



FINE WINE & GOOD SPIRITS

# POLICIES AND PROCEDURES FOR WINE & SPIRITS VENDORS



# INTRODUCTION

This manual serves as an informational reference guide for wine and spirits vendors pursuing business with the Pennsylvania Liquor Control Board (PLCB) and acquaints new and prospective vendors with the PLCB's policies and procedures for selling products in Pennsylvania.

The PLCB is committed to maintaining the highest ethical standards in all of its operations. The PLCB expects liquor vendors and their employees and agents to embrace this commitment by complying with and training employees on the [PLCB Vendor Code of Conduct](#).

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# REQUIREMENTS FOR SUPPLIERS

In order to do business with the PLCB, a vendor must:

- Sign, submit and abide by the [PLCB Vendor Code of Conduct](#).
- Be appropriately licensed by the federal [Alcohol and Tobacco Tax and Trade Bureau](#).
- Obtain a Pennsylvania Vendor Permit from the PLCB's [Bureau of Licensing](#). Permits are granted initially without imposition of any fees, but any vendor from which the PLCB decides to issue more than one purchase order (PO) must pay a permit fee and a filing fee to maintain the permit.
- Register and maintain an account on the PLCB's Oracle Supplier Portal.

## REGULAR STOCK LISTINGS

The PLCB generally reviews listing proposals twice a year for items it will continually replenish as sales to licensee and retail customers. Listed items are those most broadly available in Pennsylvania, generally sold at most or all of the PLCB's 585 Fine Wine & Good Spirits (FW&GS) retail stores, 13 licensee service centers (LSCs), FWGS.com and through the Licensee Delivery Program (LDP).

Listing proposals are only accepted during the open listing periods, which are announced via email to suppliers. To request to receive information about open listing periods, please email [RA-LBProductSelect@pa.gov](mailto:RA-LBProductSelect@pa.gov). Each listing email announcement includes instructions and deadlines specific to each open listing period.

During the open listing period, vendors will have the opportunity to submit items for PLCB consideration using a PLCB-provided template.

- All items from a single vendor must be submitted on one form to the email address specified in the listing announcement.
- Late and incomplete submissions may be rejected.

Submissions will initially be evaluated by a Category Manager and other PLCB staff based on the expected value of the product to Pennsylvania retail customers and licensees; existing item saturation at the proposed price point; and how closely the submission fits item categories identified in the listing being sought. Other considerations or evaluations may also be used at this stage based upon business needs and consumer demands. Should an item pass initial evaluation, the PLCB will request a sample from the supplier. Further evaluation will consider price segment growth, category growth, projected profit and marketing support proposed by the vendor.

All product sizes will be considered, and size extensions follow the same listing calendar as all other items.

Items the PLCB decides to pursue will then go through a negotiation process, where the PLCB and supplier will determine item acquisition cost and retail price.

Generally, new listings are considered by the three-member Board at a [public meeting](#), and vendors that submitted items for listing will be notified in writing of the board's decision regarding their items. Inquiries regarding item approval will not be addressed prior to board decision.

For items the PLCB determines to purchase following negotiations, suppliers will be responsible for entering into the Oracle Supplier Portal all item details, as well as required documentation including TTB Certificate of Label Approval/Exemption (COLA) and product images. In doing so, vendors should refer to the [E-Commerce Policies and Procedures Guide for Vendors](#) to ensure products are correctly represented on FWGS.com, in digital marketing and in print materials. The guide provides instructions for writing and submitting product names and descriptions.

Sales of newly listed items will be monitored for 14 months, and items that do not achieve sales targets may be subject to delist.

## DE-LISTING REGULAR STOCK ITEMS

The PLCB removes products from its portfolio that do not meet sales expectations or enhance overall product selection. The PLCB may also request suppliers voluntarily delist products consistently out of stock for more than two months.

If an item is determined by the vendor to be unprofitable or inconsistent with the vendor's marketing philosophy, the vendor may request the item be delisted. The PLCB will not willingly delist any item that is well received by Pennsylvania consumers. If the vendor, however, decides to withdraw an item from the national market, the PLCB will comply with a request for delisting.

The three-member board also considers de-listings at [public meetings](#), and vendors will subsequently be notified in writing of product delisting.

## REGULAR STOCK CATEGORY MANAGERS

<b>LOGAN KENNEDY</b> 717-395-7821 <a href="mailto:lokenedy@pa.gov">lokenedy@pa.gov</a> Vodka Gin Cocktails/Mixers - this includes nonalcoholic consumables Ready to Drink Domestic Whiskey - Flavored & Unflavored PA Proud Spirits	<b>ELISSA TEDESCO</b> 717-216-9872 <a href="mailto:eltesco@pa.gov">eltesco@pa.gov</a> Rum Liqueur or Cordials Brandy/Cognac Tequila Scotch Canadian Whisky Irish Whiskey Other imported Whiskey	<b>STEPHEN RESO</b> 717-705-1726 <a href="mailto:sreso@pa.gov">sreso@pa.gov</a> U.S. Wines Cider (>8.5%) 4 Pack Wines U.S. Sparkling	<b>SUE SCHNEIDER</b> 717-214-8141 <a href="mailto:suschneide@pa.gov">suschneide@pa.gov</a> Imported Wines Kosher Dessert Beverage Wines Economy Glass 5L & 3L Boxed Wines Alternative Packaging Champagne Imported Sparkling
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## PREMIUM PRODUCT MANAGEMENT AND ONE-TIME BUYS

Premium wines and spirits – high quality, niche, unique and/or rare products – are most often purchased as one-time buys and are sold at a subset of the locations that carry listed items.

Premium products are considered and purchased throughout the year, without a regularly scheduled review cadence like open listing periods. To explore whether a specific product may be considered by the PLCB for a one-time buy and distribution through a curated list of retail and wholesale locations, vendors should contact the appropriate category manager identified below.

## PREMIUM CATEGORY MANAGERS

<p><b>LOGAN KENNEDY</b>  717-395-7821  <a href="mailto:lokennedy@pa.gov">lokennedy@pa.gov</a>  Vodka  Gin  Cocktails/Mixers -  this includes nonalcoholic  consumables  Ready to Drink  Domestic Whiskey -  Flavored &amp; Unflavored  PA Proud Spirits</p>	<p><b>ELISSA TEDESCO</b>  717-216-9872  <a href="mailto:eltesesco@pa.gov">eltesesco@pa.gov</a>  Rum  Liqueur or Cordials  Brandy/Cognac  Tequila  Scotch  Canadian Whisky  Irish Whiskey  Other imported Whiskey</p>	<p><b>MATTHEW VOLKER</b>  717-346-7193  <a href="mailto:mvolker@pa.gov">mvolker@pa.gov</a>  Wines from Italy</p>
<p><b>ROBERT ECKARD</b>  717-787-0194  <a href="mailto:reckard@pa.gov">reckard@pa.gov</a>  Wines from:  Spain  Portugal  Austria  Germany  Greece  Asia - including Sake Kosher  Misc. Europe</p>	<p><b>JAMES LEE</b>  717-783-3363  <a href="mailto:jamelee@pa.gov">jamelee@pa.gov</a>  Wines from California</p>	<p><b>JACQUELINE SPIRONELLO</b>  717-214-6762  <a href="mailto:jspironell@pa.gov">jspironell@pa.gov</a>  Wines from:  Australia  New Zealand  Africa  South America</p>
<p><b>JOHN WAGNER</b>  717-787-8653  <a href="mailto:johnwagn@pa.gov">johnwagn@pa.gov</a>  Accessories (non-consumable)  Wines from North America  (excluding CA)</p>	<p><b>RON MURPHY</b>  717-512-2500  <a href="mailto:ronmurphy@pa.gov">ronmurphy@pa.gov</a>  E-Commerce Exclusives</p>	<p><b>MICHAEL DEMARTINIS</b>  717-857-3255  <a href="mailto:mdemartini@pa.gov">mdemartini@pa.gov</a>  Wines from France</p>

## CHAIRMAN'S SELECTION®

The Chairman's Selection® Program is a unique opportunity for wine suppliers to get brand exposure in one of the biggest markets in the country. To participate, a vendor must provide a minimum 35% discount from a nationally quoted or winery retail price, and wines must be vintage- and appellation-specific.

Chairman's Selection wines are hand-selected to provide savvy consumers both world-renowned wines and undiscovered gems that over-deliver on value.

Questions regarding the Chairman's Selection program can be directed to Josh Hull at [joshull@pa.gov](mailto:joshull@pa.gov).

## PENNSYLVANIA PROUD

Recognizing consumer's interest in buying local and the significant impact that Pennsylvania wines and spirits have on Pennsylvania's agriculture and tourism industries, the PLCB is committed to partnering with Pennsylvania wineries and distilleries.

In-state wineries and distilleries may select up to 10 products to place in up to 10 FW&GS stores of their choosing. Items will be tasted and evaluated prior to acceptance.

Pennsylvania wine goes through a process very similar to the regular listing process, but new items are only considered once a year, each spring.

For more details, explore the [PA Preferred® Wine Program](#) or the [Pennsylvania Spirits Program](#).

## IN-STORE TASTINGS

Public tastings in FW&GS stores are a great way for suppliers to introduce new products, breathe life into old standards and get their products in front of Pennsylvania consumers.

Suppliers of items sold in FW&GS stores are encouraged to review the [requirements and expectations for vendor in-store tastings](#).

## NON-CONSUMABLE ACCESSORIES

Non-consumable accessories – corkscrews, bottle toppers, wine bags, glassware, barware, etc. – are considered and purchased throughout the year, without any regularly scheduled review cadence. Suppliers interested in having these items featured in FW&GS retail stores or FWGS.com should email [johnwagn@pa.gov](mailto:johnwagn@pa.gov).

## SUPPLY CHAIN REQUIREMENTS

If a vendor's product will flow through a PLCB distribution center, certain [supply chain requirements](#) must be met to ensure safe, secure and damage-free loads are received in accordance with established due dates.

All shipments of wine and liquor to the PLCB must be packed in shipping containers (complete outer and inner packaging) that will assure carrier acceptance; safe transportation to a distribution center; seamless handling and stacking in the distribution center; reshipment from the distribution center to the final destination; and handling and stacking in retail stores and licensee service centers. Packages must comply in all respects with the governing classification of common carrier.

Please review PLCB [packaging requirements](#), [labeling requirements](#), [shipping and delivery requirements](#) and a [schedule of associated fees](#) for further detail.

New and existing vendors are encouraged to confirm that their labeling is acceptable prior to shipment by contacting the PLCB Labeling Coordinator at [RA-lbSCC@pa.gov](mailto:RA-lbSCC@pa.gov).

# SALES, REBATES & COUPONS

## (LISTED & PREMIUM/ONE-TIME BUY PRODUCTS ONLY)

### Planned Sales Events (PSE)

The PLCB puts hundreds of items on sale each month, and the fall and winter holiday months typically feature more than 1,000 sale prices. The PLCB determines what products it puts on retail sale and when, in collaboration with suppliers that offer acquisition costs enabling such temporary retail price discounts. Category managers are the points of contact for planned sales event questions.

### Mail-In Rebates

Mail-in rebates must be approved by the PLCB, may only be offered through FW&GS stores after approval and must be issued for at least 90 days. All mail-in rebate offers must require submission of proof of purchase in the form of a cash register receipt.

At least 60 days prior to the requested initiation date, vendors must complete and submit a [Request for Manufacturer's Rebate Offer form](#).

Mail-in rebates must contain the following:

- Expiration date of the rebate (preferably on front side and in large print).
- Rebate value.
- Provision for the name and address of the individual redeeming the rebate.
- Identity of the manufacturer or manufacturer's agent.
- Description of the product including but not limited to the brand name and size.
- Warning statement that the purchase of the product and the rebate offer is limited to persons 21 years of age and older.
- Statement clarifying the rebate offer is only valid on products purchased at FW&GS stores.

NOTE: Rebates must be distributed to all stores selling the product, either delivered by the vendor representative or mailed.

### Instant Redeemable Coupons

[This worksheet](#) must be completed by vendors and submitted, along with a PDF of the proposed coupon, to [RA-LBConsumerOffers@pa.gov](mailto:RA-LBConsumerOffers@pa.gov) at least 60 days in advance for the PLCB to consider and approve coupons. Coupons will not be accepted for licensee orders or SO products.

A final draft of the coupon must be approved by the PLCB before the supplier prints the coupon.

Coupon requirements:

- Coupons must clearly identify:
  - ♦ They are manufacturer's coupons.
  - ♦ The value of the coupon offer.
  - ♦ Product description, specifically brand name and size.
  - ♦ Expiration date.
  - ♦ The identity/address of the manufacturer.

- Coupons must conform to stacked GS1 barcode guidelines. A bar code must be printed on each coupon, and the expiration date must be embedded in the bar code. UPC coding on the coupon must match the offer described on the front of the coupon.
- Coupons must also feature:
  - ♦ “No double couponing” on the front or back of the coupon.
  - ♦ The word “instant” on the front of coupon.
  - ♦ “Valid only at Fine Wine & Good Spirits stores.”
  - ♦ A warning statement that the purchase of the product and the coupon offer is limited to persons 21 years of age and older.
- Coupons must be printed on glossy paper, not standard cardstock, to avoid unauthorized or fraudulent duplication.
- Coupons must be designed to hang on the bottles or on a tear pad. Coupons that stick to bottles with adhesive or involve rub-offs to expose the value of the offer are not acceptable.
- The minimum value of a coupon offer on alcoholic products is \$1.00.
- Buy-One-Get-One-Free offers are prohibited.
- If there is a graphic on the coupon, it needs to be consistent with the wording.
  - ♦ Include a statement regarding restrictions, if applicable.

NOTE: Failure to embed a family code in the bar code may result in scanning errors and loss of information for vendors. Family codes must be between 010 and 989.

## CHANGES IN ITEM COST, SPECIFICATIONS & LABELS

A vendor must make the PLCB aware of and enter updated information into the Oracle Supplier Portal in the event of item changes including changes to cost, specifications and packaging (label, pallet information, UPC, SCC/GTIN, etc.) These changes must be approved by the PLCB before shipment of such merchandise is made to PLCB distribution centers.

### Changes in Item Cost

Cost changes are considered by the PLCB quarterly. Communication will be sent to vendors in advance to announce opening and closing dates for submission of cost change requests. Cost increases are not guaranteed approval, and approved cost changes often directly impact the PLCB-established retail price of an item.

### Changes in Item Specifications

Vendors must first notify the appropriate category manager of specification changes, then make the changes in the Oracle Supplier Portal. The PLCB must review and approve all specification changes.

In the case of a minor change such as change in proof level up to 3% or new product labeling/packaging of the same liquid, the PLCB may consider substituting or supplementing the new product for existing product immediately.

More significant changes making the new product distinctly unique from its predecessor (change in proof level more than 3%, different appellation, different varietal) may require re-evaluation of PLCB's interest in procuring the product.

If significant changes cause a product to be unique from its predecessor, a new UPC and SCC/GTIN must be assigned to the new product. The PLCB reserves the right to reject a product if a new UPC and SCC/GTIN is not assigned.



# SPECIAL ORDER

Vendors may offer merchandise not available through FW&GS stores or licensee service centers to licensees and/or the general public as Special Orders (SO). SO products are sold through the Licensee Online Order Portal (LOOP) for licensees and through FWGS.com for retail customers and licensees that don't use LOOP. SO stock is maintained by vendors, and products may be offered for delivery to FW&GS stores or LSCs for customer pickup or offered for direct delivery to licensees' and retail customers' addresses.

Review the [Special Order Guide](#) for more information on this option.

## VENDOR VISITS TO STORES

If a vendor representative or personnel would like to visit any FW&GS store for any reason, following are the guidelines for gaining approval of the visit, as well as expectations that must be adhered to during the visit. Note that these requirements do not apply to [in-store vendor-hosted tastings](#), which have separate conditions.

1. The vendor must request permission at least two weeks before a visit by emailing Store Operations ([lbsvcstfo1@pa.gov](mailto:lbsvcstfo1@pa.gov)).
2. Vendors must provide the following information in each store visit request email:
  - a. Name(s) of the representative(s) seeking to visit the store
  - b. Address/location of store anticipated to be visited
  - c. Date and time of anticipated visit
  - d. Anticipated length of the visit
  - e. Purpose of the visit
  - f. Any intention of taking video or pictures of product and/or the store
3. Upon arrival at the store, all approved visitors must check in with the General Manager or Person-in-Charge by providing photo identification (company ID and/or government-issued ID) and sign into the visitors' logbook.
4. Vendors may not perform the following activities in FW&GS stores:
  - a. Setting up displays and signage for any products other than accessories
  - b. Stocking shelves
  - c. Answering questions from customers/selling on floor
  - d. Transferring product between FW&GS stores
5. Vendors are not permitted to photograph or take video in any store without prior approval.
6. Vendors may not engage with customers while in stores without explicit prior approval. This includes but is not limited to discussing, promoting or selling products.
7. Activities permitted in FW&GS stores by vendors are as follows:
  - a. Setting up accessory displays, including related signage, coupons and hitch-hikers, as well as accessory shelf stocking in a limited capacity
  - b. Placing coupons and hitch-hikers on the vendor's own products.

Note that many forms and resources commonly accessed by wine and liquor suppliers are available [online](#).