

March 21, 2016

To: Pennsylvania Wineries

In an effort to support local wineries, the Pennsylvania Liquor Control Board (PLCB), in conjunction with the Pennsylvania Winery Association (PWA), will continue the PA Preferred™ Wine Program, which allows PA Preferred wineries the opportunity to sell up to 10 varietals in a select number of Fine Wine & Good Spirits stores.

The next listing period will be April 1, 2016 to April 21, 2016.

The PA Preferred Wine Program has the following qualifications, which were developed in coordination with the PWA:

- Your winery must be designated as a PA Preferred winery by the Pennsylvania Department of Agriculture. If you are not currently a PA Preferred winery but are interested in enrolling in the program, please contact the Department of Agriculture at samasynder@pa.gov or 717.772.1429.
- A licensed limited winery must have its assessment payments up to date, as specified in the order requiring limited wineries to pay a “producer charge” of \$0.20 per gallon of wine sold in a given calendar year to the Pennsylvania Wine and Marketing Program. Wine assessments can be found at www.pda.state.pa.us/PACommodities/.

Once you meet these initial requirements, you should submit only current release wines for consideration and provide the store locations in which you would like to sell your wines. Please keep in mind you may submit up to 10 varietals to be considered, and you may request placement in up to 10 stores. If you already supply wine to the PLCB, the maximum number of varietals any one winery can supply is 10. Existing varietals will count towards that total. Submitted varietals must be labeled as a Pennsylvania wine under TTB standards (At least 75 percent of the grapes used to make the wine were grown in Pennsylvania). In order to submit a product, the varietal must have a UPC.

Once you have selected the varietals you wish to be considered for the program, submit the following to Christine Leiby, Domestic Wine Category Manager, 217 Northwest Office Building, Harrisburg, PA 17124:

- A completed Standard Quotation and Specification form, which can be found at www.lcb.state.pa.us under Industry Partners-PA Preferred Wine Program. A form MUST be completed for every varietal submitted;

- A product sample;
- Front and back product labels;
- An application fee of \$150 for each varietal submitted. Legally, the agency cannot make special allowances for in-state wineries that it does not grant to out-of-state wineries as well.

A panel of wine buyers will make the final selections based on a number of criteria, including but not limited to: taste, availability in category, price, appearance of the wine and marketing plan. If the PLCB receives a significant number of products of the same varietal, the PLCB and PWA will conduct a tasting to narrow the selection for placement in Fine Wine & Good Spirits stores. The selection process typically takes four to six weeks, depending on the number of submissions. Once a product has been selected, you have two options to fill orders: you can either use one of the three PLCB distribution centers or directly deliver to the selected stores. The PLCB will notify each winery of its results.

If your products are selected, we recommend you conduct tastings at the stores in which the wine is sold. Detailed information regarding in-store tastings can be found at www.lcb.state.pa.us/PLCB/Partners/In-StoreTastings. Tastings can be scheduled using the Tasting Scheduler <https://www.apps.lcb.pa.gov/tastingscheduler/>. Questions or comments regarding tastings or the Tasting Scheduler should be sent to RA-LBTastingCalendar@pa.gov.

For more information on the PA Preferred program, visit www.lcb.state.pa.us. If you have any questions, please contact Christine Leiby at chleiby@pa.gov.

We look forward to working with you.

Sincerely,



Dale Horst
Director of Marketing