FINE WINE & GOOD SPIRITS

POLICIES AND PROCEDURES FOR WINE & SPIRITS VENDORS



LCB-736 10/26

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 wine and spirits vendors and their employees and agents to embrace this commitment by complying with and training employees on the PLCB Vendor Code of Conduct.

TABLE OF CONTENTS

Requirements for Suppliers 3

Regular Stock Listings 3

Probationary Listings 4

Delisting Regular Stock Items 4

Premium Product Management and One-Time Buys 4

Chairman's Selection® 4

PA Proud 4

Non-Consumable Accessories 5

E-Commerce Product Requirements 5

Special Order 7

Product Management Contacts 8

In-Store Tastings 9

Supply Chain Requirements and Contacts 9

Sales, Rebates and Coupons (Listed and Premium/One-Time Buy Products Only) 10

Changes in Cost, Specifications and Labels of Listed Items 11

Vendor Visits to Stores 12

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 (TTB)
- 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 pur-chase 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. To register your business and to access additional resources on conducting business with the PLCB, please visit the Suppliers & Vendors section of pa.gov/lcb.

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 generally sold at between 50-75% of the PLCB's 560+ 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. 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 may 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, PLCB Product Management and/or 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. Vendors should refer to E-Commerce Product Requirements on page 5 for instructions on writing and submitting product names and descriptions to ensure products are correctly represented on FWGS.com, in digital marketing and in print materials.

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

PROBATIONARY LISTINGS

The Probationary Listing Program enables FW&GS to bring new brands and unique, innovative items into our catalog more quickly, optimizing assortment and efficiency. Submission processes are not changing. Probationary listings are designated at the discretion of Product Management and would be in lieu of an immediate regular listing or a one-time buy (OTB). If a supplier has an active bailment agreement, probationary listing items would be included in the bailment program.

DELISTING 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 delistings at public meetings, and vendors will subsequently be notified in writing of product delisting.

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 regular listed items. 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 on page 8.

CHAIRMAN'S SELECTION®

The Chairman's Selection® Program is a unique opportunity for 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 items are hand-selected to provide savvy consumers both world-renowned wines or spirits and undiscovered gems that over-deliver on value.

Questions regarding the Chairman's Selection program can be directed to Marissa Yohe at maryohe@pa.gov.

PA PROUD

Recognizing consumers' 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 collaborating 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.

For more details, explore the PA Proud Program.

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 FWGS retail stores or FWGS.com should email ra-lbproductselect@pa.gov.

E-COMMERCE PRODUCT REQUIREMENTS

Fine Wine & Good Spirits requires vendors to adhere to established standards for product naming, imagery and related details to maintain accuracy, consistency and brand alignment across all platforms.

Please follow the guidelines below to ensure your product is accurately represented throughout the PLCB to licensees and consumers, both in-store and virtually.

Product Naming Convention Requirements

Please adhere to the following product naming convention requirements when entering product details into the Oracle Supplier Portal. The product information entered will be seen on FWGS.com and in the Licensee Online Order Portal (LOOP), as well as in all FWGS marketing.

When entering a product name, follow the order outlined below for wine, spirits or accessories. Please note that not every product will have all items included in the naming convention.

Wine Naming Convention

COMPLETE BRAND NAME | VARIETAL

Producer Brand Certification Flavor Varietal Vineyard Name Appellation Quality Vintage Size** (if multipack) **Feature

Examples:

- **Gosset Champagne Excellence Brut Nonvintage**
- **Ruffino Premium Tuscan Red Wines 3x750 mL Library Set**

Spirits Naming Convention

COMPLETE BRAND NAME | ITEM DESCRIPTION

Producer Brand Certification Flavor Appellation Item Type Quality Age Year Size** (if multipack) **Feature

Examples:

- **Henry McKenna Single Barrel Straight Bourbon Bottled in Bond 10 Year Old**
- **Stateside Surfside Cocktail 8x355 mL Cans Variety Pack**

Accessories Naming Convention

COMPLETE BRAND NAME

Producer Brand Item Type Description Size Feature

Examples:

- **Rabbit Wine Bottle Stoppers Assorted Colors 2 Pack**
- **Reusable 6 Bottle Tote Green**

Bottle Shot/Product Image Requirements

Bottle shots/product images must be provided when submitting a product for sale through FWGS. Vendors are required to comply with the minimum technical and quality requirements for all digital imagery outlined below:

- Provide front and back bottle shot(s) (centered, no shadows or reflections).
- Provide packaging images from multiple angles (e.g., front, back and side views). For canned cocktail packaging, also include a single can image of the front.
- Provide up to two lifestyle images that showcase the product.
- Images must be high resolution: 3,000 x 3,000 pixels with a 300 DPI. (Web minimum: 1,500 x 1,500 pixels with a 96 DPI.)
- Background must be pure white (#FFFFFF).
- File format: JPG or TIF preferred; PNG if other formats are not available.
- Asset-naming convention: File name(s) must 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.

  File name examples:

  1234_Brnd_Vrit_Frnt.jpg

  1234_Brnd_Vrit_Back.jpg

  1234_Brnd_Vrit_Lab.jpg

New Product Submissions: It is the vendor's responsibility to upload bottle shots/product images to the Oracle Supplier Portal with all new product submissions.

Updates to Existing Bottle Shots/Product Images: If a change to an existing product bottle shot or product image that is currently live on FWGS.com is required, email Digital Asset Management at ra-lbdigitalassets@pa.gov.

Product Details, Tasting Notes and Expert Review Requirements

When submitting a product for sale through FWGS, vendors must provide product details, tasting notes and expert reviews, if available, for products being submitted.

Use the guidelines below for assistance with submitting products details, notes and reviews. All submitted content will be reviewed and edited per Associated Press (AP) and FWGS writing style guidelines.

Product Detail and Tasting Note Guidelines

Include items like:

- Flavor, aromas and taste
- How to best serve (i.e., temperatures, glass type, neat, on the rocks, mixes well in cocktails, etc.)
- Pairing ideas
- History or interesting background on the product, winery or distillery
- Proof and alcohol by volume (ABV) if they are subject to change. For instance, a distiller that produces whiskey in yearly batches but has multiple batches available at any given time shouldn't post tasting notes for one specific batch.
- Recent awards or other accolades, if available, i.e., Silver Medal — 2019 World Spirits Competition
- Consumables, accessories and gifts: Include item(s) in the package that aren't easily identified by the product name or picture.

Examples:

From the red volcanic slate soils of the Ürizger Würzgarten vineyard, known for its distinctive spicy character. Juicy apricot, citrus and exotic spice create a lush yet vibrant profile.

— Winemaker's notes

Floral, fruity and herbal with light citrus aromas that lead to an agave-forward taste with citrus notes. Finishes warm with medium body and a short, smooth finish followed by dryness.

— Distiller's notes

Expert Review Guidelines

If an expert review is available, please include the content or, at minimum, provide the publication name, date of review and points associated with the review and our editor will research it.

- A wine expert review should correspond to the vintage of the associated product, not to a different vintage.
- We accept expert reviews only from the following sources:
  - Decanter
  - James Suckling
  - Jeb Dunnuck
  - Owen Bargreen
  - Vinous
  - Wine Access
  - Wine Advocate
  - Wine and Spirits Magazine (digital)
  - Wine Enthusiast
  - Wine Spectator

Example:

A vibrant white, with an intense, fragrant and mouthwatering mix of Key lime, passion fruit and grilled pineapple flavors, accented by hints of lemon verbena, lemongrass and freshly grated ginger, plus a note of crunchy sea salt that lingers on the sleek frame. Drink now."

— 93 Points *Wine Spectator*, February 28, 2025

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 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.

PRODUCT MANAGEMENT CONTACTS

Please send general inquiries to ra-lbproductselect@pa.gov.

Suppliers pitching specific products and/or that have established relationships with Category Managers are encouraged to work directly with those contacts.

Chris Zollo Division Chief czollo@pa.gov Wholesale, FWGS.com, Accessories, Special Order	**Dominic Civitano** Division Chief dcivitano@pa.gov Spirits	**Luke Ashton** Division Chief lashton@pa.gov Wine	**Jen Smith** Special Order Supervisor jennifers@pa.gov Non-Listed, Special Order Product

CATEGORY MANAGERS: SPIRITS

Logan Kennedy (717) 395-7821 lokennedy@pa.gov Whiskey, Prepared Cocktails	**Elissa Tedesco** (717) 216-9872 eltedesco@pa.gov Liqueurs/Cordials, Tequila, Rum, Gin	**Sue Schneider** (717) 214-8141 suschneide@pa.gov Vodka, Brandy/Cognac

CATEGORY MANAGERS: WINE

Stephen Reso (717) 705-1726 sreso@pa.gov California	**Matthew Volker** (717) 346-7193 mvolker@pa.gov Asian Products, Austria, Germany, Italy	**Jacqueline Spironello** (717) 214-6762 jspironell@pa.gov Southern Hemisphere including Africa, Australia, New Zealand, South and Central America
John Wagner (717) 787-8653 johnwagn@pa.gov North America (excluding CA), Portugal, Spain	**Michael Demartinis** (717) 857-3255 mdemartini@pa.gov France, Misc. Europe	

WINE, SPIRITS AND MORE

Erica Muscovitch (717) 772-3787 emuscovitc@pa.gov Non-Alcoholic Products, Accessories, Consumables	**Daniel Volker** (717) 783-8635 dvolker@pa.gov E-Commerce, Single-barrel Buys, Highly-allocated Wine/Spirit Goods, Wholesale	**Marissa Yohe** (717) 783-0447 maryohe@pa.gov PA Proud, Chairman's Selection©

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.

SUPPLY CHAIN REQUIREMENTS AND CONTACTS

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 LSCs. 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.

General supply chain inquiries and questions regarding product supply or issues may be directed to your inventory planner. If you do not know your inventory planner, please email ra-lbmerchposupport@pa.gov.

SALES, REBATES AND COUPONS (LISTED AND 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 questions regarding planned sales events.

Mail-In Rebates

Mail-in rebates must be approved in advance by the PLCB, may only be offered through FW&GS stores 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 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" on the front or back of the coupon
  - A warning statement that the purchase of the product and the coupon offer is limited to persons 21 years of age and older on the front or back of the coupon
- 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 COST, SPECIFICATIONS AND LABELS OF LISTED ITEMS

A vendor must reach out to the PLCB to inform and discuss any information that needs to be updated for an item. These changes must be approved by the PLCB before shipment of such merchandise is made to PLCB distribution centers. Do not enter changes into the Oracle Supplier Portal for any item changes including changes to cost, specifications and packaging (label, pallet information, UPC, SCC/GTIN, etc.) unless specifically instructed to do so by the PLCB.

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.

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 (lbsvcstf01@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.