delivery day(s).

Important points for the licensee's consideration are:

- The PLCB encourages after- or off-hours deliveries in congested urban locations.
- All receiving personnel must be at least 18 years of age.
- Upon delivery, the driver and the licensee's receiving personnel will verify items and quantities on the shipment.
- The delivery driver will secure the signature of a receiving person on the delivery paperwork. All delivery exceptions will be clearly noted on the delivery paperwork.
- Case inspection (the opening of cases and checking/scanning each bottle) is to be performed only when there is a reasonable suspicion of damage. Inspections performed beyond this standard may result in additional charges.
- Title transfer for the product occurs when a representative of licensee or its authorized bailee-for-hire signs the Bill of Lading.
- If shipping damage occurs on the order, the damage will be noted by item and quantity by the driver and the receiving representative on the signed Bill of Lading. The entire damaged case will be returned to the PLCB DC.
- All shortages will be noted by item and quantity on the signed Bill of Lading and will be properly adjusted prior to billing.
- All overages accepted by the licensee will be noted by item and quantity on the signed Bill of Lading and will be charged to the licensee using the same tender method used for the delivery on which the overage occurred.
- Except for over/short/damaged items as noted above, a restocking service fee will be charged to the licensee for any cases ordered and subsequently refused at delivery. In the event a licensee does not accept a scheduled delivery, a return service fee will be charged for the entire order.
- Neither the PLCB nor its agents will participate in pallet exchange or pickup programs.
- Neither the PLCB nor its agents will be responsible for lumper or other fees.

When a licensee receives cases via LDP, it is important to scan the UPC barcode on the multi-state label rather than the shipping container code. See diagram on the following page.

**\*\* PLEASE NOTE \*\***

Some cases sent from our vendors do not have a scannable bar code on the outside of the case. In these rare instances, the PLCB Code on the case should be compared to the Bill of Lading to manually receive the product at the time of delivery.

This is the scannable UPC Bar Code that should be used to check in product at the time of delivery.

It is the same Bar Code that appears on the units inside the case.



This is the PLCB Product Code. It appears on the Bill of Lading and should be used to manually check in product if the UPC Bar Code will not scan.

This is the Shipping Container Code (SCC) that may differ from the UPC Bar Code. It should not be used to check in product at the time of delivery.

*The SCC is normally a 14-digit number that may or may not correspond to the 12-digit UPC number.*

## In-Store Purchases

Licensees ordering less than 20 cases of regular stock / listed items at a time are to place orders through LOOP for pickup at a [PLCB Licensee Service Center](#) or a Fine Wine & Good Spirits store. In order to maintain sufficient store inventory for other customers, the PLCB reserves the right to refuse processing an order through a store or to limit the quantities that may be purchased at a store. Use of LOOP is strongly encouraged. Advance submission of orders through LOOP will lessen the likelihood a store will be unable to fulfill an order. For large, unplanned orders, licensees are encouraged to contact their Wholesale Account Manager or the PLCB store manager prior to ordering in LOOP.

In-store purchases do not need to be made at a licensee's "home store" for a licensee to receive the 10 percent licensee discount. The licensee must, however, have its discount card and proper identification when shopping at a store that is not the designated "home store."

Licensees will receive a printed invoice detailing each in-store transaction, along with a register receipt, upon completion of each sale. Licensees are reminded that the Liquor Code requires they maintain records of their purchases for at least two years.

### Acceptable Tender Types for In-Store Purchases

The PLCB accepts the following forms of payment from licensees for in-store purchases:

- Cash
- Business Check
- Debit Card
- Credit Card
- PLCB Gift Card
- Credit Card on File
- Automated Clearing House (ACH) on File

Fine Wine & Good Spirits employees can offer details on how to enroll in the credit-card-on-file or ACH-on-file programs. Payment registration questions can also be directed to the LOOP Customer Support Team at [PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov) or (800) 332-7522 option 5.

## Online Ordering Through [FineWineAndGoodSpirits.com](https://www.finewineandgoodspirits.com)

At [FineWineAndGoodSpirits.com](https://www.finewineandgoodspirits.com), licensees will find a collection of thousands of items, including rare and niche products. Some of these products are only offered once a year or are available only in very limited quantities from suppliers. To award the opportunity to purchase limited availability items that are in high demand, Fine Wine & Good Spirits holds Limited-Release Lotteries (with some quantities reserved for licensees) through [FineWineAndGoodSpirits.com](https://www.finewineandgoodspirits.com). Online orders (excluding Special Orders) can be shipped directly to the licensed establishment, to a Licensee Service Center or to a Fine Wine & Good Spirits store. [Licensees are encouraged to explore how to order online.](#)

## Special Orders

If a licensee can't find what it wants to offer through the wholesale catalog, in Fine Wine & Good spirits stores or at [FineWineAndGoodSpirits.com](https://www.finewineandgoodspirits.com), the item may be available through [Special Order](#). Tens of thousands of products are available through Special Order, and many suppliers make certain wines and spirits available only to licensees through Special Order. All special orders must be shipped to and picked up at a PLCB Licensee Service Center or a Fine Wine & Good Spirits store.

Job aids including [how to register for the PLCB Special Order Program](#) and [how to approve a Special Order in LOOP](#) are available. For additional details about the Special Order program, including establishing an account and linking it to a licensee, email [ra-lbslo@pa.gov](mailto:ra-lbslo@pa.gov) or call 800-332-7522, option 1. For details about registering for a LOOP account and/or an electronic payment method on file, email [PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov), or call 800-332-7522, option 5.

## PRODUCT STORAGE

In accordance with the PA Liquor Code, wine stored in a licensed area of the premises that is not accessible to the public must be:

- Stored in a secure location;
- Inaccessible to employees under 18 years old; and
- Stored in an area that has been approved by the PLCB as part of the licensed premises.

Wine may also be stored off-site if the off-site location is licensed as a bailee for hire. A bailee-for-hire license authorizes the bailee to store a third party's beverage alcohol; a fee may be charged for this storage. Since a bailee for hire stores wine other than its own, a retail licensee that wishes to store wine off-site must either make arrangements to do so with one of the existing entities that already holds a bailee-for-hire license, or it may create a separate legal entity and apply for a bailee-for-hire license in the name of the newly created entity.

A transporter-for-hire license is required to transport beverage alcohol from a bailee-for-hire location to the licensee's location, unless the retail licensee itself is merely transporting its own wine in its own vehicles from the bailee-for-hire location to its licensed premises.

Additional information regarding bailee-for-hire and transporter-for-hire licensure is available from the Bureau of Licensing ([RA-LBlicensing@pa.gov](mailto:RA-LBlicensing@pa.gov)) and the Licensing Information Center (717-783-8250).

## LICENSEE RETURN POLICY

Applicable federal and state laws prohibit manufacturers and wholesalers of alcoholic beverages from making sales to retail licensees on a consignment basis or with an unlimited right of return. The PLCB's Licensee Return Policy, as detailed below, is intended to ensure compliance with these legal requirements.

Returns from licensees will only be accepted for the reasons set forth in the following table. No return will be accepted more than 30 days after purchase, pickup or notification, as set forth below.

No return will be accepted for the following reasons:

- Product is slow-moving, or a licensee has too much product.
- Product has limited or seasonal demand (holiday decanters, certain distinctive bottles).
- Product is no longer wanted due to a change in menu or other similar business reasons.
- Product was damaged after it left the custody or control of the PLCB.
- **Any other reason** that is not identified in the following table.

Please note that certain returns may be subject to a handling charge as set forth below.

Reason for Return	Return Within 30 days of:	Handling Charge
Defective products (only when delivered by or picked up at PLCB)	Purchase (or pickup for Special Orders)	Waived
Error in products delivered	Purchase (or pickup for Special Orders)	Waived
Products may no longer lawfully be sold	Notification	Waived
Recall of product or withdrawal by manufacturer	Notification	Waived
Change in product by manufacturer	Notification	12.5% or \$50, whichever is greater*
Product discontinued by manufacturer	Notification	12.5% or \$50, whichever is greater*

\* No handling charge will be assessed on the return of fewer than 12 saleable bottles.

All determinations regarding returns are subject to review by the PLCB, and the licensee may be required to provide verification to support the claim being made (e.g., photos of damaged products). The PLCB reserves the right to refuse any return and/or refund at its sole discretion.



Returns of Special Orders are also subject to approval by the supplier. A licensee whose Special Order did not meet expectations must contact the supplier to discuss the order issue. Once the supplier and licensee have agreed upon resolution of the order dispute, the supplier will contact the Special Order Division to notify the PLCB of the resolution and related product return(s), partial or full refunds, order cancellation, and/or creation of a new order. If replacement of returned items is sought, this will require creation of a new order. Any returned Special Order product must be physically presented at a Licensee Service Center or Fine Wine & Good Spirits store in order for the return to be accepted and approved by the PLCB. Licensee Service Centers and Fine Wine & Good Spirits stores will only accept Special Order returns that have been pre-authorized by the PLCB Special Order Division, following supplier notification of the return. Licensees are encouraged to confirm with suppliers that they have made the appropriate PLCB notifications before returning Special Order products to a store to avoid unnecessary trips or inconvenience.

## LDP Returns and Adjustments

The PLCB will only accept returns on delivery items in accordance with the previously stated return policy. All product received via LDP should be verified for accuracy at the time of delivery. If the product is incorrect in any way or is visibly damaged upon receipt, it should not be accepted. Any unordered or damaged-in-transit items will be taken back by the delivery driver at no charge, and the licensee's order will be adjusted and billed accordingly.

Any discrepancies discovered after the driver has left must be immediately reported to the PLCB LOOP Customer Support line at 800-332-7522, option 5, to document the discrepancy.

## Vendor Packaging Errors and Unordered Items

If the discrepancy is a result of a vendor packaging error (product inside the case does not match description on the outside of the case), or if the product was not ordered (improperly picked at the distribution center), the following return procedure shall be used:

- The licensee must contact LOOP ([PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov) or 800-332-7522, option 5) to report the error.
- The licensee prepares the merchandise for return to the PLCB DC.
- The PLCB will make arrangements to pick up the merchandise in conjunction with the next scheduled delivery to the licensee.
- The PLCB will process the return and refund the licensee through the original payment type.

## Damaged Product Returns

Returns of damaged product discovered after delivery, such as hidden/dry breakage, broken or loose enclosure caps and short cases will be processed as follows:

- The licensee must contact LOOP ([PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov) or 800-332-7522, option 5) to report the damaged merchandise.
- Pictures or proof of the problem may be required.
- The PLCB will process the return and refund the licensee through the original payment type.

Please note that returns of items that are damaged after receipt by a licensee or its authorized agent or representative will not be accepted.

## Return of In-Store Purchases

Returns of products purchased in stores will be processed as follows:

- The original receipt must be presented with the item(s) to be returned.
- The person presenting the return must have valid photo identification.
- Any documentation or evidence necessary to establish a valid basis for the return should be presented at the time of return.
- The licensee will be reimbursed through the original method of payment, when possible.

## APPENDIX

### Quick Reference Table: Contact Information

PLCB Department	Phone	Email
Wholesale Operations	844-363-WINE (9463), option 2	<a href="mailto:Wineexpansionsales@pa.gov">Wineexpansionsales@pa.gov</a> or <a href="mailto:RA-LBWholesale@pa.gov">RA-LBWholesale@pa.gov</a>
Licensee Online Order Portal (LOOP) & Licensee Delivery Program (LDP) Support	800-332-7522, option 5	<a href="mailto:PLCBLOOP@pa.gov">PLCBLOOP@pa.gov</a>
Office of Chief Counsel	717-783-9454	<a href="mailto:RA-LBlegal@pa.gov">RA-LBlegal@pa.gov</a>
Fine Wine & Good Spirits	800-332-7522, option 4	<a href="mailto:RA-LBpawineandspirits@pa.gov">RA-LBpawineandspirits@pa.gov</a>
Licensing Information Center	717-783-8250	<a href="mailto:RA-LBlicensing@pa.gov">RA-LBlicensing@pa.gov</a>
Licensing and PLCB+ Enrollment	844-707-5475	<a href="mailto:RA-LBLicensingmod@pa.gov">RA-LBLicensingmod@pa.gov</a>
RAMP / Alcohol Education	866-275-8237 or 717-772-1432	<a href="mailto:RA-LBRamp@pa.gov">RA-LBRamp@pa.gov</a> or <a href="mailto:RA-LBEducation@pa.gov">RA-LBEducation@pa.gov</a>
Special Order Department	800-332-7522, option 1	<a href="mailto:RA-LBslo@pa.gov">RA-LBslo@pa.gov</a>

## Legal Guidelines

The PLCB Office of Chief Counsel is the agency's legal authority, offering guidance on matters related to beverage alcohol regulation and licensing. Online legal resources available to licensees and the public from the PLCB include:

- [Advisory Notices](#) – General guidance issued by the PLCB addressing a specific subject. This guidance may arise due to changes to the Liquor Code or PLCB Regulations, or they may address topics of popular interest.
- [Advisory Opinions](#) – Issued to specific licensees upon request to clarify matters related to the Liquor Code or PLCB Regulations.

To submit a written request for an Advisory Opinion, email [ra-lblegal@pa.gov](mailto:ra-lblegal@pa.gov), fax to 717-787-8820 or write to the address below.

Office of Chief Counsel  
Pennsylvania Liquor Control Board  
401 Northwest Office Building  
Harrisburg, PA 17124-0001

## Advertising Guidelines

The advertising of the price and availability of alcohol is legal in Pennsylvania, as long as it is done in accordance with [section 498 of the Liquor Code](#).

[PLCB Advisory Notice No. 15, Advertising of Alcoholic Beverages in Pennsylvania](#), addresses a number of common questions regarding how advertising may be conducted.

## Sunday Sales Permit

A licensee with a WEP and a Sunday sales permit may sell wine to go on Sundays from 9 a.m. to 11 p.m.

- A Sunday sales permit will be issued to a current licensee upon submission of a \$300 fee and a properly executed application.
- All Sunday sales permits expire at the end of each license term and must be renewed or validated each year with the license.
- Sunday sales permits may not be transferred from person to person or from place to place.

## Purchase Permit Cards

Each retail liquor licensee is issued a Wholesale Liquor Purchase Permit Card and a Licensee Discount Card, which allow the purchase of wine and spirits with the licensee's 10 percent discount from Fine Wine & Good Spirits stores. The Wholesale Liquor Purchase Permit Card is emailed with the licensee's license and must be deposited with a Fine Wine & Good Spirits store of the licensee's choice or a Licensee Service

Center, unless otherwise directed. The card may not be removed from the store except upon written authority from the PLCB. Questions about this process should be directed to the manager of a [local Fine Wine & Good Spirits store](#).

When depositing the Wholesale Liquor Purchase Permit Card at a Fine Wine & Good Spirits store, the licensee or authorized officers of the licensee must sign the card in ink in the space provided. Each licensee may authorize up to four agents to make purchases at the Fine Wine & Good Spirits store, which becomes its “home store.” Only individuals regularly employed in the operation of the licensed business may be designated as agents.

The travel permit is also emailed with the license. It is to be retained by the licensee and may be used to purchase at Fine Wine & Good Spirits stores other than the store at which the Wholesale Liquor Purchase Permit Card was deposited. When making such purchases, the travel permit must be presented, and the purchaser must provide identification.

Any licensee who permits its Wholesale Liquor Purchase Permit Card or Licensee Discount Card to be used for the purchase of wine or spirits for any use other than the lawful conduct of its licensed business will subject its license to suspension or revocation.

