

FINE WINE & GOOD SPIRITS

Pennsylvania Liquor Control Board

Bureau of Marketing Communications, Branding & Design

Northwest Office Building | Harrisburg, PA 17124 | (800) 332-7522

E-commerce Policies and Procedures



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Introduction

The information in this guide is critical so your product is represented correctly on the website, in digital marketing and in print materials. For new products and for updates to existing products, use this as an informational reference. This, in addition to the FW&GS Product Naming Convention, should be used when writing and submitting product names, details, marketing materials and uploading bottle shots and details. If you have questions, direct them to the individual(s) listed at the end of each section.

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Product Naming Guidance

Style and Structure

General Style

In order to have product details on **FWGS.com**, in digital marketing and in printed materials, follow the guidelines detailed below. Adhere to the FW&GS Product Naming Convention, pages 8-10, for long description product naming.

- Varietals and spirit types shouldn't be capitalized unless part of a specific product name
 - Always write out full name — no abbreviations
 - Examples: cabernet sauvignon, white wine, rum, scotch, etc.
- **FWGS.com** can only handle one apostrophe per full product name
- Certifications — only use if third-party certification/seal is visible on front or back label
 - Example: "Organic" if USDA organic seal is visible
 - Incorrect: "Organic" if label states "Made with Organic Grapes"
- Can(s) — goes after the size with the "C" capitalized
- Omit: "Small Batch" or "Limited Release" unless it's a Luxury or Chairman's code

Spirits

Brandy and Cognac

- Age designations: VS, VSOP, XO
 - No periods, even if on label

Cordials/Liqueurs/Creams

- Cordial and Liqueur are interchangeable terms; use what's on label
- Omit: "Liqueur" if "cream," "schnapps," "limoncello" or "triple sec" is on label

Gin

- Keep: London Dry or Old Tom
- Omit
 - Country, state or city name, except "London" as part of London Dry
 - "Dry," except as part of London Dry

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Rum

- Age listed after "Rum": XO, Añejo, Vieux, etc.
- Keep: Martinique
- Omit: All other locations

Tequila

- Age listed after "Tequila": Silver/Blanco/Plata, Reposado/Gold, Añejo, etc.
- Omit: 100% de agave, 100% agave or any other similar descriptor

Vodka

- Omit: Vodka base (potato, grain, etc.)

Whiskey

- Omit the "e" for products from Canada, Scotland or Japan, or if spelled as "whisky" on label

American Whiskey

- Keep
 - Straight
 - Tennessee
- Omit: All other state names, including Pennsylvania

Bourbon

- Keep: Straight
- Omit
 - All other state names, including Pennsylvania
 - The word "whiskey" when it comes after "bourbon" as that's implied

Canadian Whisky

- Keep: Canadian

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Irish Whiskey

- Keep
 - Blended, Single Malt, Single Pot Still or Single Grain
 - Irish
- Omit: Triple Distilled

Rye Whiskey

- Keep
 - Straight
 - Tennessee
 - The word "whiskey" when it comes after "rye"
- Omit: All other state names, including Pennsylvania

Scotch

- Keep
 - Blended, Single Malt or Blended Malt
 - Place of origin such as Highland, Speyside, Islay, etc.
- Omit: The word "whisky" when it comes after "scotch" as that's implied

Ready-to-Drink

- Use "Cocktail" instead of "Ready-to-Drink" or "RTD"
- Keep: Spirit name when on front label

Accessories

- Provide an overall description when multiple items are packaged together
 - Don't name each item

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Value Added Pack

- Exclusives — bottles or barrels just for FW&GS
 - Product details for bottles should include “Hand-selected and bottled exclusively for Fine Wine & Good Spirits.”
 - Product details for barrels should include “This barrel was used in the creation of [Product Name].”
- Use the following as needed when describing gift sets, packs, etc.
 - Gift Set — any product with something extra coming with it
 - Example: “Product” with “Add-Ons” Gift Set
 - Multipack vs. Variety Pack
 - Multipack — more than one of the same product packaged together
 - Variety Pack — different products from a single producer packaged together
 - Library Set — a set of wines from a single producer that showcases multiple vintages/years or a selection of higher-end spirits from a single distillery

Wine

General Style

- Use articles (the, a/an) when seen on label if also mentioned on producer/vendor website
- Icewine is written as one word

Listed Products

- Keep: “California Champagne” in name for André, Cooks and Korbel
- Omit
 - Year
 - Estate Bottled or Estate Grown
 - Descriptor phrase if unnecessary, i.e., smooth, dark, etc.

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Luxury and Chairman's Program Products

- Omit
 - Estate Bottled or Estate Grown
 - Descriptor phrase if unnecessary, i.e., smooth, dark, etc.
- "Premier Cru" is always written as "1er Cru"
- When two appellations are on label, follow these guidelines:
 - If set off by a comma, use first given
 - Example: "Carneros, Napa Valley" would be "Carneros"
 - If connected by a dash, use both with a space between appellations
 - Example: "Carneros-Napa Valley" would be "Carneros Napa Valley"
 - If only a space between appellations, use whichever is most targeted and correct
- All sparkling wines should have a vintage listed as year, Non Vintage or Multi Vintage

Contacts for Listed and Luxury Product Naming and Details

<p>Chris Zollo Listed Division Chief, Product Selection (717) 857-3256 czollo@pa.gov</p>	<p>Luke Ashton Luxury Division Chief, Product Selection (717) 214-8296 lashton@pa.gov</p>
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FW&GS Product Naming Convention

The Long Description is the item's full name as described on pages 8-9, with examples on page 10. This naming convention must be used for each product submitted to Product Selection.

Long Description Naming Convention

Spirits

For all spirits, terms found in the Item Description or other fields are identified and organized by attribute. Refer to the details for each attribute below.

Complete Brand Name		Item Description			Item Type	Quality	Age / Year	Proof	Size	Feature
Producer	Brand	Certification	Flavor	Appellation						
	Required Field	Only if third-party certification on front or back label.			Required field	Don't use Ready to Drink or RTD.		Required field		
Standardize the contents of all descriptions. Retrieve if on product label.	Retrieve from the Item Description and product label.	Retrieve from the Item Description when given.	Retrieve special flavors (such as "peach") from the Item Description.	Retrieve from the Item Description or UDA if available.	Retrieve from the Item Type or Marketing Category UDA, if blank.	Use standard terms when given.	Retrieve from the Item Description or UDA if applicable.	Retrieve from the Item Description or UDA.	Any size other than 750 mL & 1.75 L.	Use standard terms if applicable.
		ex: Organic, Biodynamic, Gluten Free, etc.	Use "Flavored" when it's a fruit-flavored brandy (different from a fruit brandy).		ex: Single Barrel Bourbon, Single Malt Scotch, Blended Scotch, Blended Malt Scotch	ex: Cocktail, Nonalcoholic, Barrel/Cask Strength, Small Batch, yeast strain	Always written as Year Old	Spell out word "Proof"	ex: 4x187 mL, Can(s)	Signed by (XXX), Library Set, Gift Set or FWGS Exclusive

Wine

Terms found in the Item Description or other fields are identified and organized by attribute. The categories are identical for domestic wines and imported wines, but naming conventions and business rules will vary. Refer to the details for each attribute below.

Complete Brand Name		Varietal			Vineyard Name	Appellation or Subclass 1, 2 or 3	Quality	Vintage	Size	Feature
Producer	Brand	Certification	Flavor	Varietal						
	Required field	Only if third-party certification on front or back label.		Required field			If no varietal, use country's language for red/white. Don't put denomination (DOC, DOCG, IGP, etc).	Required for Luxury/SO		
Standardize the contents of all descriptions. Retrieve if on product label.	Retrieve from the Item Description and product label.	Retrieve from the Item Description when given.	Retrieve special flavors (such as "peach") from the Item Description or UDA.	Use business rules to determine standard varietal names.	Retrieve from description and use standard term, when given.	Retrieve if available in the Item Description or UDA.	Use standard terms when given.	Retrieve from the Item Description or UDA.	Any size other than 750 mL & 1.5 L.	Use standard terms if applicable.
		ex: Organic, Biodynamic, Gluten Free, etc.				Use most targeted appellation	ex: Cocktail, Natural, Alcohol Removed, Reserve when referring to varietal. ex. of country's language: Chateau Mont Redon Chateaufneuf du Pape Rouge	Non Vintage & Multi Vintage used & spelled out only on sparkling	ex: 4x187 mL, Can(s)	Signed by (XXX), Library Set, Gift Set or FWGS Exclusive

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Accessories

Complete Brand Name		Item Type	Description	Size	Feature
Producer	Brand				
		Required field	Required field		
Standardize the contents of all descriptions. Retrieve if on product label.	Retrieve from the Item Description and product label.	Retrieve from the Item Description when given.	Retrieve from the Item Description and product label.	Retrieve from the Item Description and product label.	Use standard terms if applicable.
			Don't write each item in a multipack	Don't use single or 1 Pack	Signed by (XXX), Library Set, Gift Set or FWGS Exclusive
		ex: Wine Glass Charms	ex: Assorted Colors, Summer Assorted	ex: 4 Pack	ex: Gift Set = 2 Gift Pack = 3+

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Examples

Code	SPIRITS
	Bourbon
3908	Incorrect Correct Long Name Example: Jim Beam Devil's Cut Straight Bourbon 90 Proof
	Rye Whiskey
76849	Incorrect Correct
	Scotch
1638	Incorrect Correct
	Irish Whiskey
9503	Incorrect Name Example: Jameson Caskmates Irish Whiskey 80 Proof Correct Long Name Example: Jameson Irish Whiskey Caskmates Stout Edition 80 Proof
	Canadian Whisky
4390	Incorrect Name Example: Black Velvet Reserve Canadian Whisky 8 Year 80 Proof Correct Long Name Example: Black Velvet Canadian Whisky Reserve 8 Year Old 80 Proof
	Tequila
3420	Incorrect Name Example: Jose Cuervo Silver Tequila Tradicional 80 Proof Correct Long Name Example: Jose Cuervo Tradicional Tequila Plata 80 Proof
	Vodka
3060	Incorrect Name Example: Stolichnaya Ohranj Vodka 75 Proof Correct Long Name Example: Stolichnaya Stoli Ohranj Vodka 75 Proof
	Gin
1003	Incorrect Name Example: Big Spring Spirits Seven Governors' Golden Gin 95 Proof Correct Long Name Example: Big Spring Spirits Seven Governors Gin Golden 95 Proof
	Rum
6913	Incorrect Name Example: Goslings Black Seal Bermudian Rum 80 Proof Correct Long Name Example: Goslings Black Seal Black Bermuda Rum 80 Proof

Code	ACCESSORIES
	Accessories, Description
29577	Incorrect Name Example: Rabbit Bottle Stoppers Correct Long Name Example: Rabbit Bottle Stoppers Assorted Colors 2 Pack
	Accessories, Description
2969	Incorrect Name Example: Bella Vita Frosty Bottle Stopper Correct Long Name Example: Bella Vita Bottle Stopper Snowman
	Accessories, Description
29521	Incorrect Name Example: Houdini 2 Step Waiter Assorted Colors Corkscrew Correct Long Name Example: Houdini 2 Step Waiters Corkscrew
Code	WINE
	Listed, Appellation
9537	Incorrect Name Example: Wente Vineyards Riva Ranch Chardonnay Monterey County Correct Long Name Example: Wente Vineyards Chardonnay Riva Ranch Monterey County
	Listed, Country's Language
7278	Incorrect Name Example: Chateau Mont Redon Chateaufneuf du Pape Correct Long Name Example: Chateau Mont Redon Chateaufneuf du Pape Rouge
	Luxury, Country's Language
77453	Incorrect Name Example: Chateau Pape Clement Pessac Leognan Red Wine 2016 Correct Long Name Example: Chateau Pape Clement Pessac Leognan Rouge 2016
	Listed, Varietal
7427	Incorrect Name Example: Apothic Roses Pink Blend California Correct Long Name Example: Apothic Rose
	Luxury, Sparkling
18340	Incorrect Name Example: Gosset Champagne Brut Excellence Non Vintage Correct Long Name Example: Gosset Champagne Excellence Brut Non Vintage
	Luxury, Denomination
77264	Incorrect Name Example: Aldo Conterno Barolo Bussia DOCG 2013 Correct Long Name Example: Poderi Aldo Conterno Barolo Bussia 2013

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Instructions for Product Bottle Shot and Details Upload

Style and Structure

General Style

Product bottle shot(s) and details must be provided for placement on **FWGS.com**. Adhere to the below requirements and instructions. It's the vendor's responsibility to provide these items and notify the PLCB with product packaging changes.

Image Requirements

- Provide front and back bottle shot(s) and label image or digital rendering
 - Must be high resolution, 10 inches wide by 10 inches high, minimum 300 PPI
 - Remove background and fill with solid 100% white background
 - File format must be JPG, PNG or TIF
- File name(s) to include the PLCB product code, brand name abbreviated to four characters, product variety/type abbreviated to four characters and Front/Back/Label all separated by underscores
 - Examples:
1234_Brnd_Vrit_Frnt.jpg
1234_Brnd_Vrit_Back.jpg
1234_Brnd_Vrit_Lab.jpg

Product Details

- Product details, current rating(s) and/or review(s) should be uploaded to FTP in addition to images
- Upload information in a Microsoft Word document or PDF
- Each detail, rating and/or review should include the PLCB product code and product name — follow the FW&GS Product Naming Convention and Editorial/Writing Style Guide on page 9

Product Packaging Changes

- Send new product bottle shot(s) — new label images, new bottle shape, etc. — over as soon as assets are available
- Follow image requirements as instructed above

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Uploading Images and Product Details to FTP

- Upload product image files and product details document as instructed above
- Note: Our email server rejects messages with attachments larger than 10MB, and we're unable to access file sharing sites such as Dropbox. Transmit files of any size to the PLCB by uploading to the FTP server.

FTP Upload Instructions

- These instructions were tested using Google Chrome
 - For vendors without a dedicated account, log in with the following:
Username: NS-LB-vend1 | **Password:** Tr35Uck12
1. Open a web browser and navigate to the FTP graphical user interface: <https://copaftp.state.pa.us>
 - Note: Versions after Firefox 24.6.0 may not be fully compatible and display an "Untrusted Exception" error. Disregard this warning and proceed by clicking "Add Exception" followed by "Confirm Security Exception."
 - Only individual files may be uploaded. Compress a folder or nested file structure into a zip file before proceeding.
 2. Drag and drop files to the indicated area in the folder **NS-LB-vend1**
 - After each file is uploaded, it'll appear in the "Upload Manager" column on the right with the note "Error. Verification Failed." Disregard this — your upload was completed successfully.
 3. Click "Account" at the top right of the navigation bar and select "Log off."
 4. Within **24 hours** of upload, email Brittany Laird, Digital Asset Manager, at brlaird@pa.gov, with the product code number(s) to confirm file transfer

Contact for Product Bottle Shot and Details Upload

Brittany Laird
Digital Asset Manager

(717) 772-2050

brlaird@pa.gov



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Editorial/Writing Style Guide

Style and Structure

General Style

Adhere to the below guidelines when providing product details and/or review(s) for placement on **FWGS.com** or in marketing materials.

- Use contractions
- Don't end sentences with prepositions
- Don't abbreviate days of the week or months of the year
- Phone numbers are written in the following format: (XXX) XXX-XXXX
- The following symbols can be used:
 - Percent sign (%)
 - Degree sign (°) followed by a space, then "F"
 - Example for wine temperatures: 62° F, 62°-68° F
- Quotes — use only when necessary for clarification
 - Don't use with product reviews, distiller's/winemaker's/manufacturer's notes
- Varietals and spirit types shouldn't be capitalized unless part of a specific product name
 - Always write out full name — no abbreviations
- Accent marks should be used as appropriate
 - Windows ALT code sites for special characters

[French](#) [German](#) [Italian](#) [Spanish](#)

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Dashes

- Only use hyphens or em dashes, don't use en dashes
- Hyphen — no spaces before or after; the shortest dash
 - Connects compound words: mass-produced; light- to medium-bodied
 - Connects grouped numbers: 17-19
- Em dash — add a space before and after; the longest dash
 - When listing awards a product has won
 - Example: Silver Medal — 2019 World Spirits Competition
 - Reviews are cited with an em dash, then a space, then one of the following: Winemaker's notes, Distiller's notes, Manufacturer's notes or the review source
 - Review source should have a bold **em dash and point value**, italicized *name* followed by a comma and full date as shown on review site
 - Example: — **87 Points** *Wine Spectator*, December 31, 2017
 - If two or more reviews are used, add one space between each cited source
 - Example:
 - Light-bodied and bright, this tangy, creamy red features dried cherry and cranberry fruit underscored by wild herb and smoke accents. Chewy, spiced finish of moderate length.
— **87 Points** *Wine Spectator*, December 31, 2017

 - **89+ Points** *Wine Enthusiast*, February 4, 2018

Social Media

- Social handles must be correct for the product/person, in use and spelled correctly
- Hash tags must be spelled properly

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Recipes

Measurements

- No period at the end of abbreviations

Tablespoon = Tbsp	Teaspoon = tsp
Cup = c	Ounce = oz
Pound(s) = lb(s)	

- Fractions — add a space between the numbers with the fraction floating
 - Example: 1 ½
 - Incorrect: 11/2 or 1½
- Full bottles
 - Use "quantity size-bottle(s)"
 - Example: 2 750-mL bottles or 1 375-mL bottle
 - Incorrect: 2-750-mL bottles or (1) 750 mL bottle or 2x750 ml bottles

Ingredients

- Lowercase all items we don't sell, unless it's not preceded by a measurement
 - If not preceded by a measurement, only capitalize the first letter in first word
 - See garnish example under "Garnishes"
- Specify "fresh" lemon/lime juice, but not for other juices
- No accent in puree, either as a noun or verb
- Ingredients should be organized in the following order, unless the order changes how the recipe is made
 - Volume order by ingredients sold at FW&GS, starting with base wine/spirit
 - Volume order by other ingredients
 - Product without volume (topping off)
 - Rimming and garnishes
- All ingredients go under "Ingredients" subhead and are in bullet format
- All instructions go under "Directions" subhead and are in number format
- Ensure glassware and garnishes in the picture match the written recipe

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Garnishes

- If photo has same quantity of each garnish, put on same line
 - Example: 1 each, peach slice and mint leaf
- If photo has garnishes of different quantities, put on separate lines
 - Example: 1 pineapple wedge
Fresh strawberries

FW&GS is available to work with vendors to create mutually beneficial promotions.

Contact for Vendor-Funded E-commerce Promotions

Contact for Social Media

Contact for Email Campaign(s)

<p>To learn about or submit vendor-funded opportunities for FWGS.com</p> <p style="text-align: center;">Marissa Hockenberry E-commerce Promotions Manager</p> <p style="text-align: center;">(717) 783-0447</p> <p style="text-align: center;">marishocke@pa.gov</p>	<p>To learn about or submit ideas for social media</p> <p style="text-align: center;">Deb Frisco Social Media Manager</p> <p style="text-align: center;">(717) 787-3540</p> <p style="text-align: center;">dfrisco@pa.gov</p>	<p>To learn about or submit ideas for email campaign(s)</p> <p style="text-align: center;">Rachel Stachowiak Marketing Programs Coordinator</p> <p style="text-align: center;">(717) 346-9335</p> <p style="text-align: center;">rstachowia@pa.gov</p>
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