



PENNSYLVANIA LIQUOR

— FISCAL —

2023  
2024

— YEAR —

CONTROL BOARD

ANNUAL

REPORT



FINE WINE & GOOD SPIRITS

# OUR MISSION

The Pennsylvania Liquor Control Board serves as the commonwealth's responsible seller of wines and spirits, regulates Pennsylvania's beverage alcohol industry and promotes social responsibility and alcohol education, while maximizing financial returns for the benefit of all Pennsylvanians.

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# MESSAGE FROM THE BOARD

Dear Fellow Pennsylvanians:

We are pleased to present you with the Pennsylvania Liquor Control Board's (PLCB) Fiscal Year 2023-24 Annual Report. This publication details PLCB operations, highlights popular products and sales trends and shares financial results for the period of July 1, 2023, to June 30, 2024.

In fiscal year 2023-24, the PLCB achieved total sales of \$3.2 billion (including liquor and sales taxes), \$29.7 million or 0.9% more than the prior year. Net income for the year totaled \$242.1 million, a decrease of \$18.7 million or 7.2% as compared to fiscal year 2022-23. Increases in payroll and benefits and unfavorable changes to PLCB's pension and other post-employment benefit actuarial valuation expenses were the biggest contributing factors to the decrease in net income. Contributions to the General Fund, which finances Pennsylvania's schools, health and human services programs, law enforcement and public safety initiatives, among other important public services, totaled \$811.2 million. Revenues and contributions are summarized on pages 12-13 of this report, while detailed financial reports are available beginning on page 61.

Fiscal year 2023-24 marked the implementation of Release 2 of Project New Horizon, the PLCB's multi-year initiative to modernize its technology and organizational infrastructure, as well as the launch of new ways for customers to engage and shop online and in Fine Wine & Good Spirits (FW&GS) stores.

With a go-live of July 2023, the second phase of Project New Horizon implemented new systems separating wholesale and retail lines of business, changing how the agency conducts business with wine and spirits suppliers, replenishes FW&GS stores and manages inventory and accounting. Release 2 also introduced a new mobile-friendly Licensee Online Order Portal (LOOP) and incorporated a new Retail Special Order Portal to automate retail Special Order direct delivery. An overview of this transformation is available on page 46.

Also, as part of Project New Horizon Release 2, the PLCB launched a new and improved version of its e-commerce retail platform, FWGS.com. The new site – the recipient of StateWays Magazine's "Best Technology Innovation" Best Practices award for 2024 – provides optimized order processing and fulfillment and delivers an elevated user experience through the incorporation of mobile-friendly design, enhanced navigation and functionality. Learn more about the new FWGS.com on page 35.

The launch of the new FWGS.com in July introduced customers to FW&GS Pickup, a new buy-online-pick-up-in-store option for retail customers. As of the close of fiscal year 2023-24, FW&GS Pickup accounted for 31.4% of total e-commerce dollar sales and 33.3% of transactions. See pages 36-38 for more information on FW&GS Pickup.

In January 2024, the PLCB announced Rodrigo Diaz as its new executive director. Prior to his appointment, Diaz served as the agency's chief counsel. Other executive leadership changes in 2023-24 included the announcement of Doug Hitz as the agency's new deputy executive director, and Jason Worley as chief counsel.



Additional fiscal year highlights and activities by the PLCB include:

- In February 2024, the PLCB welcomed Darrell Clarke, former Philadelphia Council president, as a new board member. See page 8 for an introduction.
- Retail training focused on leadership development through the introduction of new learning models and team-building strategies for store- and field-level management. Read more about these initiatives on page 22.
- High Noon, Jack Daniel's, On the Rocks, Stateside and White Claw accounted for 64.2% of total ready-to-drink and ready-to-serve (RTD/S) retail dollar sales for 2023-24. Read more about these top five RTD/S spirits brands and their expanded presence in FW&GS stores on page 28.
- New marketing and merchandising initiatives in the form of innovative in-store signage and themed endcap displays were launched to engage and educate customers as they shop FW&GS stores. For details, see pages 27 and 29.
- The agency completed its 12th restaurant license auction, resulting in the successful award of 20 licenses and potential bid revenue of \$2.1 million. Auction details are available on page 47.
- The PLCB's Bureau of Alcohol Education earned a "Best Stakeholder Outreach Program" Best Practices award from StateWays magazine for its 26th annual conference in Harrisburg. The event educated over 100 attendees on strategies and best practices relevant to the prevention of underage and dangerous drinking in communities, schools and on campuses. More on education activities and initiatives is available on page 53.
- The PLCB awarded \$1.7 million in grant funding to support alcohol education initiatives to reduce underage and dangerous drinking and approved \$2.2 million in grants in support of Pennsylvania's wine and beer industries. A breakout of alcohol education grants is available on page 54 and an overview of wine and beer grants is available on pages 56-58.

The achievements outlined in this report are representative of our efforts to continue to expand and improve in our service to Pennsylvania consumers, licensees, prevention stakeholders, beverage alcohol industry members and other stakeholders.

As always, we are thankful for the opportunity to share this information with you.

Sincerely,



Tim Holden  
Chairman



Randy Vulakovich  
Member



Darrell L. Clarke  
Member

# BOARD BIOGRAPHIES

The Pennsylvania Liquor Control Board was created by state law on Nov. 29, 1933. The agency is governed by a board whose three members are appointed by the Governor and confirmed by two-thirds of the state Senate.

## TIM HOLDEN CHAIRMAN

Tim Holden was first nominated to the Pennsylvania Liquor Control Board by Governor Tom Corbett on June 14, 2013, and was unanimously confirmed by the state Senate on Nov. 13, 2013.

Tim was named chairman of the PLCB by Governor Tom Wolf on Feb. 17, 2015. He was nominated to a second term by Governor Wolf on May 18, 2016, and was unanimously confirmed by the state Senate on June 29, 2016. He was nominated to serve a third term by Governor Wolf on May 21, 2020, and was unanimously confirmed by the state Senate on Oct. 21, 2020.

He is a native of St. Clair, Schuylkill County. After attending St. Mary's Elementary School and St. Clair Area High School, Tim received an athletic scholarship to Fork Union Military Academy, completing one year of college prep. He earned a football scholarship to the University of Richmond, but an illness cut short his football career. Tim completed his education at Bloomsburg University, receiving a Bachelor of Arts degree in sociology.

In 1980, Tim earned his license as an insurance broker and real estate agent. He went on to work as a probation



officer, was sergeant-at-arms for the Pennsylvania House of Representatives and served as sheriff of Schuylkill County from 1985 to 1992.

Tim was a member of Congress for 10 terms, representing the Sixth District from 1993 to 2002 and the 17th District from 2003 to 2012. The Sixth District was comprised of Schuylkill and Berks counties, as well as parts of Northumberland and Montgomery counties.

The 17th District was comprised of Schuylkill, Dauphin and Lebanon counties, as well as parts of Perry and Berks counties.

Tim was a member of the House Agriculture Committee, and served as vice chairman of that committee in the 110th and 111th Congresses. He was named chairman of the committee's Subcommittee on Conservation, Credit, Energy and Research during the 110th and 111th Congresses, and he served on the Livestock, Dairy and Poultry subcommittee. In the 105th Congress, Tim was appointed to the Transportation and Infrastructure committee.

He and his wife, Gwen, live in St. Clair.

## RANDY VULAKOVICH BOARD MEMBER

Randy Vulakovich was nominated to the Pennsylvania Liquor Control Board by Governor Tom Wolf on Oct. 14, 2022, and was confirmed to a four-year term by the state Senate on Oct. 26, 2022.

A lifelong resident of Allegheny County, Randy retired after a 27-year career in law enforcement (where he was known as Officer V and spent five years as a D.A.R.E. instructor), then was elected to the Pennsylvania House of Representatives in 2006. During his three terms, he served on the Aging and Older Adult Services, Finance, Environmental Resources and Energy, Gaming Oversight, Veterans Affairs and Emergency Preparedness committees. Randy won a special election to the Pennsylvania Senate in August 2012. As a state senator, he served as Chairman of the Veterans Affairs & Emergency Preparedness Committee, the Aging & Youth Committee and the Communications and Technology Committee. In addition, he was a member of the Appropriations (including the Subcommittee on Public Safety), Community Economic and Recreational Development, Judiciary, Senate Majority Policy and Transportation committees.

Randy serves as a board member of the Allegheny County Airport Authority and the 3 Rivers Wet Weather Board of Directors. Other boards and authorities on which he served include the Pennsylvania Commission on Crime and Delinquency, the Advisory Board of the



Southwestern Pennsylvania Veterans Center, the Port of Pittsburgh Commission, the Carnegie Library Board of Trustees, the Pittsburgh Ballet Theater Board of Trustees and the University of Pittsburgh's Institute of Politics Board of Fellows (where he served as co-chair of the Public Safety and Emergency Preparedness Committee).

Randy's earned numerous awards during his career, including the Pittsburgh Coalition Against Rape's Ambassador for Social Change Award, for his legislative work to prevent sexual violence and protect victims; the ACHIEVA Excellence in Legislation Award, for his efforts to promote legislation supporting children and adults with intellectual disabilities and their families; the ACTION-Housing Inc. Legislator of the Year award, for his efforts to defeat Pay-Day Lending legislation; the Pennsylvania Fire & Emergency Services Institute (PFESI) Legislator of the Year Award in 2018, for his unwavering commitment to first responders; and the Pennsylvania Meritorious Service Medal by the Adjutant General of the Pennsylvania National Guard, on behalf of Governor Wolf, for his commitment to servicemen and -women and all veterans.

Randy lives in Shaler Township with his wife, Bobbie. They have been married for 50 years and have two children, Stacy and Randy Jr. He is the proud grandfather to Tyler, Emmy and Drew.



**DARRELL CLARKE BOARD MEMBER**

Darrell Clarke, a resident of Philadelphia, was nominated to the Pennsylvania Liquor Control Board by Governor Josh Shapiro on Sept. 1, 2023, and was confirmed to a four-year term by the state Senate on Feb. 8, 2024.

A product of Philadelphia public schools, Darrell grew up in its Strawberry Mansion neighborhood. He began his service to North Philadelphia as a community activist and was eventually recruited to serve as a constituent service representative for a member of Philadelphia City Council in 1980. Darrell rose to become the member's chief of staff before being elected to represent the 5th District. In 2012, Darrell became Philadelphia Council president, the second-most powerful position in the sixth largest city in the country. He remained Council president until January 2024.



During his years on Council, Clarke advanced a legislative agenda that included initiatives to increase affordable housing opportunities, preserve neighborhoods, reform government and improve efficiencies, reduce poverty, prevent violence and increase public safety, increase public education funding, provide tax relief for homeowners and property owners, support energy and sustainability efforts, create job opportunities and modernize Council's staff's technical abilities.

Clarke served as Philadelphia Council's budget chairman, leading public review and discussion before the adoption of the City's annual budget. Despite topping \$6 billion, City budgets were always on time and balanced during Clarke's tenure.

## EXECUTIVE DIRECTOR BIOGRAPHY

**RODRIGO DIAZ**

Rodrigo Diaz has been with the Pennsylvania Liquor Control Board for 31 years, serving most recently as the agency's chief counsel, from 2016 through 2023, and acting executive director. He was named Executive Director of the PLCB in January 2024.

Since joining the PLCB, Rod has served as assistant counsel, legislative counsel and deputy chief counsel. From 2008 through early 2016, he served as executive deputy chief counsel, directly overseeing all legal functions in the agency.

During his career, Rod has represented the PLCB before numerous tribunals, including Commonwealth Court and the Pennsylvania Supreme Court, in cases involving significant issues like liquid fuels and alcohol sales by supermarkets. He has been instrumental in drafting PLCB regulations and representing the agency before the



Independent Regulatory Review Commission. Rod has drafted numerous legislative proposals ultimately enacted into law and has provided testimony in legislative hearings involving the beer distribution system.

Rod served on the faculty of the Pennsylvania Bar Institute, where he taught liquor licensing matters, and he has planned and moderated panels for the National Alcohol Beverage Control Association (NABCA) and the National Conference of State Liquor Administrators (NCSLA). He also serves on the executive board of NCSLA as 3rd vice-president.

A cum laude graduate of the University of Pittsburgh School of Law who received a Bachelor of Arts degree in political science at Yale University, Rod lives in Carlisle with his wife, Sara Meng, Ph.D. and two sons, Christopher and Elijah.

# EXECUTIVE TEAM

(AS OF JUNE 30, 2024)



*ROW ONE, left to right*

**Director of  
Regulatory Affairs**  
Tisha Albert

**Executive  
Director**  
Rodrigo Diaz

**Chief  
Counsel**  
Jason Worley

**Director of Policy &  
Communications**  
Elizabeth Brassell

*ROW TWO, left to right*

**Deputy  
Executive Director**  
Doug Hitz

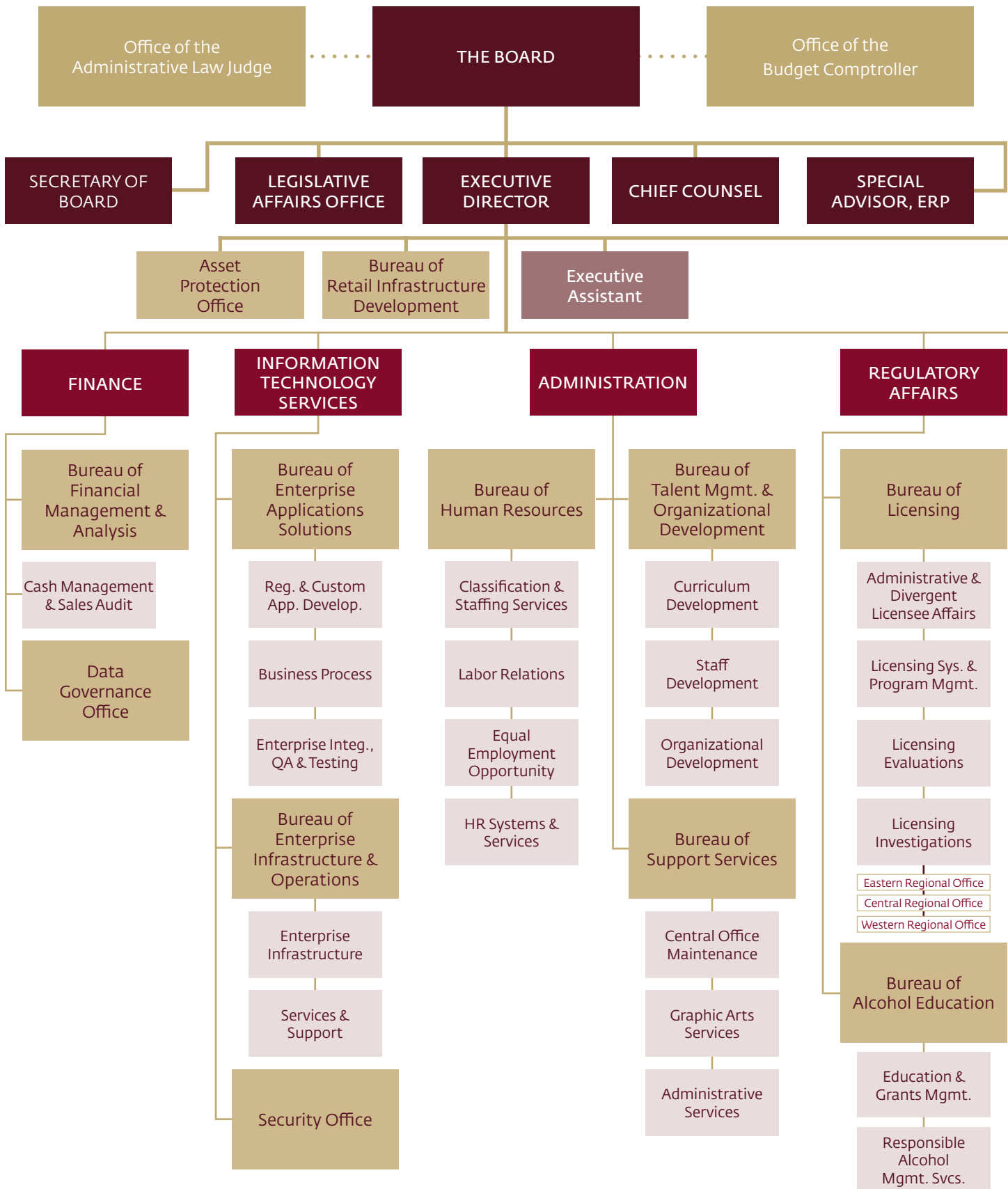
**Chief  
Information Officer**  
Brian Coons

**Chief  
Operating Officer**  
Andrew Collins

**Chief  
Financial Officer**  
Angela Bond Blecher

**Director of Legislative &  
Governmental Affairs/  
Board Secretary**  
Michael Vigoda

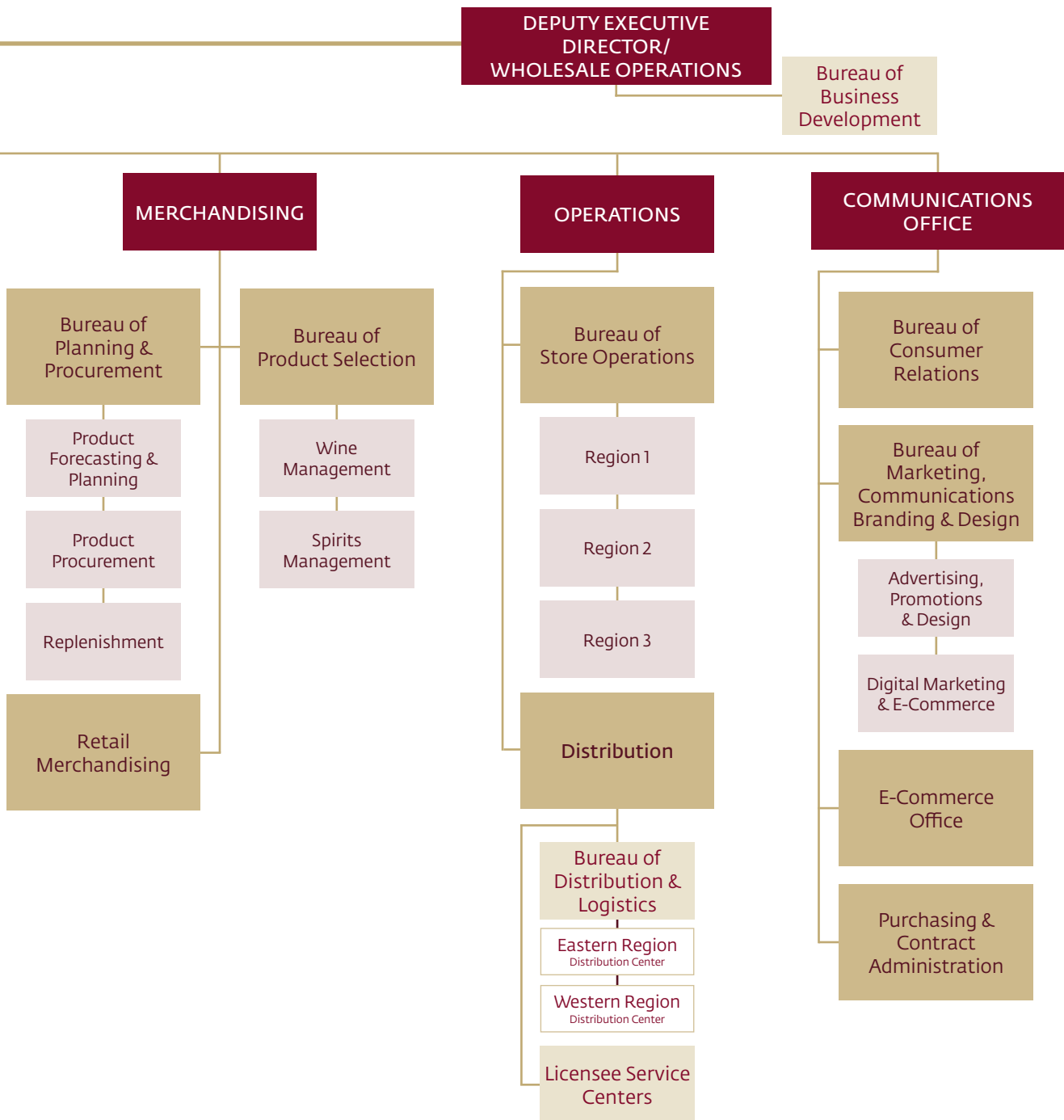
**Director of  
Administration**  
Jason Lutcavage





# ORGANIZATIONAL STRUCTURE

(as of June 30, 2024)



# FINANCIAL HIGHLIGHTS

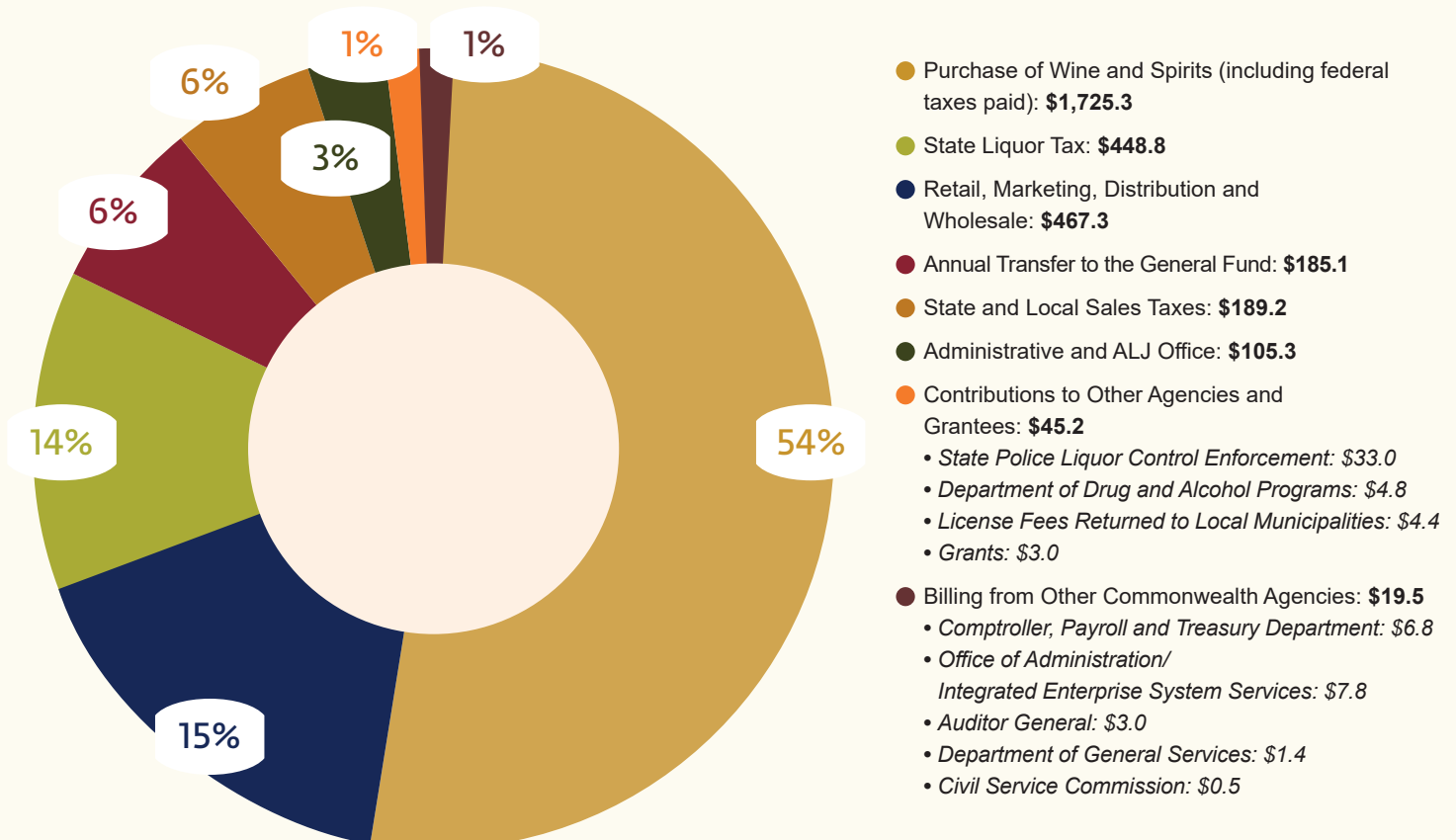
## Where The Money Goes

The PLCB generated more than \$3.2 billion in sales and taxes from Fine Wine & Good Spirits stores, direct deliveries to licensees and from its e-commerce website.

Together, **more than \$868.3 million** was returned to the General Fund, state and local government and other beneficiaries in fiscal year 2023-24.

- The PLCB returned more than \$811.3 million to the General Fund:
  - \$448.8 million in liquor tax
  - \$177.4 million in state sales tax
  - \$185.1 million transferred to the General Fund
- The Pennsylvania State Police received \$33.0 million for the enforcement of liquor laws.

DISTRIBUTION OF PROCEEDS (IN MILLIONS)



- The Department of Drug and Alcohol Programs received \$4.8 million to educate and prevent problem alcohol use.
- Philadelphia and Allegheny counties received \$11.9 million in local sales taxes.
- Local communities received \$4.4 million in returned licensing fees.

#### IN FISCAL YEAR 2023-24, THE PLCB:

- Authorized \$2.2 million in grants in support of Pennsylvania's wine and beer industries
- Awarded nearly \$1.7 million in alcohol education grants to reduce underage and dangerous drinking

#### IN THE LAST FIVE YEARS, THE PLCB HAS PROVIDED:

- \$3.87 billion to the Pennsylvania General Fund
- \$156.1 million to the Pennsylvania State Police
- \$26.1 million to the Department of Drug and Alcohol Programs
- \$17.5 million to local municipalities in returned license fees

#### PLCB SUMMARY FINANCIAL INFORMATION (IN THOUSANDS EXCEPT AS INDICATED)

	FY 2023-24*	FY 2022-23	FY 2021-22	FY 2020-21	FY 2019-20	CAGR **
Sales Net of Taxes	\$2,545,114	\$2,513,588	\$2,405,547	\$2,317,842	\$2,039,324	5.7%
Gross Profit	\$819,781	\$764,198	\$752,013	\$743,476	\$652,764	5.9%
Gross Margin	32.2%	30.4%	31.3%	32.1%	32.0%	0.2%
Operating Expenses	\$592,145	\$514,967	\$419,853	\$469,467	\$457,086	6.7%
Operating Income	\$227,636	\$249,231	\$332,160	\$274,009	\$195,678	3.9%
Other Revenues	\$47,484	\$43,860	\$29,425	\$20,085	\$43,813	2.0%
Transfers to State Police	\$33,035	\$32,320	\$30,734	\$29,236	\$30,780	1.8%
Net Income	\$242,085	\$260,771	\$330,851	\$264,858	\$208,711	3.8%
Transfers to General Fund	\$185,100	\$185,100	\$185,100	\$185,100	\$185,100	0.0%
Drug & Alcohol Transfers	\$4,842	\$5,215	\$6,617	\$5,297	\$4,174	3.8%
Liquor Tax	\$448,755	\$450,755	\$431,264	\$415,839	\$365,707	5.2%
State Sales Tax	\$177,386	\$177,567	\$169,651	\$163,878	\$143,946	5.4%
Local Sales Tax	\$11,855	\$11,534	\$10,669	\$9,643	\$8,777	7.8%
License Fees For Return ^	\$4,413	\$4,261	\$2,697	\$1,812	\$4,273	0.8%
Grants	\$2,951	\$2,934	\$2,606	\$2,643	\$2,331	6.1%
Operating Exp./Net Sales	23.3%	20.5%	17.5%	20.3%	22.4%	
Contributions/Net Sales ^^	34.1%	34.6%	34.9%	35.1%	36.5%	
Return on Assets	29.5%	28.8%	44.1%	30.8%	42.3%	

\*Financial results for fiscal year 2023-24 are audited.

\*\*CAGR - Compound Annual Growth Rate.

^As provided by statute, a portion of license fees are returned to municipalities. Rates have not changed since 1991, but some license renewal fees were waived in calendar 2021.

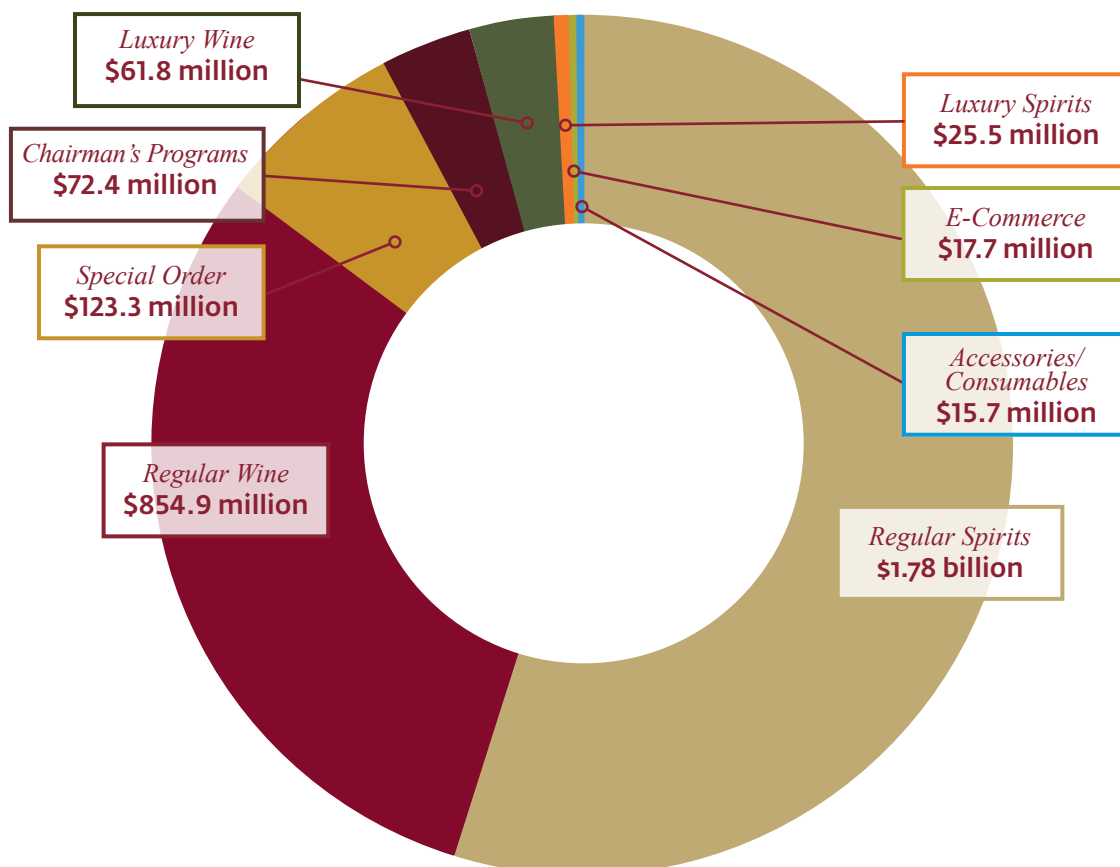
^^Contributions are transfers, taxes, license fees for return and grants.



# FINE WINE & GOOD SPIRITS SALES HIGHLIGHTS

## FISCAL YEAR DOLLAR SALES BY DEPARTMENT

Total sales for fiscal year 2023-24\* were \$2.95 billion, a decrease of 0.34% as compared to the prior year. The compound annual growth rate (CAGR) between fiscal year 2019-20 and fiscal year 2023-24 is 5.3%.



\*E-commerce and Special Order sales were removed from all other departments. Placeholders and fees were removed from all sales. Sales data includes the 18% liquor tax but excludes state and local sales tax. Fiscal year 2023-24 sales data reflects changes to Accessories/Consumables, Regular Wine and Regular Spirits based on a reorganization of these departments.

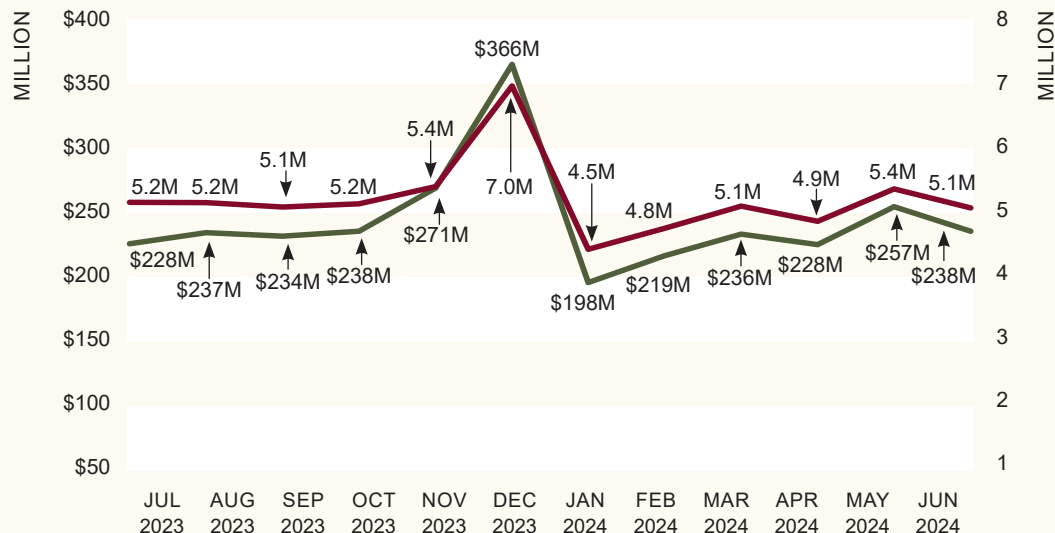
FINE WINE &  
GOOD SPIRITS  
SALES HIGHLIGHTS

FISCAL YEAR DOLLAR SALES BY DEPARTMENT (IN MILLIONS)

DEPARTMENT	FY 2023-24	FY 2022-23	FY 2021-22	FY 2020-21	FY 2019-20
Regular Spirits	\$1,777.25	\$1,756.60	\$1,663.54	\$1,577.98	\$1,273.46
Regular Wine	\$854.9	\$875.4	\$870.3	\$901.9	\$871.6
Special Order	\$123.3	\$132.2	\$116.2	\$67.2	\$91.0
Chairman's Programs	\$72.4	\$62.8	\$57.5	\$68.7	\$61.3
Luxury Wine	\$61.8	\$79.0	\$81.7	\$74.6	\$62.9
Luxury Spirits	\$25.5	\$32.0	\$23.8	\$18.6	\$11.6
E-Commerce	\$17.7	\$14.5	\$13.5	\$16.8	\$26.8
Accessories/Consumables	\$15.7	\$5.9	\$5.5	\$4.6	\$3.6
<b>TOTAL</b>	<b>\$2,948.58</b>	<b>\$2,958.50</b>	<b>\$2,832.12</b>	<b>\$2,730.36</b>	<b>\$2,402.33</b>

CALENDAR MONTH DOLLAR SALES AND TRANSACTION COUNT\*

December had 12.4% of yearly sales, followed by November with 9.2%.



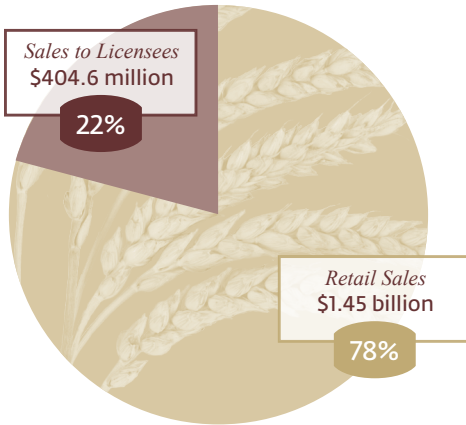
\*Sales data excludes 18% liquor tax and sales tax.

### SALES AT RETAIL VERSUS SALES TO LICENSEES\*

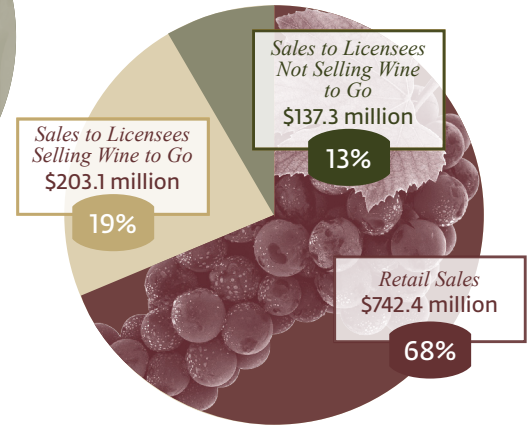
Of total sales, 75% occurred at retail, while 25% were made to licensees. For spirits, 78% of sales were retail sales to individual consumers, while 22% of sales were to licensees. Sixty-eight percent of wine sales were retail sales, while 32% of sales were to licensees, including those selling wine to go.

### TOTAL LICENSEE AND RETAIL DOLLAR SALES FY 2023-24

#### SPIRITS LICENSEE AND RETAIL DOLLAR SALES FY 2023-24

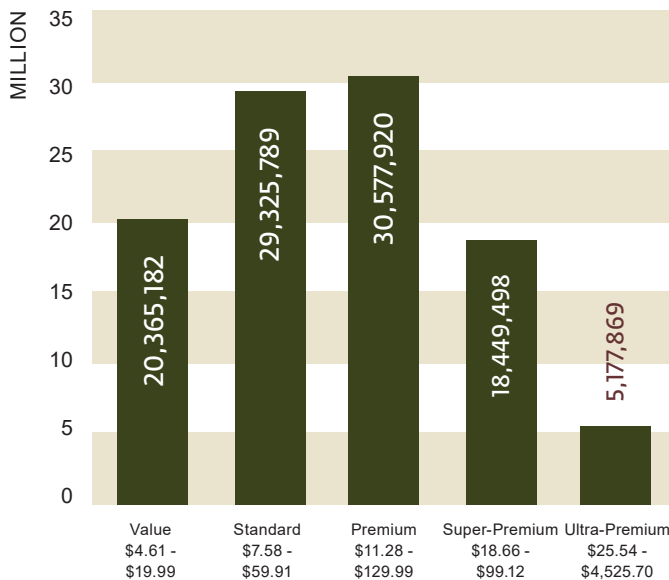


#### WINE LICENSEE AND RETAIL DOLLAR SALES FY 2023-24

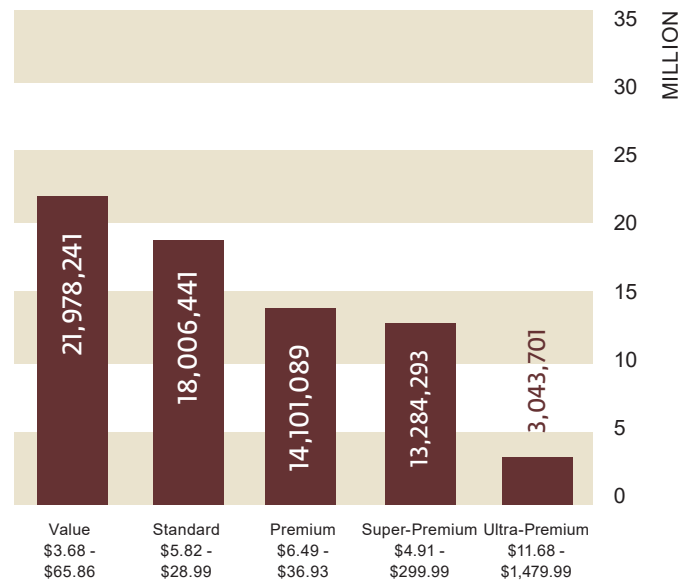


\*Total licensee and retail dollar sales include accessories and consumables.

### SPIRITS UNITS SOLD BY PRICE SEGMENT FY 2023-24



### WINE UNITS SOLD BY PRICE SEGMENT FY 2023-24





### COUNTY SHARES AND PERCENTAGE CHANGE BASED ON DOLLAR SALES\*

The top three counties – Allegheny, Philadelphia and Montgomery – accounted for 34.7% of statewide sales. Cameron (5.7%), Wyoming (4.0%) and Fulton (4.0%) counties had the largest percentage increases over the prior year.

RANK	COUNTY	FY 2023-24 Dollar Sales	FY 2022-23 Dollar Sales	FY 2023-2024 County Share	% Change	RANK	COUNTY	FY 2023-24 Dollar Sales	FY 2022-23 Dollar Sales	FY 2023-2024 County Share	% Change
1	Allegheny	\$342,007,413	\$352,297,559	13.67%	-2.92%	35	Indiana	\$9,848,336	\$9,699,654	0.39%	1.53%
2	Philadelphia	\$278,283,589	\$282,855,156	11.12%	-1.62%	36	Columbia	\$9,667,170	\$9,687,369	0.39%	-0.21%
3	Montgomery	\$246,792,109	\$250,917,109	9.86%	-1.64%	37	Pike	\$8,585,683	\$8,798,596	0.34%	-2.42%
4	Bucks	\$171,681,963	\$173,351,871	6.86%	-0.96%	38	Adams	\$7,606,248	\$7,880,912	0.30%	-3.49%
5	Chester	\$127,419,740	\$128,664,808	5.09%	-0.97%	39	Northumberland	\$7,413,788	\$7,353,475	0.30%	0.82%
6	Delaware	\$101,748,438	\$102,543,212	4.07%	-0.78%	40	Union	\$7,383,425	\$7,414,284	0.30%	-0.42%
7	Lehigh	\$92,635,623	\$92,309,029	3.70%	0.35%	41	Carbon	\$6,788,483	\$6,705,718	0.27%	1.23%
8	Lancaster	\$81,123,479	\$81,411,066	3.24%	-0.35%	42	Bradford	\$6,677,515	\$6,649,067	0.27%	0.43%
9	Westmoreland	\$73,349,377	\$73,697,167	2.93%	-0.47%	43	Somerset	\$6,191,839	\$6,186,578	0.25%	0.09%
10	York	\$72,467,239	\$73,414,449	2.90%	-1.29%	44	Venango	\$5,524,222	\$5,532,504	0.22%	-0.15%
11	Berks	\$69,017,260	\$69,285,871	2.76%	-0.39%	45	McKean	\$5,276,940	\$5,287,273	0.21%	-0.20%
12	Luzerne	\$60,538,046	\$61,056,437	2.42%	-0.85%	46	Armstrong	\$4,862,707	\$5,036,627	0.19%	-3.45%
13	Cumberland	\$57,274,707	\$58,005,101	2.29%	-1.26%	47	Snyder	\$4,610,898	\$4,803,562	0.18%	-4.01%
14	Dauphin	\$56,791,264	\$57,222,135	2.27%	-0.75%	48	Tioga	\$4,597,807	\$4,542,994	0.18%	1.21%
15	Erie	\$56,600,091	\$57,233,958	2.26%	-1.11%	49	Clarion	\$4,427,148	\$4,475,719	0.18%	-1.09%
16	Northampton	\$52,596,116	\$53,146,353	2.10%	-1.04%	50	Warren	\$4,414,625	\$4,406,609	0.18%	0.18%
17	Lackawanna	\$48,856,739	\$49,960,520	1.95%	-2.21%	51	Bedford	\$4,365,669	\$4,499,568	0.17%	-2.98%
18	Butler	\$45,819,526	\$46,107,054	1.83%	-0.62%	52	Mifflin	\$4,185,903	\$4,137,783	0.17%	1.16%
19	Monroe	\$44,666,738	\$43,909,706	1.79%	1.72%	53	Clinton	\$4,053,485	\$3,947,322	0.16%	2.69%
20	Washington	\$34,260,904	\$34,361,587	1.37%	-0.29%	54	Huntingdon	\$3,685,060	\$3,723,626	0.15%	-1.04%
21	Centre	\$29,458,376	\$30,576,525	1.18%	-3.66%	55	Wyoming	\$3,645,992	\$3,504,778	0.15%	4.03%
22	Beaver	\$25,346,680	\$25,508,515	1.01%	-0.63%	56	Montour	\$3,547,630	\$3,686,833	0.14%	-3.78%
23	Lycoming	\$19,769,222	\$20,108,435	0.79%	-1.69%	57	Elk	\$3,265,137	\$3,216,528	0.13%	1.51%
24	Blair	\$18,173,692	\$18,164,845	0.73%	0.05%	58	Susquehanna	\$3,174,697	\$3,153,735	0.13%	0.66%
25	Cambria	\$17,998,020	\$17,944,033	0.72%	0.30%	59	Greene	\$3,106,705	\$3,091,681	0.12%	0.49%
26	Mercer	\$17,743,917	\$18,105,807	0.71%	-2.00%	60	Jefferson	\$3,057,003	\$3,053,906	0.12%	0.10%
27	Lebanon	\$16,926,084	\$16,760,106	0.68%	0.99%	61	Perry	\$2,542,415	\$2,621,524	0.10%	-3.02%
28	Franklin	\$16,473,330	\$16,625,124	0.66%	-0.91%	62	Juniata	\$1,403,455	\$1,380,336	0.06%	1.67%
29	Schuylkill	\$16,063,793	\$15,934,323	0.64%	0.81%	63	Forest	\$1,159,870	\$1,153,904	0.05%	0.52%
30	Wayne	\$15,757,360	\$16,087,775	0.63%	-2.05%	64	Fulton	\$838,045	\$805,714	0.03%	4.01%
31	Fayette	\$14,356,791	\$15,029,686	0.57%	-4.48%	65	Sullivan	\$639,045	\$662,049	0.03%	-3.47%
32	Lawrence	\$11,636,586	\$11,882,926	0.47%	-2.07%	66	Cameron	\$577,166	\$545,991	0.02%	5.71%
33	Crawford	\$11,051,164	\$11,034,064	0.44%	0.15%	67	Potter	\$492,861	\$531,094	0.02%	-7.20%
34	Clearfield	\$9,971,851	\$9,875,100	0.40%	0.98%						

\*Sales data includes the 18% liquor tax but excludes state and local sales tax.

FINE WINE &  
GOOD SPIRITS  
SALES HIGHLIGHTS

**SALES BY COUNTY AND CATEGORY IN DOLLARS FY 2023-24\***

Whiskey ranked as the top share of sales in all 67 counties. Vodka had the second-highest share of sales in 63 counties, while red table wine ranked as the second-highest share of sales in Bucks, Chester and Montgomery counties. Tequila ranked second highest in Philadelphia.

	ASIAN-BEVERAGE- DESSERT WINES	BRANDY/ COGNAC	FORTIFIED WINE	GIN	LIQUEUR/ CORDIALS	PREPARED COCKTAILS	RED TABLE WINE
Adams	\$106,977	\$124,284	\$54,142	\$192,819	\$540,382	\$257,383	\$953,954
Allegheny	\$5,354,936	\$11,962,371	\$2,719,518	\$7,302,956	\$16,065,567	\$12,647,604	\$48,801,978
Armstrong	\$143,465	\$51,471	\$28,154	\$80,757	\$329,330	\$170,306	\$372,259
Beaver	\$476,898	\$837,608	\$127,160	\$405,855	\$1,277,536	\$843,638	\$2,399,927
Bedford	\$120,799	\$79,811	\$20,292	\$76,589	\$334,006	\$136,473	\$398,306
Berks	\$1,413,035	\$2,945,834	\$560,167	\$1,396,166	\$4,081,450	\$2,773,309	\$7,054,045
Blair	\$422,920	\$411,167	\$84,501	\$305,222	\$1,477,001	\$575,206	\$1,771,891
Bradford	\$156,873	\$123,732	\$37,684	\$142,178	\$530,963	\$248,670	\$615,612
Bucks	\$2,116,770	\$3,492,281	\$1,145,830	\$3,516,144	\$8,090,731	\$10,944,444	\$28,238,025
Butler	\$679,099	\$419,727	\$233,588	\$880,625	\$2,470,939	\$1,902,881	\$6,647,777
Cambria	\$567,621	\$602,628	\$111,642	\$281,042	\$1,295,190	\$597,044	\$1,528,310
Cameron	\$13,168	\$9,853	\$2,962	\$10,227	\$42,381	\$14,662	\$66,414
Carbon	\$138,303	\$178,124	\$48,672	\$126,616	\$536,501	\$254,012	\$627,309
Centre	\$419,169	\$466,377	\$209,781	\$841,030	\$1,812,567	\$1,390,249	\$3,795,871
Chester	\$1,185,792	\$2,228,988	\$868,571	\$2,875,720	\$5,241,677	\$8,575,731	\$22,009,614
Clarion	\$107,511	\$87,055	\$21,431	\$67,388	\$334,211	\$156,280	\$400,615
Clearfield	\$282,498	\$245,558	\$47,280	\$169,243	\$817,116	\$347,895	\$948,481
Clinton	\$91,092	\$96,951	\$17,220	\$77,689	\$353,442	\$135,578	\$264,260
Columbia	\$248,727	\$214,855	\$65,921	\$204,603	\$711,270	\$385,283	\$889,851
Crawford	\$246,330	\$232,681	\$50,866	\$224,337	\$742,990	\$309,588	\$1,024,291
Cumberland	\$928,980	\$1,529,735	\$350,723	\$1,235,538	\$3,358,800	\$1,990,162	\$7,250,632
Dauphin	\$1,173,330	\$4,754,007	\$533,960	\$1,164,852	\$3,191,130	\$1,766,597	\$5,299,633
Delaware	\$1,646,313	\$5,928,031	\$1,056,812	\$2,024,907	\$4,008,188	\$7,337,195	\$14,059,434
Elk	\$88,395	\$60,044	\$17,910	\$64,073	\$281,081	\$144,255	\$286,358
Erie	\$1,087,115	\$2,549,013	\$302,846	\$1,036,756	\$3,140,643	\$1,761,966	\$5,244,557
Fayette	\$398,321	\$535,376	\$63,439	\$224,638	\$886,199	\$492,810	\$1,055,269
Forest	\$17,988	\$15,106	\$2,259	\$20,320	\$76,867	\$26,799	\$74,421
Franklin	\$355,566	\$572,525	\$107,374	\$284,025	\$1,157,835	\$505,703	\$1,627,955
Fulton	\$19,300	\$25,493	\$2,578	\$19,668	\$79,310	\$18,318	\$64,403
Greene	\$91,427	\$49,385	\$5,324	\$31,234	\$189,925	\$111,062	\$213,903
Huntingdon	\$103,274	\$100,961	\$13,422	\$76,120	\$264,856	\$123,566	\$250,939
Indiana	\$300,175	\$172,442	\$43,701	\$156,995	\$643,087	\$326,483	\$1,009,731
Jefferson	\$87,719	\$66,882	\$12,754	\$43,954	\$254,211	\$86,375	\$249,774
Juniata	\$45,310	\$35,775	\$4,651	\$21,558	\$124,523	\$39,445	\$110,527
Lackawanna	\$941,584	\$1,927,155	\$521,466	\$988,684	\$3,133,196	\$2,549,158	\$6,095,557
Lancaster	\$1,384,568	\$2,888,551	\$563,786	\$1,929,983	\$4,807,163	\$3,599,902	\$9,667,072
Lawrence	\$266,819	\$466,621	\$49,279	\$162,802	\$639,916	\$438,340	\$1,083,236
Lebanon	\$362,860	\$720,894	\$117,732	\$342,217	\$1,153,059	\$636,038	\$1,514,544
Lehigh	\$1,491,280	\$4,920,587	\$697,623	\$2,000,573	\$4,953,112	\$3,450,020	\$11,623,960
Luzerne	\$1,514,636	\$2,805,293	\$547,716	\$966,062	\$3,699,495	\$2,446,414	\$6,492,206
Lycoming	\$381,750	\$623,184	\$107,198	\$419,125	\$1,426,784	\$521,419	\$1,683,230
McKean	\$133,249	\$91,460	\$17,312	\$78,022	\$424,893	\$188,685	\$463,286
Mercer	\$411,465	\$604,238	\$87,611	\$325,850	\$1,107,722	\$524,425	\$1,569,780
Mifflin	\$98,717	\$96,588	\$12,989	\$74,116	\$459,560	\$130,705	\$268,962
Monroe	\$892,761	\$2,404,595	\$325,961	\$786,956	\$2,542,723	\$2,038,938	\$5,448,761
Montgomery	\$3,361,449	\$8,895,084	\$1,993,412	\$5,428,182	\$10,672,741	\$15,383,018	\$37,325,350
Montour	\$63,927	\$64,989	\$22,202	\$90,274	\$229,799	\$119,609	\$398,232
Northampton	\$933,167	\$1,822,178	\$371,826	\$1,138,255	\$3,067,348	\$2,326,234	\$6,591,581
Northumberland	\$286,053	\$285,203	\$47,911	\$130,711	\$636,744	\$221,213	\$449,649
Perry	\$49,304	\$53,253	\$10,702	\$52,522	\$218,744	\$67,325	\$169,487
Philadelphia	\$7,264,776	\$35,303,418	\$4,167,586	\$5,594,150	\$11,091,330	\$13,037,690	\$25,265,324
Pike	\$122,528	\$181,183	\$67,464	\$186,212	\$480,980	\$326,942	\$1,378,698
Potter	\$15,961	\$8,905	\$4,732	\$11,230	\$37,433	\$13,091	\$39,565
Schuylkill	\$483,887	\$487,901	\$123,660	\$318,990	\$1,203,663	\$684,421	\$1,516,021
Snyder	\$117,889	\$86,662	\$22,457	\$115,094	\$369,978	\$181,405	\$437,402
Somerset	\$178,905	\$101,763	\$26,434	\$97,426	\$445,438	\$190,057	\$567,082
Sullivan	\$16,222	\$19,129	\$2,644	\$11,565	\$45,139	\$17,285	\$68,867
Susquehanna	\$74,341	\$64,126	\$24,603	\$64,491	\$219,627	\$121,804	\$368,836
Tioga	\$104,932	\$73,289	\$21,717	\$112,173	\$334,969	\$168,128	\$456,378
Union	\$135,315	\$112,943	\$47,001	\$184,119	\$468,269	\$367,908	\$836,895
Venango	\$150,683	\$101,922	\$20,550	\$104,124	\$433,895	\$165,551	\$477,599
Warren	\$98,401	\$69,275	\$17,188	\$98,518	\$303,328	\$111,000	\$386,810
Washington	\$530,800	\$679,732	\$154,636	\$548,591	\$1,697,781	\$1,323,909	\$4,484,171
Wayne	\$233,836	\$213,870	\$135,216	\$361,268	\$973,103	\$709,373	\$2,415,212
Westmoreland	\$1,608,355	\$1,193,936	\$376,781	\$1,325,865	\$4,220,179	\$2,672,933	\$8,942,901
Wyoming	\$84,198	\$60,357	\$31,903	\$84,655	\$285,001	\$161,103	\$428,811
York	\$1,373,351	\$3,105,944	\$433,829	\$1,392,331	\$4,785,639	\$2,483,263	\$6,781,698

FINE WINE &  
GOOD SPIRITS  
SALES HIGHLIGHTS

\*Prepared cocktails include both wine- and spirits-based cocktails. Table wine is broken out by liquid color – red, white and rosé/blush wine.

ROSÉ/BLUSH	RUM	SPARKLING WINE	TEQUILA	VODKA	WHISKEY	WHITE TABLE WINE
\$124,355	\$469,464	\$229,345	\$406,151	\$1,076,057	\$2,139,794	\$880,797
\$6,392,159	\$14,278,529	\$13,701,166	\$34,932,232	\$50,627,508	\$75,076,973	\$39,821,240
\$67,624	\$463,477	\$93,455	\$173,353	\$886,233	\$1,621,591	\$358,035
\$398,350	\$1,602,177	\$539,204	\$2,290,412	\$4,682,546	\$7,391,610	\$1,942,225
\$65,343	\$388,936	\$109,196	\$152,719	\$629,223	\$1,478,389	\$341,806
\$1,232,477	\$4,916,991	\$2,012,177	\$5,652,070	\$11,104,660	\$17,394,218	\$6,111,447
\$337,947	\$1,574,911	\$460,475	\$828,712	\$3,030,354	\$5,293,202	\$1,495,052
\$93,186	\$655,064	\$89,731	\$224,104	\$1,073,186	\$1,993,430	\$663,467
\$3,356,493	\$5,990,335	\$7,594,738	\$10,321,800	\$26,913,135	\$34,192,525	\$24,672,942
\$763,347	\$2,590,516	\$1,685,725	\$2,419,515	\$7,356,731	\$12,219,936	\$5,218,984
\$353,199	\$1,614,286	\$368,600	\$850,209	\$3,173,948	\$5,172,513	\$1,379,545
\$6,892	\$67,815	\$7,301	\$14,530	\$93,228	\$188,679	\$35,219
\$128,540	\$496,988	\$158,736	\$256,787	\$1,363,830	\$1,789,143	\$643,423
\$560,340	\$1,718,083	\$1,239,427	\$1,825,413	\$4,615,159	\$6,997,892	\$3,385,116
\$2,643,103	\$3,894,487	\$6,095,736	\$7,943,037	\$18,415,013	\$24,342,991	\$20,207,628
\$75,619	\$457,708	\$98,124	\$148,952	\$712,765	\$1,402,029	\$325,642
\$174,064	\$885,903	\$215,363	\$322,497	\$1,607,219	\$3,086,601	\$764,218
\$53,184	\$453,362	\$70,894	\$150,903	\$743,271	\$1,256,797	\$261,258
\$159,450	\$865,523	\$229,375	\$430,724	\$1,747,213	\$2,535,056	\$923,162
\$198,635	\$955,852	\$197,537	\$453,528	\$1,913,133	\$3,477,130	\$953,794
\$1,004,994	\$3,316,234	\$1,876,424	\$3,127,885	\$9,312,245	\$15,120,003	\$6,537,435
\$901,729	\$3,417,386	\$1,623,941	\$4,832,814	\$9,162,076	\$13,734,720	\$4,939,382
\$2,186,308	\$3,510,075	\$4,087,580	\$9,680,697	\$15,527,723	\$17,266,487	\$12,781,827
\$50,335	\$346,897	\$70,128	\$108,712	\$499,441	\$999,099	\$227,872
\$1,113,604	\$3,927,933	\$1,389,378	\$5,512,698	\$9,753,342	\$14,322,904	\$5,156,073
\$251,056	\$1,005,176	\$347,822	\$1,038,768	\$2,589,384	\$4,364,491	\$1,020,101
\$17,300	\$111,787	\$11,859	\$29,663	\$199,645	\$482,997	\$65,484
\$271,345	\$1,341,023	\$322,866	\$954,095	\$2,659,265	\$4,795,545	\$1,437,706
\$9,972	\$82,730	\$12,534	\$31,573	\$135,286	\$281,266	\$52,795
\$45,795	\$242,412	\$38,500	\$113,846	\$563,511	\$1,210,197	\$183,434
\$54,287	\$409,208	\$50,742	\$111,783	\$679,271	\$1,175,983	\$255,396
\$162,060	\$820,261	\$243,170	\$479,038	\$1,682,658	\$2,978,292	\$773,108
\$55,788	\$319,373	\$45,948	\$81,304	\$548,578	\$1,029,175	\$163,612
\$21,507	\$134,567	\$19,412	\$42,239	\$244,095	\$463,533	\$90,541
\$881,900	\$2,179,270	\$1,529,539	\$2,789,985	\$8,723,537	\$10,845,331	\$5,457,637
\$1,507,522	\$5,062,113	\$2,598,769	\$4,468,317	\$12,945,826	\$20,219,256	\$8,991,641
\$185,364	\$729,319	\$255,180	\$1,008,915	\$2,094,193	\$3,467,914	\$719,974
\$298,020	\$1,425,116	\$397,393	\$968,766	\$2,752,523	\$4,639,747	\$1,503,191
\$1,715,828	\$4,809,437	\$3,261,741	\$7,798,152	\$14,052,220	\$21,496,464	\$9,839,837
\$1,212,779	\$3,181,369	\$1,624,258	\$4,292,484	\$10,103,068	\$15,499,289	\$5,809,982
\$285,665	\$1,778,765	\$471,016	\$997,805	\$3,545,113	\$5,642,753	\$1,797,705
\$89,282	\$493,333	\$91,474	\$190,700	\$853,197	\$1,665,158	\$470,618
\$285,086	\$1,247,451	\$387,286	\$1,529,636	\$3,054,483	\$5,124,926	\$1,359,260
\$56,564	\$462,115	\$62,849	\$127,008	\$670,456	\$1,375,746	\$272,923
\$867,690	\$2,318,616	\$1,646,708	\$3,842,934	\$7,539,364	\$9,248,884	\$4,479,892
\$5,097,081	\$8,434,441	\$11,219,748	\$21,471,737	\$36,177,892	\$46,353,521	\$33,360,339
\$68,945	\$285,807	\$108,240	\$127,662	\$544,736	\$1,001,152	\$401,987
\$1,023,276	\$2,855,035	\$1,557,139	\$3,213,268	\$9,486,548	\$12,216,213	\$5,714,515
\$138,633	\$890,701	\$113,787	\$261,295	\$1,351,071	\$2,037,338	\$535,728
\$42,349	\$296,792	\$35,705	\$64,143	\$467,557	\$840,688	\$161,790
\$5,415,543	\$11,214,218	\$11,095,395	\$46,980,531	\$37,171,554	\$43,074,065	\$19,877,235
\$198,116	\$389,505	\$305,993	\$485,638	\$1,443,718	\$1,834,680	\$1,126,755
\$9,752	\$43,383	\$6,374	\$10,711	\$68,371	\$179,993	\$40,987
\$365,285	\$1,356,893	\$383,184	\$620,168	\$2,738,495	\$4,188,605	\$1,488,971
\$69,887	\$440,653	\$118,950	\$197,712	\$767,474	\$1,243,530	\$411,293
\$120,550	\$583,334	\$125,877	\$185,038	\$1,025,855	\$2,011,585	\$493,874
\$14,680	\$46,315	\$11,618	\$13,719	\$91,322	\$213,050	\$64,837
\$64,295	\$200,582	\$66,889	\$138,384	\$522,676	\$841,181	\$383,500
\$88,378	\$406,737	\$69,416	\$113,104	\$703,331	\$1,513,228	\$409,308
\$139,752	\$489,818	\$286,103	\$315,892	\$1,123,514	\$1,940,773	\$891,411
\$109,558	\$532,399	\$99,725	\$179,395	\$921,137	\$1,744,466	\$456,700
\$72,165	\$481,648	\$62,359	\$97,499	\$764,697	\$1,455,286	\$375,671
\$615,501	\$1,994,623	\$1,125,978	\$1,869,300	\$5,756,986	\$9,483,831	\$3,751,288
\$316,731	\$732,871	\$461,338	\$722,403	\$2,678,633	\$3,531,905	\$2,166,505
\$1,374,041	\$4,591,239	\$2,130,773	\$4,084,099	\$12,563,377	\$20,358,802	\$7,441,307
\$65,455	\$242,623	\$85,487	\$119,186	\$596,013	\$1,022,238	\$359,320
\$1,174,125	\$5,817,131	\$1,877,283	\$4,416,375	\$12,403,253	\$19,845,642	\$6,159,285

# LEGISLATIVE SYNOPSIS

## **In fiscal year 2023-24, four new laws impacting the Liquor Code were enacted.**

**Act 34 of 2023.** Signed by Governor Shapiro on Dec. 13, 2023, Act 34 amended the Fiscal Code but contained one liquor-related provision – a repeal of the 50,000-gallon-per-calendar-year limit on aggregate liquor sales made by licensed distilleries and limited distilleries directly to other licensees or permit holders – affecting the Liquor Code and certain PLCB licensees.

**Act 45 of 2023.** Signed into law on Dec. 14, 2023, Act 45 changed the Liquor Code to allow hotel, restaurant, club, distributor, importing distributor and retail distributor licensees to transfer their PLCB-approved prior approval licenses without having operated at their proposed licensed premises by paying a surcharge fee of \$15,000 for licenses located in a first through third class county and \$5,000 for licenses located in a fourth through eighth class county.

**Act 49 of 2023.** Signed by Governor Shapiro on Dec. 14, 2023, Act 49 amended the definition of a “public venue” in the Liquor Code to include both amusement parks as defined in Act 81 of 1984 that are situated on at least 40 acres of land regardless of seating capacity, and entities that have at least 350 acres and are members of the American Public Garden Association.

An amusement park with a public venue license may sell liquor and malt or brewed beverages from 11 a.m. to 11 p.m. Additionally, these licensees must use a transaction scan device to check the identification of an individual who appears to be under 35 years of age before making the sale of alcohol. An amusement park that held a restaurant license before Jan. 1, 2022, and seeks to obtain a public venue license must exchange one existing restaurant license to the PLCB in return for a public venue license at no cost. A restaurant license exchanged in this manner then becomes available in the PLCB’s restaurant license auction.

Act 49 amended the Liquor Code to temporarily allow a hotel license that qualifies under sections 461(c)(8) or 461(c)(8.1) to convert its license to a restaurant liquor license with the payment of a \$30,000 fee. This provision will expire Feb. 27, 2026. Hotel licenses located in Philadelphia are not eligible to apply for a conversion under this provision. Additionally, if the PLCB receives an application to transfer a converted restaurant liquor license within five years of the date the agency received the original conversion application, the seller must pay an additional fee to the PLCB.

Act 49 also established the Stop-and-Go Legislative Task Force to review the law, procedures, practices and processes related to issues involving stop-and-go establishments and propose recommendations for regulating these establishments.

**Act 51 of 2023.** Signed into law on Dec. 14, 2023, Act 51 amended the Liquor Code to make permanent certain temporary provisions of Act 81 of 2021 regarding an off-premises

catering permit (OPCP). An entity with an OPCR may continue to have an unlimited number of OPCR events, and an application for an OPCR still does not need to be submitted prior to March 1 of that calendar year. An hourly limit for catered functions is reinstated; however, it is extended to six hours per day.

Act 51 also amended the Liquor Code to increase the number of self-sponsored events a catering club licensee may have during its licensing term from 12 to 24. Additionally, it increases the number of these events that may be held in any calendar month from one to two.

Complete summaries of the legislative changes enacted in fiscal year 2023-24

and prior fiscal years can be accessed at [lcb.pa.gov](http://lcb.pa.gov) by selecting "Legislative & Regulatory Updates" under the "Laws, Compliance & Regulations" menu.

### **The following regulation was promulgated during fiscal year 2023-24:**

#### **Duties and Rights of Licensees**

Effective Jan. 13, 2024

40 Pa. Code §§ 5.11, 5.14, 5.17, 5.18, 5.21 and 5.23

The PLCB amended its regulations regarding employees of licensees, particularly the employment of minors, prohibited employment and the appointment of a manager. The regulations were streamlined by eliminating sections that were

unnecessarily duplicated. References were updated, including a citation to the repealed Child Labor Law that was replaced with a citation to the current Child Labor Act.

The regulations clarify the appointment of a manager to the licensed business by reorganizing and reformatting section text. The regulations now incorporate a reference to the section that requires a criminal history record information check. Finally, the regulations address procedures to follow when the death of the licensee leaves the licensed business without a manager.



# STORE OPERATIONS

Store Operations staffs and manages about 580 Fine Wine & Good Spirits (FW&GS) throughout the commonwealth, providing customer service and a positive store shopping experience for consumers.

In fiscal year 2023-24, the Bureau of Store Operations focused on leadership development through the introduction of new learning models and team-building strategies for store- and field-level management.

Targeted to store leadership, the Bureau of Store Operations, in conjunction with the Office of Talent Management and Organizational Development, conducted a floor supervision workshop to provide managers with an effective model for supervising the sales floor.

The five-part plan outlines steps to help managers optimize time on the floor as it relates to serving customers and assisting staff. Setting clear expectations in terms of goals, logistics and individual roles at the beginning of each shift establishes accountability and enables each manager to keep store teams on task for the completion of a successful shift and hand off to the next manager on duty.

The workshop is a component of READY, the PLCB's customer service training program for FW&GS retail employees. The goal of READY – which stands for Responsibility and Results, Engagement, Available, Drive units to basket and why is the customer

leaving without a purchase? – is to provide FW&GS customers with an exceptional in-store shopping experience and staff interaction.

Incorporating acclaimed leadership books and discussion of principles detailed therein into regional and district manager meetings presented enhanced learning and team building opportunities for FW&GS senior field leaders. Regional and district teams tasked with presenting on key

### Floor Supervision Cocktail Recipe

Every FW&GS store needs to have effective and efficient floor supervision from the MOD to function at its fullest capacity. It may be hard to picture good floor supervision but think of it as a cocktail made of various ingredients that can be adjusted to fit the store, shift and situation!

When the recipe is followed, and it is done correctly, floor supervision leads to:

- ✓ Faster and more accurate completion of tasks
- ✓ Higher basket amounts and overall store sales
- ✓ Elevated customer and employee satisfaction levels
- ✓ Strengthened relationships within our stores

One Minute Meeting (Base Ingredient)	Game plan (Main Mixer)	Communication (Sweetener)	Being on the floor (Soda/Seltzer)	Handing Off (Garnish)
Creates the tone for the shift, gets everyone on the same page and makes the plan and intentions clear. It should set the: • Tone/Energy • Expectations • Goals • Logistics	Builds the flavor profile, letting everyone know what's expected of them and what success looks like. It should cover: • Task assignments • Zoning • Breaks/Meals	Melds the rest of the ingredients together, softens the edges and opens a path for questions. It should consist of: • Clear instructions • Coaching • Adjusting as needed throughout the shift	Keeps all the other ingredients moving and lively, which is essential to making sure the plan is being carried out. On the floor, you should: • Be identifiable • Help customers • Check in on tasks • Coach employees	Puts the cherry on top and passes on the recipe for success through the sharing of essential information. It should include: • Employee behaviors • Customer behaviors • Sales/products • Maintenance/security • Anything relevant

take-aways demonstrated how they can be applied to everyday business scenarios.

The new initiative – which encourages a culture of continuous learning and quality improvement – was embraced by participants as a valuable leadership development tool.

**In late September 2023, civil unrest in Philadelphia resulted in extensive store damage, necessitating the temporary closure of 15 FW&GS stores for repair and replenishment. By the end of December 2023, all impacted stores were restored and reopened for business.**

## STORE OPERATIONS

AS OF JUNE 30, 2024, THE AGENCY  
OPERATED 582 SALES FACILITIES

**456**

*Standard Stores*

**112**

*Premium  
Collection Stores*

**13**

*Licensee  
Service Centers*

**1**

*E-Commerce  
Fulfillment Center*

### PLCB RETAIL OPERATIONS FIVE-YEAR SUMMARY

	FY 2023-24	FY 2022-23	FY 2021-22	FY 2020-21	FY 2019-20
Total Units Sold*	169.8 million	175.3 million	169.9 million	161.5 million	143.8 million
Average Retail Price per item**	\$16.21	\$15.81	\$15.58	\$15.67	\$14.90
Wage % of Net Sales***	8.7%	8.0%	7.2%	7.3%	8.2%

\* Total Units Sold includes wine and spirits products sold by Fine Wine & Good Spirits, Licensee Service Centers and E-Commerce. (Excludes Accessories.).

\*\* Average retail selling price for wine and spirits products (including the 18% liquor tax).

\*\*\* Wage % of Net Sales includes salary, wages and overtime paid to regional, district and store staff.

For a list of stores ranked by dollar sales for fiscal year 2023-24, see pages 108-122.





FINE WINE & GOOD SPIRITS STORE AND LICENSEE SERVICE CENTER LOCATIONS

Statewide Stores

582

Square Feet

3,198,851

Avg. Store Size (sq. ft.)

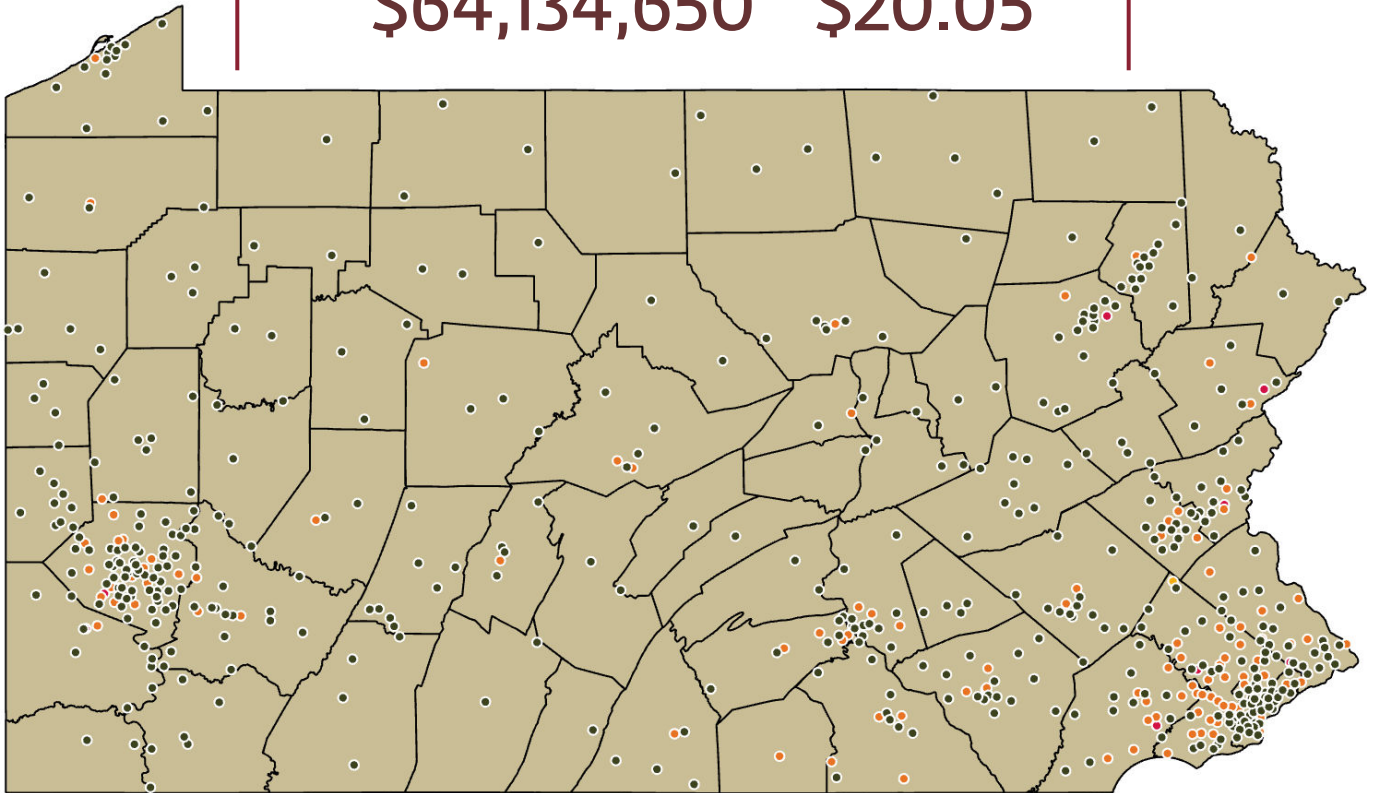
5,496

Annual Rent\*

\$64,134,650

Avg. Price Per Sq. Ft.

\$20.05



● Standard Stores — 456 ● Premium Collection Stores — 112 ● Licensee Service Centers — 13 ● E-Commerce Fulfillment Center — 1

REGION III

Western Region  
215 stores

Total Square Feet	987,592
Average Store Size	4,593
Annual Rent Paid	\$16,765,209
Average Price per Sq. Ft.	\$16.98

REGION II

Central Region  
207 stores

Total Square Feet	1,056,718
Average Store Size	5,105
Annual Rent Paid	\$18,080,757
Average Price per Sq. Ft.	\$17.11

REGION I

Eastern Region  
160 stores

Total Square Feet	1,154,541
Average Store Size	7,216
Annual Rent Paid	\$29,288,684
Average Price per Sq. Ft.	\$25.37

\*Annual rent is calculated using agreements as of June 30, 2024.

# MARKETING & MERCHANDISING

Marketing and Merchandising aims to select and present the best wines and spirits at competitive prices while striving to build relationships with consumers through in-store communications, advertising and social media.

## ENGAGING CUSTOMERS THROUGHOUT PENNSYLVANIA

### Events

Throughout fiscal year 2023-24, the PLCB hosted and participated in a number of special events.



(Left) Former Philadelphia football legend Mark McMillian (far right) greeted fans and signed bottles of Hidden Still spirits at the Taste Philadelphia Festival of Food, Wine & Spirits in Valley Forge.

13

*Celebrity bottle signings*  
High-profile stars, musicians  
and athletes

3

*Special tastings*  
Seasoned experts in wine  
and spirits

6

*Off-site events*  
Community events, festivals  
and shows



(Right) Members from the rock foursome All Time Low – Rian Dawson (third from left), Alex Gaskarth (third from right), Jack Barakat (second from right) and Zack Merrick (far right) – welcomed fans and signed bottles of their “Everything is Wine” line of products at a Berks County FW&GS Premium Collection.



*It's Always Sunny in Philadelphia* stars Rob McElhenney (far left), Glenn Howerton (center) and Charlie Day (far right) posed with fans at a bottle signing and tasting event for the group's Four Walls Whiskey brand in Harrisburg.

## MARKETING & MERCHANDISING

Country music singer and co-founder of Dos Primos Tequila Thomas Rhett spent time with fans at a bottle signing and tasting event in Wilkes-Barre.



Fans gathered to meet online media star Pittsburgh Dad (left) and try samples of Dubliner Whiskies at a FW&GS Premium Collection bottle signing and tasting in Pittsburgh.



World-class chef and fitness authority Robert Irvine greeted fans and signed bottles of his Irvine Spirits gin and vodka at the Philadelphia Flower Show.



Guests gathered and sampled from a wide variety of wines and spirits at the Pittsburgh Wine & Spirits Festival.



Attendees enjoyed an extensive selection of premium wines and fine cuisine at Philadelphia magazine's Wine & Dine event.



Former Philadelphia hockey legend Joe Watson (right) met with fans and signed bottles of Union Forge Vodka at the Philadelphia Whiskey Festival.

## Social Media July 1, 2023 – June 30, 2024



FACEBOOK

Total Page Likes  
**316,289**



(formerly known as  
TWITTER)

Total Followers  
**30,769**



YOUTUBE

Total Subscribers  
**2,970**



PINTEREST

Total Followers  
**6,060**



INSTAGRAM

Total Followers  
**15,157**

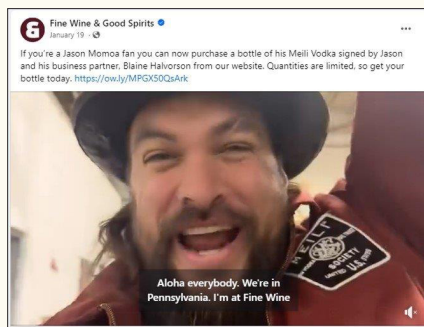
New followers	3,507	New followers	-894*	New subscribers	118	New followers	179	New followers	1,488
Impressions	7,277,877	Tweets sent	346	Views	35,387	Total Impressions	6,765,561	Total post likes	8,369
Avg. daily impressions	19,885	Retweets	87	New videos	41	Avg. monthly impressions	1,127,593	Avg. likes per post	49
Avg. daily engagements (likes, comments, shares)	229	Impressions (est.)	260,661					Total engagement (likes, comments, shares, saves)	11,069
Total engagements	83,869	Total mentions	343						

\*The number of new followers as compared to prior years was potentially influenced by transition of the Twitter platform to "X" during the prior fiscal year.



## SOME OF OUR TOP FINE WINE & GOOD SPIRITS SOCIAL MEDIA POSTS FOR 2023-24

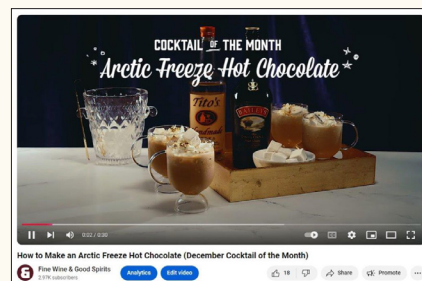
### FACEBOOK



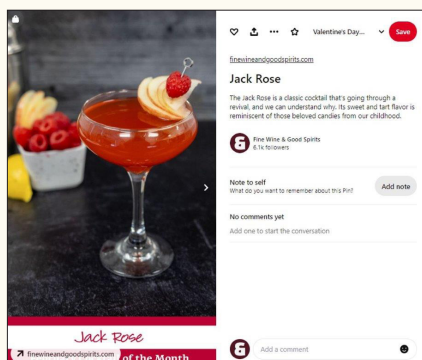
### X



### YOUTUBE



### PINTEREST



### INSTAGRAM



## In-store Educational Signage

In fiscal year 2023-24, the PLCB introduced new in-shelf signage to engage and educate consumers regarding wine and spirits.

Placed for maximum visibility alongside relevant products, the 8 1/2" x 11" signs highlight quick facts about product categories and themes including flavor profiles, regions, pairing suggestions, hosting ideas and serving guidance.

The new educational signage – which has enjoyed an overwhelmingly positive reception by shoppers – provides an enhanced aesthetic and opportunities for customers to learn about products they love and those they have yet to try.



## Ready-to-Drink and Ready-to-Serve Beverages

Building on the growing popularity of spirits-based ready-to-drink and ready-to-serve (RTD/S) beverages, Fine Wine & Good Spirits (FW&GS) expanded store merchandising for several of its top five RTD/S spirits brands – High Noon, Jack Daniel's, On the Rocks, Stateside and White Claw – in fiscal year 2023-24.

Focusing on newly released products, retail merchandising strategies included:

- **Curated stack-out displays.** High Noon stack-out displays featuring eight-count cases of canned vodka variety packs and new tequila variety packs were featured in FW&GS stores.
- **Promotional endcaps.** Endcap space was dedicated to products including Jack Daniel's Coca-Cola Whiskey Cocktail Cans, Stateside Vodka Soda Variety Pack

Cans and White Claw to visually entice and introduce customers to new products, flavors and package sizes.

The top five RTD/S spirits brands in fiscal year 2023-24 comprised 64.2% of total RTD/S retail dollar sales (including wine-based RTD/S) – a 12.4% increase over the prior year – and 66.6% of retail dollar sales for the RTD/S spirits category, an 11.1% increase.

As compared to the prior year, retail dollar sales of RTD/S spirits for each of the top five RTD/S spirits brands yielded increases of 153.1% (On the Rocks); 134.7% (Stateside); 97.8% (White Claw); 6.9% (High Noon); and 6.8% (Jack Daniel's).

Overall RTD/S retail dollar sales (including wine-based RTD/S) for the period of July 1, 2023, through June 30, 2024, totaled \$109,398,172 – an increase of 20.2% over the prior year – while retail dollar sales for the RTD/S spirits category totaled \$105,464,472, an increase of 24.1%.



## Themed Endcaps

In fiscal year 2023-24, the PLCB implemented a new endcap program in FW&GS stores to allow for greater flexibility in stocking endcaps according to themes, stock on hand and local preferences.

Four themes – Our Favorites, Get Inspired, Spotlight and Seasonal – which can be swapped out monthly, quarterly and seasonally, enable FW&GS stores to provide fresh and exciting presentations to customers based on current store inventory and trends. This helped to eliminate over-stocking of slower-selling items and offered a more effective use of premium merchandising space.

Examples of newly themed endcaps at FW&GS stores included displays focused around specific cocktail recipes, new products and seasonally inspired displays like Summer Sips, Fall Finds, Happier Holidays, Mix & Mingle, Winter Warmers and Hello Spring.

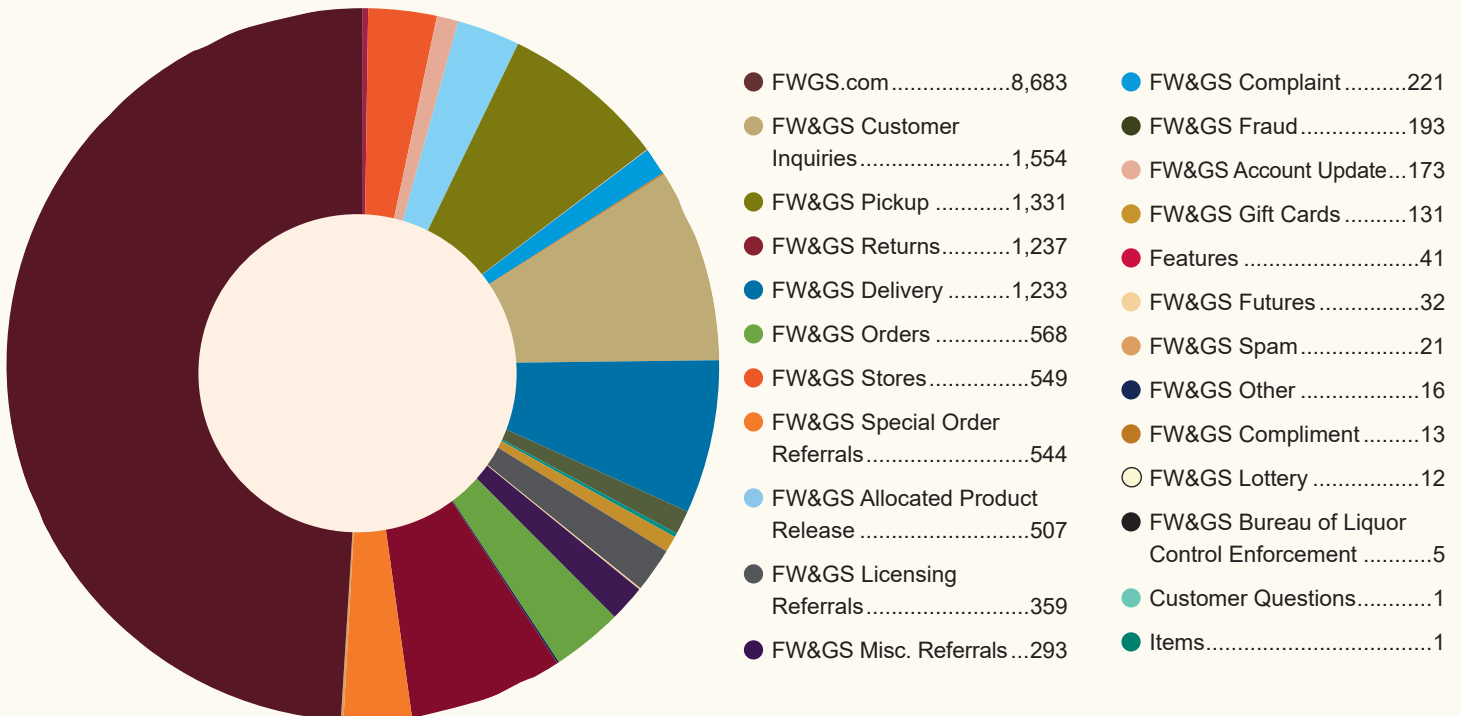


## Customer Service

The PLCB's Bureau of Consumer Relations, or "customer service" more generally, regularly interacts with citizens, civic groups, legislative liaisons, licensees and others to receive and resolve customer questions, concerns and complaints.

In fiscal year 2023-24, the FW&GS customer service team responded to nearly 18,000 calls, emails and chats on myriad topics including orders placed on FWGS.com, product availability, product returns, store experiences, regulatory or policy changes and more.

**BUREAU OF CONSUMER RELATIONS — FISCAL YEAR 2023-24**  
**INQUIRIES BY CATEGORY**





TOP PRODUCTS IN FY 2023-24



no. 1

UNFLAVORED  
VODKA



no. 1

PREPARED  
COCKTAILS,  
SPIRITS-BASED



no. 1

CALIFORNIA  
CABERNET  
SAUVIGNON



no. 1

BOURBON



no. 1

CANADIAN  
WHISKY



no. 1

FLAVORED  
RUM



no. 1

SCOTCH



no. 1

FLAVORED  
VODKA



no. 1

TEQUILA,  
SILVER OR  
BLANCO



no. 1

CALIFORNIA  
CHARDONNAY

### TOP 10 PRODUCT CATEGORIES BY DOLLAR SALES

Spirits-based prepared cocktails (29.1%), California chardonnay (29.1%) and tequila, silver or blanco (19.6%) saw the largest growth over the prior fiscal year.

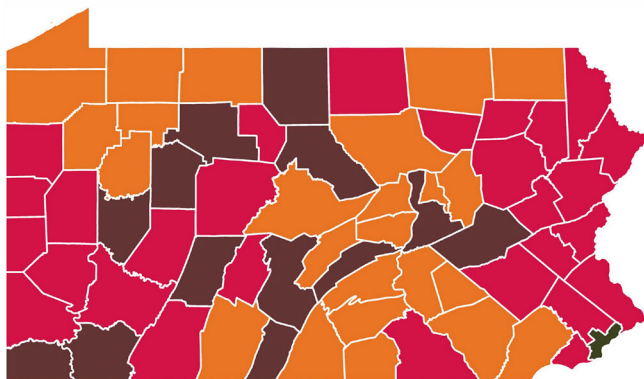
CATEGORY	FY 2023-24 DOLLAR SALES	FY 2022-23 DOLLAR SALES	FY 2021-22 DOLLAR SALES	FY 2020-21 DOLLAR SALES
Unflavored Vodka	\$340,928,110	\$335,839,030	\$323,887,781	\$307,602,839
Bourbon*	\$198,820,151	\$190,246,087	\$173,939,009	\$157,505,404
Tequila, Silver or Blanco	\$132,222,598	\$110,573,327	\$96,274,382	\$79,138,415
Canadian Whisky	\$117,231,177	\$107,689,254	\$113,099,303	\$112,227,886
Prepared Cocktails, Spirits-based	\$115,125,566	\$89,150,186	\$62,172,935	\$37,960,009
California Cabernet Sauvignon	\$109,286,897	\$95,418,781	\$94,254,064	\$94,408,596
California Chardonnay	\$101,899,191	\$78,932,313	\$77,030,083	\$77,473,548
Flavored Rum*	\$86,382,126	\$88,390,494	\$89,905,778	\$89,724,382
Flavored Vodka	\$81,459,780	\$83,935,086	\$89,455,566	\$95,229,974
Scotch	\$78,550,877	\$81,043,832	\$83,768,320	\$81,997,318

\*Prior year dollar sales changes for Flavored Rum and Bourbon product categories are due to adoption of a new merchandise hierarchy. Flavored and spiced rums are now combined within a single Flavored Rum product category, whereas previously they were two separate categories - Flavored Rum and Spiced Rum. The Bourbon product category now includes bourbon only, whereas previously the Bourbon category included bourbon and American Whiskey, which is now its own separate product category.

### TOP-SELLING PRODUCT CATEGORIES BY COUNTY

#### TOP-SELLING WINE IN EACH COUNTY

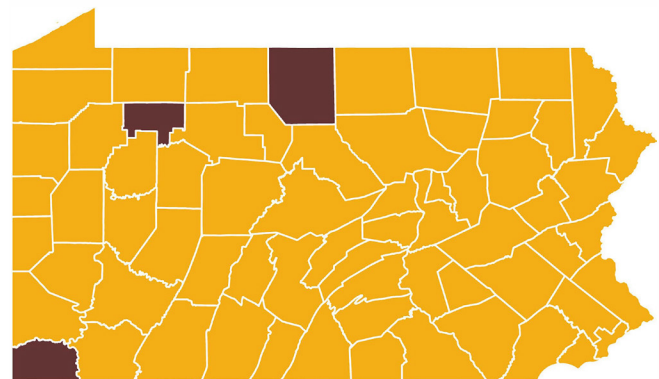
California cabernet sauvignon was the top-selling wine category in 28 counties. California chardonnay (25), Asian-beverage-dessert wine (13) and sparkling wine (1) were the highest in the remaining counties.



- Asian - Beverage - Dessert Wine — 13
- Sparkling Wine — 1
- California Chardonnay — 25
- California Cabernet Sauvignon — 28

#### TOP-SELLING SPIRIT IN EACH COUNTY

In 64 counties, unflavored vodka was the top spirits category, while Canadian whisky was the top category in the remaining three counties.



- Canadian Whisky — 3
- Unflavored Vodka — 64

### TOP 25 WINE ITEMS BY UNITS

Wines that exhibited the most unit sales growth in fiscal year 2023-24 include Josh Cellars Pinot Grigio (750 mL) (30.7%), Josh Cellars Sauvignon Blanc North Coast (750 mL) (20.0%) and Josh Cellars Chardonnay (750 mL) (17.9%). Due to increased grocery and convenience store placement, licensee sales for these three wines experienced the most growth over the prior year – ranging from 26-65% increases in unit sales.

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES	UNIT SALES — LY	% CHANGE
1	La Marca Prosecco	750 mL	\$15,499,168	924,868	855,820	8.07%
2	Cavit Pinot Grigio	1.5 L	\$8,105,031	569,598	571,219	-0.28%
3	Josh Cellars Cabernet Sauvignon	750 mL	\$7,457,702	481,328	421,115	14.30%
4	Josh Cellars Chardonnay	750 mL	\$6,087,528	445,313	377,575	17.94%
5	Kendall-Jackson Vintner's Reserve Chardonnay	750 mL	\$6,690,936	394,627	403,530	-2.21%
6	Woodbridge by Robert Mondavi Chardonnay	1.5 L	\$4,839,430	349,041	389,417	-10.37%
7	Apothic Red Winemaker's Blend	750 mL	\$4,120,188	342,479	376,872	-9.13%
8	Kim Crawford Sauvignon Blanc Marlborough	750 mL	\$5,641,310	330,629	324,210	1.98%
9	Cavit Pinot Grigio	750 mL	\$2,656,258	317,777	307,991	3.18%
10	Josh Cellars Sauvignon Blanc North Coast	750 mL	\$4,340,738	312,245	260,271	19.97%
11	Roscato Rosso Dolce	750 mL	\$3,602,756	304,463	352,911	-13.73%
12	Barefoot Pinot Grigio	1.5 L	\$3,830,464	298,529	310,983	-4.00%
13	Starborough Sauvignon Blanc Marlborough	750 mL	\$3,796,717	283,837	289,906	-2.09%
14	Barefoot Moscato	1.5 L	\$3,573,576	277,263	291,612	-4.92%
15	Martini & Rossi Asti	750 mL	\$3,783,662	274,916	278,367	-1.24%
16	Woodbridge by Robert Mondavi Cabernet Sauvignon	1.5 L	\$3,771,264	273,240	298,918	-8.59%
17	Sutter Home White Zinfandel	1.5 L	\$3,472,894	270,122	280,928	-3.85%
18	Ecco Domani Pinot Grigio Delle Venezie	750 mL	\$3,591,547	268,672	272,490	-1.40%
19	Sutter Home Chardonnay (4x187 mL)	748 mL	\$2,106,862	267,063	277,460	-3.75%
20	Korbel Brut California Champagne	750 mL	\$4,367,149	266,958	264,967	0.75%
21	Barefoot Pink Moscato	750 mL	\$2,104,784	266,232	306,772	-13.22%
22	Barefoot Moscato	750 mL	\$2,097,683	265,828	300,306	-11.48%
23	Nobilo Sauvignon Blanc Marlborough	750 mL	\$3,620,178	257,540	273,328	-5.78%
24	Josh Cellars Pinot Grigio	750 mL	\$3,403,224	254,831	194,984	30.69%
25	Taylor Port	750 mL	\$2,034,229	254,499	259,014	-1.74%



### TOP 25 SPIRITS ITEMS BY UNITS

Spirits that exhibited the most unit sales growth in fiscal year 2023-24 include New Amsterdam Passionfruit Vodka (50 mL) (135.1%), Stateside Surfside Iced Tea and Vodka (1.42L) (51.4%) and Tito's Handmade Vodka (50 mL) (45.0%).

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES	UNIT SALES — LY	% CHANGE
1	Fireball Cinnamon Whisky	50 mL	\$3,585,085	3,592,382	4,083,124	-12.02%
2	New Amsterdam Vodka	50 mL	\$2,687,959	2,614,475	2,384,465	9.65%
3	New Amsterdam Pink Whitney Pink Lemonade Vodka	50 mL	\$1,735,279	1,686,791	1,379,795	22.25%
4	Tito's Handmade Vodka	1 L	\$41,308,065	1,630,929	1,564,805	4.23%
5	Tito's Handmade Vodka	750 mL	\$30,105,975	1,559,760	1,473,049	5.89%
6	Tito's Handmade Vodka	1.75 L	\$53,811,408	1,446,093	1,492,170	-3.09%
7	99 Long Island Iced Tea Schnapps	50 mL	\$1,275,985	1,240,168	1,068,952	16.02%
8	99 Peaches Schnapps	50 mL	\$1,196,712	1,163,917	967,469	20.31%
9	Tito's Handmade Vodka	50 mL	\$2,257,293	1,117,130	770,593	44.97%
10	Yukon Jack Liqueur	50 mL	\$1,126,887	1,095,431	902,598	21.36%
11	Crown Russe Vodka	1.75 L	\$9,802,294	1,020,806	935,536	9.11%
12	99 Bananas Schnapps	50 mL	\$1,030,461	1,001,730	849,491	17.92%
13	99 Apples Schnapps	50 mL	\$891,123	866,256	755,336	14.68%
14	E & J Apple Brandy	50 mL	\$843,206	820,316	821,069	-0.09%
15	New Amsterdam Peach Vodka	50 mL	\$803,389	781,016	729,795	7.02%
16	New Amsterdam Pineapple Vodka	50 mL	\$800,028	777,683	749,571	3.75%
17	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	750 mL	\$19,034,659	757,671	809,294	-6.38%
18	Stateside Surfside Iced Tea and Vodka (4x355 mL)	1.42 L	\$6,602,124	689,325	455,166	51.44%
19	Nikolai Vodka	375 mL	\$2,667,842	664,978	663,762	0.18%
20	Hennessy Cognac VS	750 mL	\$25,906,754	653,571	787,911	-17.05%
21	New Amsterdam Passionfruit Vodka	50 mL	\$623,172	630,256	268,089	135.09%
22	Goldschlager Cinnamon Schnapps	50 mL	\$642,029	624,310	618,861	0.88%
23	New Amsterdam Apple Vodka	50 mL	\$627,479	609,969	591,374	3.14%
24	Jameson Irish Whiskey	750 mL	\$18,539,024	585,923	600,545	-2.43%
25	E & J Peach Brandy	50 mL	\$563,136	547,791	530,455	3.27%

### TOP PENNSYLVANIA WINES BY DOLLAR SALES\*

Below are the top 10 Pennsylvania-made wines sold by FW&GS in fiscal year 2023-24.

RANK	PRODUCT	SIZE	UNIT SALES	DOLLAR SALES
1	Clover Hill Vineyards & Winery Concord Lehigh Valley	750 mL	39,593	\$491,171
2	The Winery at Wilcox Clarion River Red	1.5 L	25,100	\$435,310
3	Franklin Hill Vineyards Sir Walter's Red	750 mL	28,138	\$362,432
4	Mazza Vineyards Concord	1.5 L	23,275	\$270,087
5	Adams County Winery Rebel Red	750 mL	14,688	\$242,532
6	Franklin Hill Vineyards Carnival White Blend	750 mL	16,801	\$217,306
7	Clover Hill Vineyards & Winery Pink Catawba	750 mL	15,977	\$197,221
8	Adams County Winery Tears of Gettysburg	750 mL	10,745	\$177,680
9	Sand Castle Winery Alpine Spice	750 mL	8,475	\$153,425
10	Benigna's Creek Blueberry Wine	750 mL	12,221	\$145,864

### TOP PENNSYLVANIA SPIRITS BY DOLLAR SALES\*

Below are the top 10 Pennsylvania-made spirits sold by FW&GS in fiscal year 2023-24.

RANK	PRODUCT	SIZE	UNIT SALES	DOLLAR SALES
1	Stateside Surfside Cocktail Variety Pack (8x355 mL)	2.84 L	347,255	\$6,927,181
2	Stateside Surfside Iced Tea and Vodka (4x355 mL)	1.42 L	689,325	\$6,602,124
3	Stateside Vodka Soda Variety Pack (8x355 mL)	2.84 L	315,627	\$6,093,193
4	Jacquin's Vodka	1.75 L	143,023	\$2,453,672
5	Stateside Urbancraft Vodka	1.75 L	47,254	\$1,991,634
6	Pennsylvania Dutch Egg Nog	1.75 L	106,656	\$1,783,945
7	Stateside Urbancraft Vodka	750 mL	65,219	\$1,716,070
8	Jacquin's White Rum	1.75 L	86,749	\$1,531,962
9	Pennsylvania Dutch Egg Nog	750 mL	137,866	\$1,429,669
10	Bluecoat Dry Gin	750 mL	48,860	\$1,408,985

\*PA-made product sales reflect only those made by Fine Wine & Good Spirits and do not include sales from wineries and distilleries directly to consumers or licensees.

# E-COMMERCE

## Enhanced Ordering and Store Pickup

### New FWGS.com

In fiscal year 2023-24, the PLCB launched a new and improved version of its e-commerce retail platform, FWGS.com. Through a new cloud-based solution for order management, the new site provides optimized order processing and fulfillment and delivers an elevated user experience through mobile-friendly design, intuitive navigation and new functionality.

Key improvements of the redesigned FWGS.com include:

- **Enhanced ease of use and ordering.** The mobile-optimized site features easy-to-navigate page content and offers customers more ways to shop through the introduction of FW&GS Pickup, a buy-online-pick-up-in-store option. It also features mobile bottle scan capability allowing customers to scan product bar codes and immediately connect to product information online and add products to cart.
- **Streamlined account management.** An upgraded dashboard allows users to easily navigate, filter and view previously placed orders, reference favorited products and recipes and access taste profiles.
- **Expanded content and customer engagement.** The new FWGS.com makes it easier for customers to

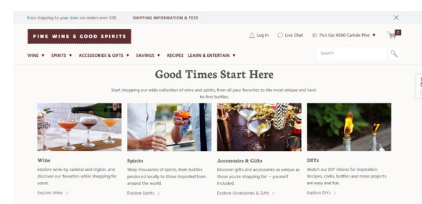
engage through videos and imagery. Individual interactive pages for all stores, store events and recipes make it easy for customers to locate information and search for directions to stores and store events. New functionality also allows users to filter, favorite and share recipes and events via social media and email. The site also enables coupons and promotional codes to drive users to landing pages with direct links to products, do-it-yourself projects, gift recommendations, educational content and in-store promotions.

- **Optimized site search.** Predictive search capability allows customers to enter key words and choose from a dropdown populated with the top three search results or view all returned search results for key words entered.
- **Simplified lottery registration for limited-availability, high-demand products.** An improved registration process enables entrants of PLCB Limited-Release Lotteries to easily navigate, understand and complete lottery registration and supplies

**JULY 1, 2023 – JUNE 30, 2024**  
**FWGS.COM**

Visits  
**28,824,627**

Avg. Monthly Clicks  
**50,297**



entrants with registration confirmation via auto-generated email.

- **Enhanced equity in sale of e-commerce exclusives.** Improved BOT mitigation to prevent fraudulent orders of highly in-demand, limited inventory e-commerce exclusive items, combined with enhanced traffic management and minimization of timeout errors, provide additional protections to ensure fair distribution of these popular products among as many Pennsylvania residents as possible.
- **Improved tracking and analytics.** Greater breadth and flexibility in terms of search engine optimization, paid advertising and search tactics generate increased site traffic and sales, while improved analytics and the incorporation of pixels across product pages sitewide enables better, more reliable tracking of consumer behavior and the impact of marketing efforts on e-comm sales.

## Buy Online, Pick Up in Store

When the new FWGS.com launched in July 2023, it introduced customers to FW&GS Pickup, a new buy-online-pick-up-in-store option for retail customers.

In its first year, 43,228 FW&GS Pickup orders totaling \$5,561,749 were placed on FWGS.com for customer pickup at Fine Wine & Good Spirits (FW&GS) stores.

Of the FW&GS Pickup orders placed on FWGS.com, retail orders accounted for 88.8% of dollar sales and 97.3% of transactions, while licensee orders accounted for 11.2% of FW&GS Pickup order dollar sales and 2.7% of transactions.

### TOP 10 FW&GS STORES BY FW&GS PICKUP ORDERS

RANK	STORE ADDRESS	CITY	DOLLAR SALES	UNIT SALES	TRANSACTIONS
1	5956 Centre Avenue	Pittsburgh	\$125,622	5,825	558
2	Trinity Point, 50 Trinity Point Drive	Washington	\$49,245	2,140	486
3	Cranberry Mall, 20111 U.S. Route 19	Cranberry Township	\$63,922	2,918	482
4	Village Square, 5000 Oxford Drive	Bethel Park	\$87,710	4,327	437
5	5070 Jonestown Road	Harrisburg	\$61,676	3,915	427
6	Capital City Mall, 3725 Capital City Mall Drive	Camp Hill	\$40,236	1,904	419
7	212 South State Street	Newtown	\$71,189	4,196	397
8	The Waterworks, 991 Freeport Road	Pittsburgh	\$76,901	3,804	393
9	Robinson Town Centre, 1106 Park Manor Boulevard	Pittsburgh	\$73,069	3,214	377
10	125 Towne Centre Drive	Wexford	\$54,198	2,623	373

## TOP 25 FW&amp;GS PICKUP WINE ITEMS BY UNITS

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES
1	La Marca Prosecco	750 mL	\$68,050	3,902
2	Josh Cellars Cabernet Sauvignon	750 mL	\$28,520	1,766
3	Tenuta di Burchino Il Burchino Toscana 2016	750 mL	\$17,388	1,341
4	André California Champagne Brut	750 mL	\$12,626	1,200
5	Josh Cellars Pinot Grigio	750 mL	\$15,234	1,138
6	Josh Cellars Chardonnay	750 mL	\$15,629	1,121
7	Woodbridge by Robert Mondavi Chardonnay	1.5 L	\$14,573	1,024
8	Montechiara Prosecco Extra Dry Nonvintage	750 mL	\$9,922	999
9	Mark West Pinot Noir	750 mL	\$12,125	986
10	111 Red Blend Navarra 2021	750 mL	\$8,840	986
11	Kim Crawford Sauvignon Blanc Marlborough	750 mL	\$15,662	900
12	Woodbridge by Robert Mondavi Cabernet Sauvignon	750 mL	\$7,970	893
13	Kendall-Jackson Vintner's Reserve Chardonnay	750 mL	\$14,716	843
14	Hook or Crook Cellars Reserve Chardonnay Lodi 2021	750 mL	\$7,705	783
15	Woodbridge by Robert Mondavi Chardonnay	750 mL	\$6,868	754
16	Woodbridge by Robert Mondavi Cabernet Sauvignon	1.5 L	\$10,437	733
17	Freixenet Cordon Negro Cava Brut	750 mL	\$10,668	732
18	Josh Cellars Sauvignon Blanc North Coast	750 mL	\$10,351	711
19	Ecco Domani Pinot Grigio Delle Venezie	750 mL	\$9,829	709
20	Tenuta Ulisse Amaranta di Ulisse Montepulciano d'Abruzzo 2019	750 mL	\$12,282	686
21	Korbel Brut California Champagne	750 mL	\$11,800	680
22	Cavit Pinot Grigio	1.5 L	\$10,129	678
23	Clay Shannon The Barkley Cabernet Sauvignon Lake County 2021	750 mL	\$9,358	676
24	111 Rioja Reserva 2018	750 mL	\$8,677	671
25	Tenuta Ulisse Sogno di Ulisse Montepulciano d'Abruzzo 2020	750 mL	\$5,799	646

## TOP 25 FW&amp;GS PICKUP SPIRITS ITEMS BY UNITS

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES
1	Tito's Handmade Vodka	750 mL	\$71,040	3,654
2	Tito's Handmade Vodka	1.75 L	\$85,285	2,306
3	Hennessy Cognac VS	750 mL	\$50,284	1,284
4	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	750 mL	\$31,098	1,221
5	Tito's Handmade Vodka	1 L	\$31,441	1,210
6	Crown Russe Vodka	1.75 L	\$10,860	1,143
7	Maker's Mark Straight Bourbon	750 mL	\$32,220	1,059
8	Captain Morgan Spiced Rum	750 mL	\$19,060	1,042
9	High Noon Vodka Hard Seltzer Variety Pack (8x355 mL)	2.84 L	\$20,196	974
10	Bacardi Superior Rum	750 mL	\$14,778	956
11	Tito's Handmade Vodka	50 mL	\$1,886	951
12	Jose Cuervo Especial Tequila Silver	750 mL	\$20,222	946
13	Casamigos Tequila Reposado	750 mL	\$45,413	820
14	Casamigos Tequila Blanco	750 mL	\$43,183	814
15	Fireball Cinnamon Whisky	50 mL	\$747	760
16	Captain Morgan Spiced Rum PET	1.75 L	\$21,741	751
17	Stateside Surfside Iced Tea and Vodka (4x355 mL)	1.42 L	\$6,910	733
18	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	1.75 L	\$36,147	729
19	Patron Tequila Silver	750 mL	\$37,689	716
20	Don Julio Tequila Reposado	750 mL	\$45,407	713
21	Malibu Coconut Rum	750 mL	\$13,123	703
22	Bacardi Superior Rum	1.75 L	\$16,598	680
23	Jameson Irish Whiskey	750 mL	\$21,235	679
24	Nikolai Vodka	1.75 L	\$7,899	655
25	Elijah Craig Straight Bourbon Small Batch Barrel Proof	750 mL	\$48,384	647



### FW&GS E-COMMERCE SALES INSIGHTS AT A GLANCE\*

FWGS.com dollar sales for fiscal year 2023-24 increased 22.5% over the prior year. While transactions increased 28.0%, the average transaction value decreased 4.2% and the average price per item decreased 10.0% as compared to fiscal year 2022-23.

Introduced at the start of the fiscal year, FW&GS Pickup – or buy-online-pick-up-in-store – accounted for 31.4% of total e-commerce dollar sales for fiscal year 2023-24 and 33.3% of total transactions.

FISCAL YEAR	TOTAL FWGS.COM SALES	TOTAL FWGS.COM TRANSACTIONS	YEAR-OVER-YEAR REVENUE GROWTH	AVERAGE TRANSACTION VALUE
FY 2023-24	\$17,738,331	129,626	22.54%	\$136.84
FY 2022-23	\$14,475,885	101,292	6.84%	\$142.91
FY 2021-22	\$13,549,420	101,653	-19.23%	\$133.29

\*Sales data includes accessories with placeholders and fees removed. E-commerce sales include FW&GS Pickup orders. Year-over-year revenue growth and average transaction value amounts for fiscal year 2022-23 have been modified due to recalculation.

### Limited-Release Lotteries

Open exclusively to Pennsylvania residents and licensees, Limited-Release Lotteries offer the opportunity to enter for a chance to purchase limited-availability, high-demand products. In fiscal year 2023-24, FWGS.com offered two Limited-Release Lotteries comprised of seven separate drawings. Conducted in October 2023 and February 2024, combined dollar sales for the two lotteries totaled \$689,728 for 6,306 bottles and garnered 532,140 eligible entries.



## TOP 25 E-COMMERCE WINE ITEMS BY UNITS

Wines that exhibited the most unit sales growth during fiscal year 2023-24 included Woodbridge by Robert Mondavi Cabernet Sauvignon (750 mL) (86.4%), Freixenet Cordon Negro Cava Brut (750 mL) (78.5%) and Josh Cellars Pinot Grigio (750 mL) (71.1%).

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES	UNIT SALES - LY	% CHANGE
1	La Marca Prosecco	750 mL	\$102,275	5,909	2,469	58.22%
2	Woodbridge by Robert Mondavi Chardonnay	1.5 L	\$41,791	2,917	2,305	20.98%
3	Cavit Pinot Grigio	1.5 L	\$42,185	2,854	1,780	37.63%
4	Josh Cellars Cabernet Sauvignon	750 mL	\$43,464	2,677	1,345	49.76%
5	Josh Cellars Chardonnay	750 mL	\$32,262	2,257	1,427	36.77%
6	André California Champagne Brut	750 mL	\$19,548	1,875	1,219	34.99%
7	Kim Crawford Sauvignon Blanc Marlborough	750 mL	\$31,292	1,790	1,202	32.85%
8	Josh Cellars Pinot Grigio	750 mL	\$24,109	1,773	512	71.12%
9	Kendall-Jackson Vintner's Reserve Chardonnay	750 mL	\$30,992	1,764	914	48.19%
10	Mark West Pinot Noir	750 mL	\$21,499	1,738	708	59.26%
11	Woodbridge by Robert Mondavi Cabernet Sauvignon	1.5 L	\$21,365	1,486	1,175	20.93%
12	Tenuta di Burchino Il Burchino Toscana 2016	750 mL	\$19,103	1,473	695	52.82%
13	Apothic Red Winemaker's Blend	750 mL	\$18,561	1,459	758	48.05%
14	111 Red Blend Navarra 2021	750 mL	\$12,679	1,415	-	-
15	Woodbridge by Robert Mondavi Cabernet Sauvignon	750 mL	\$11,924	1,349	183	86.43%
16	Montechiara Prosecco Extra Dry Nonvintage	750 mL	\$13,379	1,345	417	69.00%
17	Josh Cellars Sauvignon Blanc North Coast	750 mL	\$18,571	1,280	795	37.89%
18	Starborough Sauvignon Blanc Marlborough	750 mL	\$16,615	1,218	901	26.03%
19	Ecco Domani Pinot Grigio Delle Venezie	750 mL	\$15,517	1,124	667	40.66%
20	Woodbridge by Robert Mondavi Chardonnay	750 mL	\$10,219	1,122	336	70.05%
21	Josh Cellars Pinot Noir	750 mL	\$19,916	1,120	566	49.46%
22	Yellow Tail Chardonnay	750 mL	\$8,362	1,087	598	44.99%
23	Woodbridge by Robert Mondavi Pinot Grigio	1.5 L	\$15,299	1,073	440	58.99%
24	Freixenet Cordon Negro Cava Brut	750 mL	\$15,583	1,066	229	78.52%
25	Vint by Robert Mondavi Private Selection Bourbon Barrel Aged Cabernet Sauvignon	750 mL	\$15,420	1,065	669	37.18%

## TOP 25 E-COMMERCE SPIRITS ITEMS BY UNITS

Spirits that exhibited the most unit sales growth during fiscal year 2023-24 included Captain Morgan Spiced Rum PET (1.75 L) (11,500%)\*, Crown Royal Salted Caramel Canadian Whisky (750 mL) (1,335.4%)\*\* and High West A Midwinter Night's Dram Straight Rye Whiskey (750 mL) (1,052.9%\*\*\*).

RANK	PRODUCT	SIZE	DOLLAR SALES	UNIT SALES	UNIT SALES - LY	% CHANGE
1	Crown Russe Vodka	1.75 L	\$62,983	6,577	4,663	41.05%
2	Blanton's Single Barrel Straight Bourbon	50 mL	\$44,353	5,554	11,153	-50.20%
3	Tito's Handmade Vodka	1.75 L	\$204,661	5,479	3,691	48.44%
4	Tito's Handmade Vodka	750 mL	\$97,185	5,012	1,620	209.38%
5	Buffalo Trace Straight Bourbon	750 mL	\$97,491	3,255	5,318	-38.79%
6	Nikolai Vodka	1.75 L	\$31,065	2,564	1,938	32.30%
7	Bacardi Superior Rum	1.75 L	\$61,899	2,495	2,137	16.75%
8	Pinnacle Vodka	1.75 L	\$44,989	2,359	1,561	51.12%
9	Stagg Straight Bourbon Barrel Proof	750 mL	\$117,777	2,174	2,026	7.31%
10	Tito's Handmade Vodka	1 L	\$56,555	2,157	1,066	102.35%
11	Crown Royal Salted Caramel Canadian Whisky	750 mL	\$67,870	2,067	144	1,335.42%
12	Maker's Mark Straight Bourbon	750 mL	\$61,021	2,035	1,170	73.93%
13	High West A Midwinter Night's Dram Straight Rye Whiskey	750 mL	\$270,007	2,006	174	1,052.87%
14	John E. Fitzgerald Larceny Straight Bourbon Barrel Proof	750 mL	\$128,550	1,995	4,006	-50.20%
15	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	750 mL	\$50,505	1,968	794	147.86%
16	Burnett's Vodka	1.75 L	\$27,719	1,918	1,356	41.45%
17	Henry McKenna Single Barrel Straight Bourbon Bottled in Bond 10 Year Old	750 mL	\$128,011	1,899	3,184	-40.36%
18	Weller Special Reserve Straight Bourbon	750 mL	\$54,678	1,825	4,128	-55.79%
19	Weller Straight Bourbon 12 Year Old	750 mL	\$89,667	1,795	1,687	6.40%
20	Meili Vodka signed by Jason Momoa and Blaine Halvorson	750 mL	\$38,636	1,758	-	-
21	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	1.75 L	\$87,192	1,742	1,246	39.81%
22	Captain Morgan Spiced Rum PET	1.75 L	\$50,656	1,740	15	11,500.00%
23	Buffalo Trace Single Barrel Straight Bourbon FWGS Exclusive Barrel	750 mL	\$58,713	1,679	3,119	-46.17%
24	Hennessy Cognac VS	750 mL	\$65,101	1,656	465	256.13%
25	Evan Williams Black Label Straight Bourbon	1.75 L	\$46,759	1,647	1,185	38.99%

\*Captain Morgan Spiced Rum PET (1.75 L) was introduced in June 2023. This is the product's first full year of sales on FWGS.com.

\*\*Crown Royal Salted Caramel Canadian Whisky (750 mL) is a holiday-only item purchased in limited quantities. In fiscal year 2023-24, increased quantities of this item were purchased for sale through both Fine Wine & Good Spirits stores and FWGS.com, with a higher percentage made available for online sales, accounting for increased e-commerce sales as compared to the prior year.

\*\*\*High West A Midwinter Night's Dram Straight Rye Whiskey (750 mL) was available for purchase through FWGS.com only for fiscal year 2023-24, accounting for increased e-commerce sales as compared to the prior year, where the product was available for purchase in both Fine Wine & Good Spirits stores, as well as online.

# WHOLESALE OPERATIONS

The Office of Wholesale Operations continues to evolve to anticipate and meet the needs of licensees selling alcohol for on-premises and off-premises consumption.

Fiscal year 2023-24 brought changes for licensees with Release 2 of Project New Horizon, the agency's multi-year initiative to modernize its technology and organizational infrastructure. Release 2 provided entirely new, cloud-based systems, including a new version of the Licensee Online Order Portal (LOOP) and new FWGS.com, and other systemic changes to how licensees place, manage and procure orders that contributed to moderately reduced licensee sales.

Statewide dollar sales to licensees decreased 1.0% – from \$754.5 million in fiscal year 2022-23 to \$746.9 million in fiscal year 2023-24 – while unit

sales decreased 4.1%, from 48.9 million to 46.9 million.

Dollar sales to wine-to-go retailers decreased 0.3% – from \$203.8 million in fiscal year 2022-23 to \$203.1 million in fiscal year 2023-24.

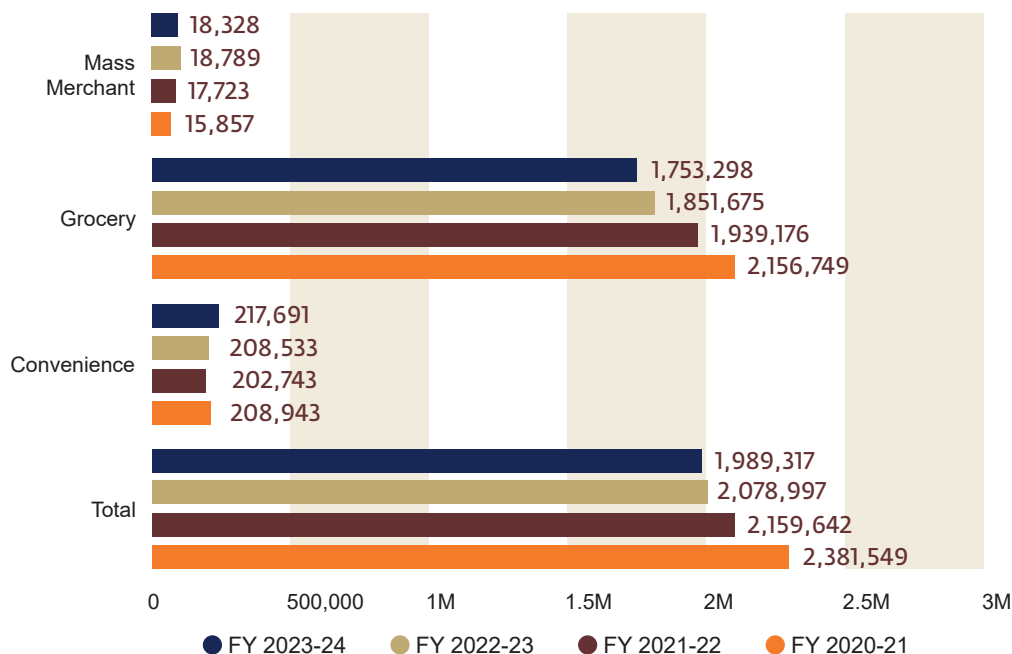
Dollar sales to on-premises retailers such as bars, restaurants and hotels decreased 2.2% – from \$550.0 million in fiscal year 2022-23 to \$538.1 million in fiscal year 2023-24.

Special Order direct delivery, which allows suppliers to propose direct deliveries of Special Orders to a licensee's place of business rather than to a Fine Wine & Good Spirits

store or licensee service center, accounted for 83.0% of total Special Order dollar sales to licensees – an increase of 175.7% over the prior year. Special Order direct delivery accounted for 71.3% of total licensee Special Order transactions in 2023-24, an increase of 94.3% over the prior year, and 87.2% of total Special Order unit sales to licensees, an increase of 148.4%.

In fiscal year 2023-24, the PLCB's Licensee Delivery Program (LDP), which provides direct delivery of wine and spirits to high-volume licensees, shipped nearly 1.7 million cases of product to licensees, with a weekly average of just over 32,000 cases.

## PURCHASES BY HOLDERS OF WINE EXPANDED PERMITS, BY RETAILER TYPE (IN 9L CASES)



## TOP 10 WINES SOLD (BY 9L CASE) TO HIGH-VOLUME WINE-TO-GO RETAILERS\*

RANK	PRODUCT	SIZE	TOTAL DOLLARS	TOTAL 9L CASES
1	Cavit Pinot Grigio	1.5 L	\$2,899,923	36,756
2	Black Box Cabernet Sauvignon	3 L	\$1,960,695	32,702
3	Black Box Pinot Grigio	3 L	\$1,747,216	28,987
4	Black Box Chardonnay	3 L	\$1,327,044	22,041
5	La Marca Prosecco	750 mL	\$3,849,806	20,745
6	Barefoot Pink Moscato	1.5 L	\$1,434,759	19,678
7	Bota Box Pinot Grigio	3 L	\$1,074,857	18,379
8	Barefoot Pinot Grigio	1.5 L	\$1,292,760	17,897
9	Barefoot Moscato	1.5 L	\$1,248,306	17,087
10	Black Box Pinot Noir	3 L	\$973,482	16,244

\*Mass merchants, grocery and convenience stores

## TOP 10 WINES SOLD (BY 9L CASE) TO TRADITIONAL ON-PREMISES RETAILERS\*

RANK	PRODUCT	SIZE	TOTAL DOLLARS	TOTAL 9L CASES
1	Franzia Chablis	5 L	\$598,997	16,236
2	Woodbridge by Robert Mondavi Cabernet Sauvignon	1.5 L	\$936,849	11,736
3	Woodbridge by Robert Mondavi Chardonnay	1.5 L	\$932,267	11,667
4	Peter Vella Chablis	5 L	\$332,062	9,649
5	Woodbridge by Robert Mondavi Pinot Grigio	1.5 L	\$770,223	9,633
6	Franzia Chardonnay	5 L	\$344,204	9,425
7	Carlo Rossi Chablis	4 L	\$334,903	8,688
8	Barefoot Moscato	1.5 L	\$620,207	8,262
9	Kendall-Jackson Vintner's Reserve Chardonnay	750 mL	\$1,596,276	8,252
10	Sutter Home White Zinfandel	1.5 L	\$564,004	7,601

\*Bars and restaurants

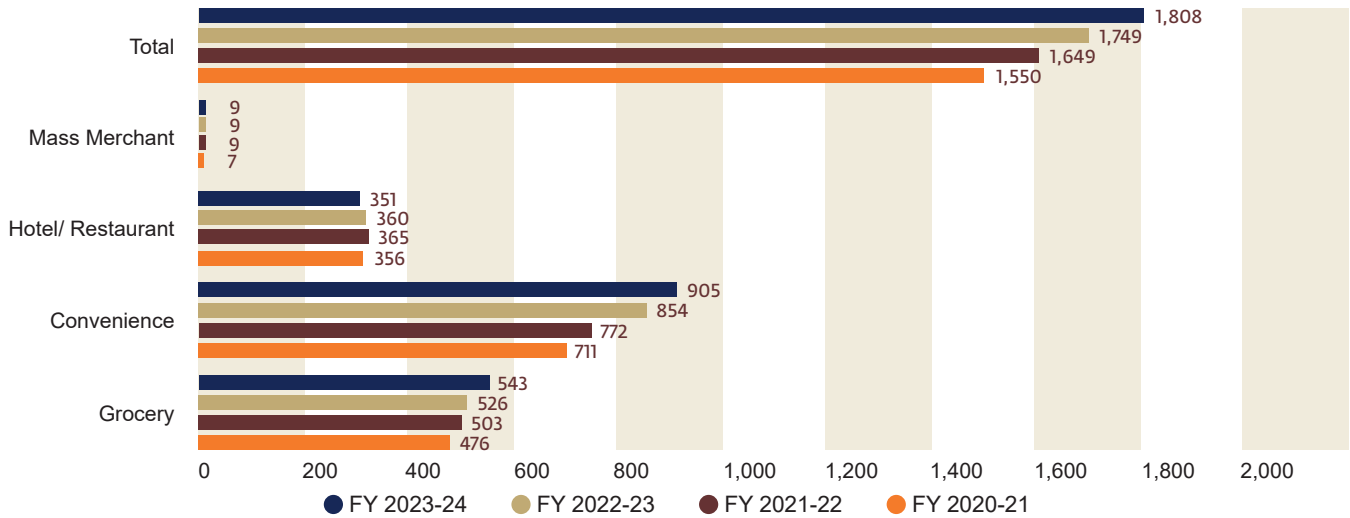
## TOP 10 SPIRITS SOLD (BY 9L CASE) TO TRADITIONAL ON-PREMISES RETAILERS\*

RANK	PRODUCT	SIZE	TOTAL DOLLARS	TOTAL 9L CASES
1	Tito's Handmade Vodka	1 L	\$23,988,918	109,718
2	Tito's Handmade Vodka	1.75 L	\$7,203,860	41,121
3	Tito's Handmade Vodka	750 mL	\$8,196,788	37,956
4	Captain Morgan Original Spiced Rum	1 L	\$5,344,048	27,795
5	Jack Daniel's Old No. 7 Black Label Tennessee Whiskey	750 mL	\$7,249,184	25,324
6	Captain Morgan Spiced Rum PET	1.75 L	\$3,292,330	23,902
7	Captain Morgan Spiced Rum	750 mL	\$4,746,033	22,950
8	Jameson Irish Whiskey	750 mL	\$7,738,241	21,578
9	Jameson Irish Whiskey	1 L	\$5,750,607	18,988
10	Montezuma Triple Sec	1 L	\$799,587	18,553

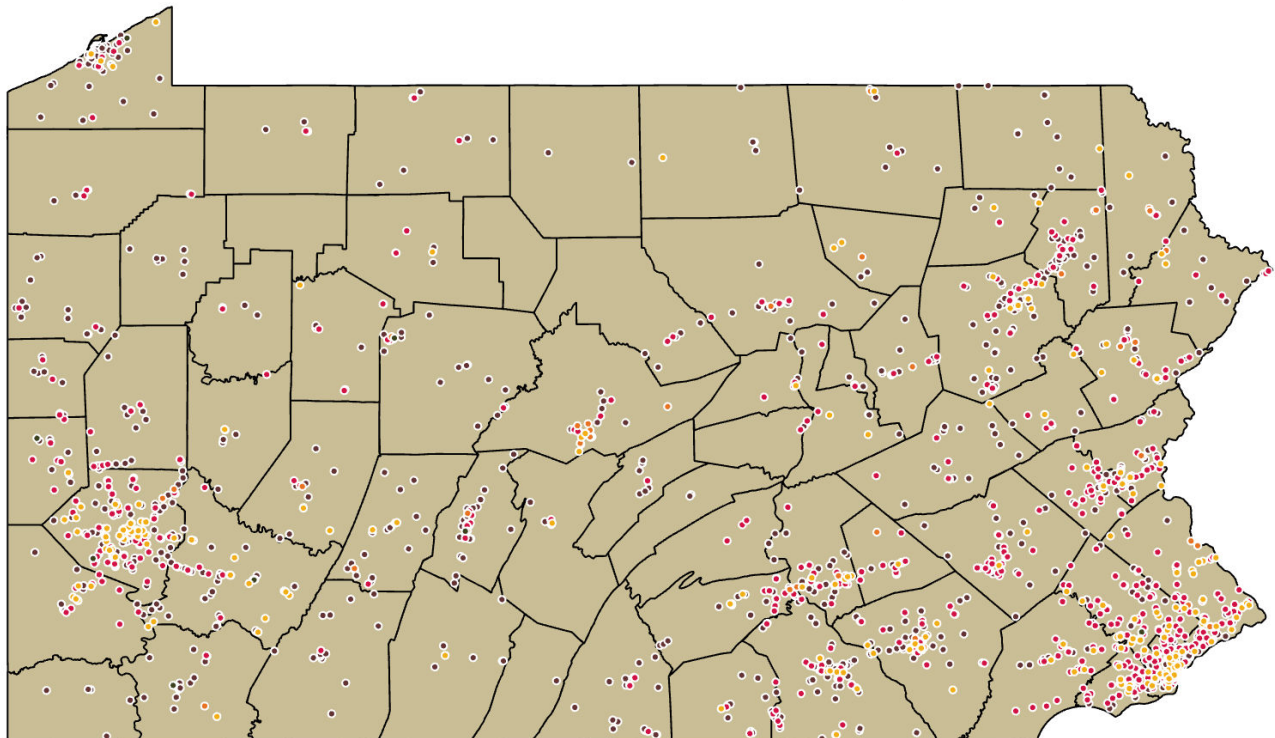
\*Bars and restaurants

The number of licensees holding wine expanded permits totaled 1,808 at the close of fiscal year 2023-24 – an increase of 3.4% over the prior fiscal year. Accounting for the majority of wine expanded permits, grocery and convenience stores added 68 new locations for a total of 1,448 and a 4.9% increase over fiscal year 2022-23.

**LICENSEES WITH WINE EXPANDED PERMITS**



**WINE EXPANDED PERMITS AS OF JUNE 30, 2024**



● Convenience Stores — 905    ● Grocery Stores — 543    ● Restaurants — 296    ● Hotels — 55    ● Mass Merchants — 9



# DISTRIBUTION & LOGISTICS

The Bureau of Distribution & Logistics manages the receipt, storage and distribution of products from a global supply chain through third-party distribution centers to ensure the right product gets to the right store or licensee at the right time.

The PLCB's Bureau of Distribution & Logistics is tasked with keeping Fine Wine & Good Spirits (FW&GS) stores and licensee service centers (LSCs), an e-commerce fulfillment center and licensees enrolled in the Licensee Delivery Program (LDP) supplied with wines and spirits.

More than 350 domestic and foreign suppliers – from the largest producers to the smallest vineyards and distilleries – ship wine and spirits to the PLCB's distribution centers, one located in Philadelphia and a second in Pittsburgh. From there, products are transported directly to FW&GS stores, LSCs and licensees throughout the commonwealth by fleets of fully equipped, modern trucks.

Managed by third-party logistics contractors, the PLCB's eastern and western distribution facilities provide 857,000 square feet of total warehouse space with the capacity to house more than 2.2 million cases of wine

and spirits in support of its expansive product catalog of regularly listed items and one-time buys.

In fiscal year 2023-24, the PLCB purchased \$1.67 billion of wine and spirits, shipping more than 16.6 million cases – averaging nearly 350,000 cases per week – to 568 FW&GS stores, 13 LSCs, one e-commerce fulfillment center and 830 LDP licensee customers.



# INFORMATION TECHNOLOGY SERVICES

Information Technology Services (ITS) supports and enhances multiple complex computer systems the PLCB relies on, including a large-scale Oracle Enterprise Resource Planning (ERP) system with a point-of-sale system in nearly 600 stores. ITS also warehouses and analyzes data related to financials, inventory, forecasting, replenishment, pricing and product management. Additionally, ITS supports and enhances IT systems, including the Fine Wine & Good Spirits (FW&GS) e-commerce site, mobile apps, human resources platforms, warehouse management systems and a variety of other general-use applications.

## PROJECT NEW HORIZON

Fiscal year 2023-24 marked the implementation of Release 2 of Project New Horizon, the PLCB's multi-year initiative to modernize

its technology and organizational infrastructure.

Project New Horizon, through an entirely new enterprise resource planning (ERP) platform, allows the agency to better manage and support its separate lines of business through integrated, cloud-based systems, as opposed to legacy on-premises retail-only solutions.

At the core of the PLCB's technological transformation and the culmination of more than two years' worth of design, testing and training efforts, Release 2:

- Separated wholesale and retail lines of business so the PLCB can better manage and track the two different sales channels.
- Delivered a new FWGS.com. The improved retail e-commerce platform supplies an elevated user experience through mobile-optimized design, navigation and functionality.
- Introduced a new, mobile-friendly Licensee Online Order Portal (LOOP). Enhanced functionality allows licensees to manage their own customer profiles and payment methods, authorize suppliers to enter Special Orders on their behalf and offers new bar scanning technology to add items to orders.

- Provided a brand-new Associate Portal for FW&GS employees, enabling them to manage and fulfill orders placed for store pickup.
- Incorporated a new Retail Special Order Portal, which automates retail Special Order direct delivery and enables suppliers to view and fulfill Special Orders placed through FWGS.com.
- Introduced beverage alcohol suppliers to the new Oracle Supplier Portal, which replaced the PLCB's on-premises Vendor Collaboration Portal, Vendor Allowance Portal and Special Order portal, offering new functionality related to product entry, forecasts, bailment and product procurement and invoicing.
- Supplied new cost accounting and accounts receivable applications.
- Introduced FW&GS Pickup, a new buy-online-and-pick-up-in-store option for retail customers.



*PLCB team members and vendors work tirelessly throughout implementation of Project New Horizon, Release 2.*

# REGULATORY AFFAIRS

The Office of Regulatory Affairs is responsible for the licensure of the beverage alcohol community, educating the public on the responsible use of alcohol and responding to complaints, concerns and recommendations from licensees and the public.

## Restaurant License Auctions

The PLCB conducted its 12th restaurant license auction in fiscal year 2023-24, resulting in the successful award of 20 licenses.

The auction of expired restaurant licenses, as authorized by Act 39 of 2016, provides opportunities for businesses seeking retail licenses authorizing the sale of alcohol in Pennsylvania for both on-premises consumption and in limited quantities for beer and wine to go.

Each highest responsive bidder for each license has six months to file a license application with the PLCB, and bids are held in escrow by the PLCB pending approval of the license application.

Auction revenue to date from all previous auctions totals \$40.6 million for 332 awarded licenses, while another \$1.4 million remains in escrow, pending license approvals.

## LICENSE AUCTION SUMMARY THROUGH JUNE 30, 2024

	License Bids		Licenses Issued		Bids Refunded		Licenses Pending	
	Potential Revenue	Count	Revenue	Count	Amount	Count	Amount	Count
Auction 12	\$2,117,169	20	\$938,567	8	\$300,000	1	\$878,602	6
Auction 11	\$3,227,588	20	\$2,718,145	16	\$33,331	1	\$476,112	3
Auction 10	\$1,250,761	15	\$1,118,534	12	\$82,227	2	\$50,000	1
Auction 9	\$1,565,149	20	\$1,392,703	18	\$172,446	2	-	0
Auction 8	\$2,095,606	22	\$2,095,606	22	-	0	-	0
Auction 7	\$1,847,869	25	\$1,596,767	23	\$251,102	2	-	0
Auction 6	\$1,892,189	20	\$1,751,838	17	\$140,351	3	-	0
Auction 5	\$2,911,495	25	\$2,561,495	24	\$350,000	1	-	0
Auction 4	\$4,928,130	41	\$4,258,308	34	\$669,822	7	-	0
Auction 3	\$5,991,166	45	\$5,884,542	43	\$106,624	2	-	0
Auction 2	\$5,011,213	42	\$5,011,213	42	-	0	-	0
Auction 1	\$7,792,555	37	\$7,215,055	35	\$577,500	2	-	0
<b>TOTAL</b>	<b>\$40,630,890</b>	<b>332</b>	<b>\$36,542,773</b>	<b>294</b>	<b>\$2,683,403</b>	<b>23</b>	<b>\$1,404,714</b>	<b>10</b>

**TOTAL LICENSE APPLICATIONS  
AND PERMITS RECEIVED AND  
PROCESSED JULY 1, 2023,  
THROUGH JUNE 30, 2024**

Renewals/Validations  
**20,943**

Catering Permits  
**806**

Transfers  
**1,078**

Criminal Record Checks  
**7,903**

Tavern Gaming Licenses  
**40**

New Licenses  
**1,146**

Other Applications  
**8,361**

Brand Registration  
**17,696**

Special Occasion Permits  
**3,382**

AP-SS-EHF Permits\*  
**23,098**

Wine Expanded Permits  
**1,790**

**TOTAL APPLICATIONS**  
**86,243**

\* Amusement Permit-Sunday Sales-Extended Hours Food

**2023 LICENSE COMPLIANCE  
PROGRAM INSPECTIONS**

Licensee Compliance **85**

**INVESTIGATIONS PROCESSED**

TYPE OF INVESTIGATION	2023	2022	2021	2020
New License	314	306	284	234
Renewal	11	34	39	26
Transfer – Place	96	70	90	82
Transfer – Person	600	582	626	478
Double Transfer – Person-Place	328	370	399	322
Correction	33	33	42	33
Extension	772	842	1,584	833
Manager Change	1,714	1,887	1,725	1,331
Reinvestigation	2,295	2,433	2,557	1,647
Officer Change	536	538	552	453
Reissue Safekeeping	570	536	605	477
Special Occasion Permit	0	3	1	0
Limited Winery	21	36	32	40
Non-Compliance	1	1	0	2
Miscellaneous	372	356	391	281
Nuisance Bars	137	164	98	101
Management Company	120	140	89	92
License Conversions (E to R, D to ID, C to CC, etc.)	31	29	28	23
Additional Location (BAL)	141	130	101	167
Brewery Storage	65	72	50	57
<b>TOTAL</b>	<b>8,157</b>	<b>8,562</b>	<b>9,293</b>	<b>6,679</b>

**NUISANCE BARS** — Under the provisions of the Liquor Code, the PLCB maintains a Nuisance Bar Program to review the operational history of licensed establishments. If substantial evidence is received to support non-renewal, a notice of objection is issued.

2023 Nuisance Bars  
**108**

**BOARD CASES** — There are numerous situations that a decision of a case or request may not be handled administratively. Therefore, cases are presented at public meetings for the Board to vote in an open forum.

2023 Board Cases  
**122**

## RETAIL LICENSES IN EFFECT AS OF DECEMBER 31, 2023

County	2020 Population	Area in Square Miles	RETAIL LIQUOR													RETAIL MALT BEVERAGE										NUMBER OF LICENSES	
			Restaurant	Hotel	Club	OWR	Airport Restaurant	GOLF COURSE			Continuing Care Retirement	Economic Dev. R	Performance Arts	Public Venue	Eating Place	Economic Dev. E	Hotel	Club	GOLF COURSE		Total Retail Licenses						
								Municipal	R	C									Municipal	Private Eat.							
STATE TOTAL	13,002,700	44,740	10,040	1,147	2,637	3	41	36	240	27	47	36	82	112	322	2	3	17	2	4	14,798	3.41	0.33				
ADAMS (1)	103,852	519	57	15	15	0	0	0	6	0	0	0	0	1	3	0	0	1	0	0	98	2.83	0.19				
ALLEGHENY (2)	1,250,578	730	1,469	106	261	0	10	3	9	1	4	0	11	20	10	0	0	1	0	0	1,905	4.57	2.61				
ARMSTRONG (3)	65,558	653	63	7	26	0	0	0	4	0	0	0	1	0	1	0	0	0	1	1	103	4.71	0.16				
BEAVER (4)	168,215	435	145	13	61	0	0	0	5	1	0	0	1	0	0	0	0	0	0	0	226	4.03	0.52				
BEDFORD (5)	47,577	1,012	25	7	13	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	48	3.03	0.05				
BERKS (6)	428,849	857	274	44	106	0	1	1	6	1	3	0	3	3	5	0	0	2	0	0	449	3.14	0.52				
BLAIR (7)	122,822	526	102	14	31	0	1	0	3	1	0	0	1	3	6	0	0	0	0	0	162	3.96	0.31				
BRADFORD (8)	59,967	1,147	38	16	20	0	0	0	1	0	0	0	2	0	1	0	0	0	0	0	78	3.90	0.07				
BUCKS (9)	646,538	604	353	56	46	0	0	4	6	1	5	3	4	0	3	0	0	0	0	0	481	2.23	0.80				
BUTLER (10)	193,763	789	108	17	25	0	1	1	6	0	1	1	2	1	2	0	0	0	0	0	165	2.55	0.21				
CAMBRIA (11)	133,472	688	140	14	94	0	0	0	2	0	0	0	1	3	1	0	0	0	0	0	255	5.73	0.37				
CAMERON (12)	4,547	396	7	0	4	0	0	0	0	0	0	0	0	0	1	0	0	0	0	12	7.92	0.03					
CARBON (13)	64,749	381	70	14	30	0	0	0	3	0	0	0	1	0	2	0	0	0	0	120	5.56	0.31					
CENTRE (14)	158,172	1,110	75	23	26	0	0	0	2	0	1	0	1	4	1	0	0	0	0	133	2.52	0.12					
CHESTER (15)	534,413	751	210	35	44	0	1	1	16	5	1	10	3	1	4	0	0	0	1	0	332	1.86	0.44				
CLARION (16)	37,241	601	35	7	11	0	0	0	2	0	0	0	0	0	0	0	0	0	0	55	4.43	0.09					
CLEARFIELD (17)	80,562	1,145	76	9	37	0	0	0	2	0	0	0	0	0	1	0	1	0	0	127	4.73	0.11					
CLINTON (18)	37,450	888	32	6	14	0	0	1	1	0	0	0	1	1	5	0	0	0	0	61	4.89	0.07					
COLUMBIA (19)	64,727	483	52	8	22	0	0	0	3	0	0	0	1	0	0	0	0	0	0	86	3.99	0.18					
CRAWFORD (20)	83,938	1,012	74	5	28	0	0	0	4	0	0	1	0	1	0	0	0	0	0	113	4.04	0.11					
CUMBERLAND (21)	259,469	545	88	22	30	0	0	1	5	0	2	2	2	0	0	1	0	0	0	154	1.78	0.28					
DAUPHIN (22)	286,401	525	217	37	59	0	1	2	5	0	0	0	3	8	7	0	0	0	1	340	3.56	0.65					
DELAWARE (23)	576,830	184	333	25	46	0	3	2	0	2	5	0	3	3	14	0	0	0	0	436	2.27	2.37					
ELK (24)	30,990	827	29	9	23	0	1	1	1	0	0	0	0	0	4	0	0	1	0	69	6.68	0.08					
ERIE (25)	270,876	799	258	17	69	0	1	2	8	0	1	0	2	6	3	0	0	1	0	369	4.09	0.46					
FAYETTE (26)	128,804	790	143	14	65	0	0	0	2	0	0	0	0	1	2	0	0	0	0	227	5.29	0.29					
FOREST (27)	6,973	427	9	2	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	13	5.59	0.03					
FRANKLIN (28)	155,932	772	52	10	22	0	0	0	2	1	0	0	1	0	0	0	0	0	0	88	1.69	0.11					
FULTON (29)	14,556	438	3	3	3	0	0	0	0	0	0	0	0	0	2	0	0	0	1	12	2.47	0.03					





# WHOLESALE LICENSES IN EFFECT AS OF DECEMBER 31, 2023

County	2020 Population	Area in Square Miles	WHOLESALE LICENSES		Total Wholesale Licenses	NUMBER OF LICENSES	
			Distributor	Importing Distributor		Per 30,000 Population	Per Square Mile
STATE TOTAL	13,002,700	44,740	1,075	141	1,216	2.81	0.03
ADAMS (1)	103,852	519	6	0	6	1.73	0.01
ALLEGHENY (2)	1,250,578	730	127	13	140	3.36	0.19
ARMSTRONG (3)	65,558	653	7	1	8	3.66	0.01
BEAVER (4)	168,215	435	18	0	18	3.21	0.04
BEDFORD (5)	47,577	1,012	5	0	5	3.15	0.00
BERKS (6)	428,849	857	34	5	39	2.73	0.05
BLAIR (7)	122,822	526	12	3	15	3.66	0.03
BRADFORD (8)	59,967	1,147	4	2	6	3.00	0.01
BUCKS (9)	646,538	604	29	1	30	1.39	0.05
BUTLER (10)	193,763	789	22	1	23	3.56	0.03
CAMBRIA (11)	133,472	688	21	6	27	6.07	0.04
CAMERON (12)	4,547	396	1	0	1	6.60	0.00
CARBON (13)	64,749	381	10	2	12	5.56	0.03
CENTRE (14)	158,172	1,110	4	3	7	1.33	0.01
CHESTER (15)	534,413	751	21	1	22	1.23	0.03
CLARION (16)	37,241	601	4	1	5	4.03	0.01
CLEARFIELD (17)	80,562	1,145	11	2	13	4.84	0.01
CLINTON (18)	37,450	888	4	1	5	4.01	0.01
COLUMBIA (19)	64,727	483	7	2	9	4.17	0.02
CRAWFORD (20)	83,938	1,012	13	2	15	5.36	0.01
CUMBERLAND (21)	259,469	545	10	3	13	1.50	0.02
DAUPHIN (22)	286,401	525	16	6	22	2.30	0.04
DELAWARE (23)	576,830	184	52	1	53	2.76	0.29
ELK (24)	30,990	827	4	2	6	5.81	0.01
ERIE (25)	270,876	799	36	4	40	4.43	0.05
FAYETTE (26)	128,804	790	17	2	19	4.43	0.02
FOREST (27)	6,973	427	3	1	4	17.21	0.01
FRANKLIN (28)	155,932	772	7	1	8	1.54	0.01
FULTON (29)	14,556	438	2	1	3	6.18	0.01
GREENE (30)	35,954	576	5	0	5	4.17	0.01

HUNTINGDON (31)	44,092	875	4	3	7	4.76	0.01
INDIANA (32)	83,246	827	5	2	7	2.52	0.01
JEFFERSON (33)	44,492	652	6	1	7	4.72	0.01
JUNIATA (34)	23,509	391	5	0	5	6.38	0.01
LACKAWANNA (35)	215,896	459	21	6	27	3.75	0.06
LANCASTER (36)	552,984	944	29	5	34	1.84	0.04
LAWRENCE (37)	86,070	358	7	1	8	2.79	0.02
LEBANON (38)	143,257	362	11	1	12	2.51	0.03
LEHIGH (39)	374,557	345	29	7	36	2.88	0.10
LUZERNE (40)	325,594	890	33	4	37	3.41	0.04
LYCOMING (41)	114,188	1,229	12	1	13	3.42	0.01
MCKEAN (42)	40,432	979	6	2	8	5.94	0.01
MERCER (43)	110,652	673	13	1	14	3.80	0.02
MIFFLIN (44)	46,143	411	3	2	5	3.25	0.01
MONROE (45)	168,327	608	7	1	8	1.43	0.01
MONTGOMERY (46)	856,553	483	53	2	55	1.93	0.11
MONTOUR (47)	18,136	130	5	0	5	8.27	0.04
NORTHAMPTON (48)	312,951	370	24	2	26	2.49	0.07
NORTHUMBERLAND (49)	91,647	458	11	2	13	4.26	0.03
PERRY (50)	45,842	551	5	0	5	3.27	0.01
PHILADELPHIA (51)	1,603,797	134	106	12	118	2.21	0.88
PIKE (52)	58,535	545	3	0	3	1.54	0.01
POTTER (53)	16,396	1,081	5	0	5	9.15	0.00
SCHULYKILL (54)	143,049	779	27	2	29	6.08	0.04
SNYDER (55)	39,736	329	4	0	4	3.02	0.01
SOMERSET (56)	74,129	1,074	7	1	8	3.24	0.01
SULLIVAN (57)	5,840	450	3	0	3	15.41	0.01
SUSQUEHANNA (58)	38,434	823	5	0	5	3.90	0.01
TIOGA (59)	41,045	1,134	2	2	4	2.92	0.00
UNION (60)	42,681	316	5	0	5	3.51	0.02
VENANGO (61)	50,454	674	3	2	5	2.97	0.01
WARREN (62)	38,587	884	5	0	5	3.89	0.01
WASHINGTON (63)	209,349	857	20	2	22	3.15	0.03
WAYNE (64)	51,155	726	5	1	6	3.52	0.01
WESTMORELAND (65)	354,663	1,028	44	5	49	4.14	0.05
WYOMING (66)	26,069	397	4	0	4	4.60	0.01
YORK (67)	456,438	904	26	4	30	1.97	0.03

## Education & Grants Management Division

In fiscal year 2023-24, the Education & Grants Management Division reached citizens in nearly every Pennsylvania county.

The Bureau of Alcohol Education:

- Attended 67 in-person and virtually-led trainings, conferences and webinars.
- Distributed more than 148,000 educational materials.
- Participated in National Night Out celebrations in 10 communities.
- Hosted its 26th annual conference in Harrisburg, PA, informing over 100 attendees on strategies and best practices relevant to the prevention of underage and dangerous drinking in communities, schools and on campuses.

The Bureau of Alcohol Education's Facebook page also shares statistics and prevention information regarding underage and dangerous drinking, features community events the bureau participates in and highlights grantee activities.

## KNOW WHEN. KNOW HOW.<sup>SM</sup>

*Know When. Know How.*<sup>SM</sup>, the PLCB's statewide education campaign to prevent underage drinking, encourages Pennsylvania parents of children ages 8 through 12 to engage in early conversations about the dangers of

alcohol with their kids before the trial or use of alcohol begins.

By providing helpful tools, tips and

resources, KnowWhenKnowHow.org – the campaign's website – educates parents of elementary- to middle-school-aged kids on the facts surrounding underage drinking and supplies them with the confidence needed to initiate meaningful discussions about alcohol with their kids from an early age.

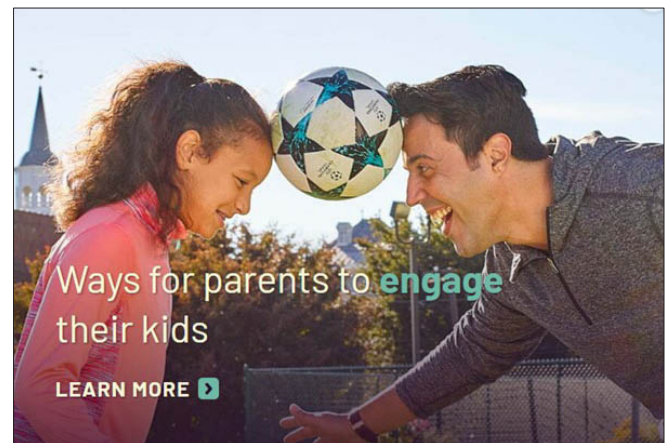


TALK WITH YOUR KIDS  
ABOUT ALCOHOL



With an emphasis on ongoing, age-appropriate conversations that mature with their children over time – as opposed to a single intimidating “talk” – KnowWhenKnowHow.org offers conversation starters and video tips as a guide for parents. The website also features an informational campaign video for use by parents and educators, as well as a dedicated resource section for community partners in prevention to help promote the campaign.

Since its launch in 2018, the advertising campaign has totaled just over 330 million digital impressions, resulting in more than 407,917 link clicks and 313,605 Pennsylvania-based visitors to the *Know When. Know How.* website. The campaign has also won 43 national and international awards.



## GRANTS

Alcohol Education grants for reducing underage and dangerous drinking are awarded on a two-year cycle. The amount awarded for the second year of funding in the 2022-24 grant cycle was \$1,666,688, which went to 97 grantees.

Of the grants that were awarded:

- Twenty-nine were used to fund community law-enforcement efforts for targeted underage patrols, community outreach and equipment and educational programming, including training on Pennsylvania's liquor laws and effective enforcement.
- Twenty-eight grants were awarded to support community and nonprofit organizations through funding of initiatives including MADD's Power of Parents® and Parents Who Host Lose the Most®.

Project Northland, public service announcements and related enforcement efforts.

- Four went to primary and secondary schools to fund programs aimed at educating students on the dangers of underage drinking and encouraging positive decision-making skills through the employment of guest speakers and impaired driving simulation activities, and through targeted social norms media campaigns.
- Thirty-four college and university grants were used to help schools develop strategies to reduce underage and dangerous alcohol use through survey and assessments, enforcement efforts, attendance at alcohol education conferences, training for resident assistants, peer education programs and evidence-informed programs like EVERFI Alcohol Edu® and SafeColleges.

- One went to a for-profit organization to fund a public service announcement contest featuring local middle- and high-school students that aired on radio and social media, as well as a mock car crash as an educational and prevention tool for students.
- One went to a post-secondary education center to fund programs for students to include a virtual driving simulation, alcohol-related DVDs and prevention-focused curriculums.

At the completion of the second year of funding, grantees made a total of 18,526,815 contacts with the public.

## Responsible Alcohol Management Program



### RESPONSIBLE ALCOHOL MANAGEMENT PROGRAM

The PLCB's Responsible Alcohol Management Program (RAMP) was established as a voluntary program in 2001 to provide licensees with the tools they need to serve alcohol responsibly. In 2006, Act 26 mandated RAMP certification for licensees found guilty of sales to minors or visibly intoxicated persons (VIPs). RAMP may also be required as part of a conditional licensing agreement. Additionally, wine expanded permit holders must comply with all aspects of RAMP.

The following five steps must be completed for certification of the premises to be granted:

### SOME OF THE WAYS PEOPLE WERE REACHED

1,701

*Police & Campus Patrols*

1,141

*Grantees Attended Conferences and Training*

110,938

*Printed Materials*

541

*Peer Educators*

3,324

*Online Assessments Completed*

**Owner/Manager Training** – This training is offered free to license owners and PLCB-approved managers and covers topics such as liability, how to develop and implement house policies, responsibilities of licensees and information covered in server/seller training. *This training is required for newly approved managers of certain license types. Effective Aug. 28, 2021, mandatory classroom training for first-time Owner/Manager Training enrollees is required as a condition of eligibility to satisfy mandatory training requirements and to apply for RAMP certification.*

**Server/Seller Training** – At least 50% of the licensee's alcohol service

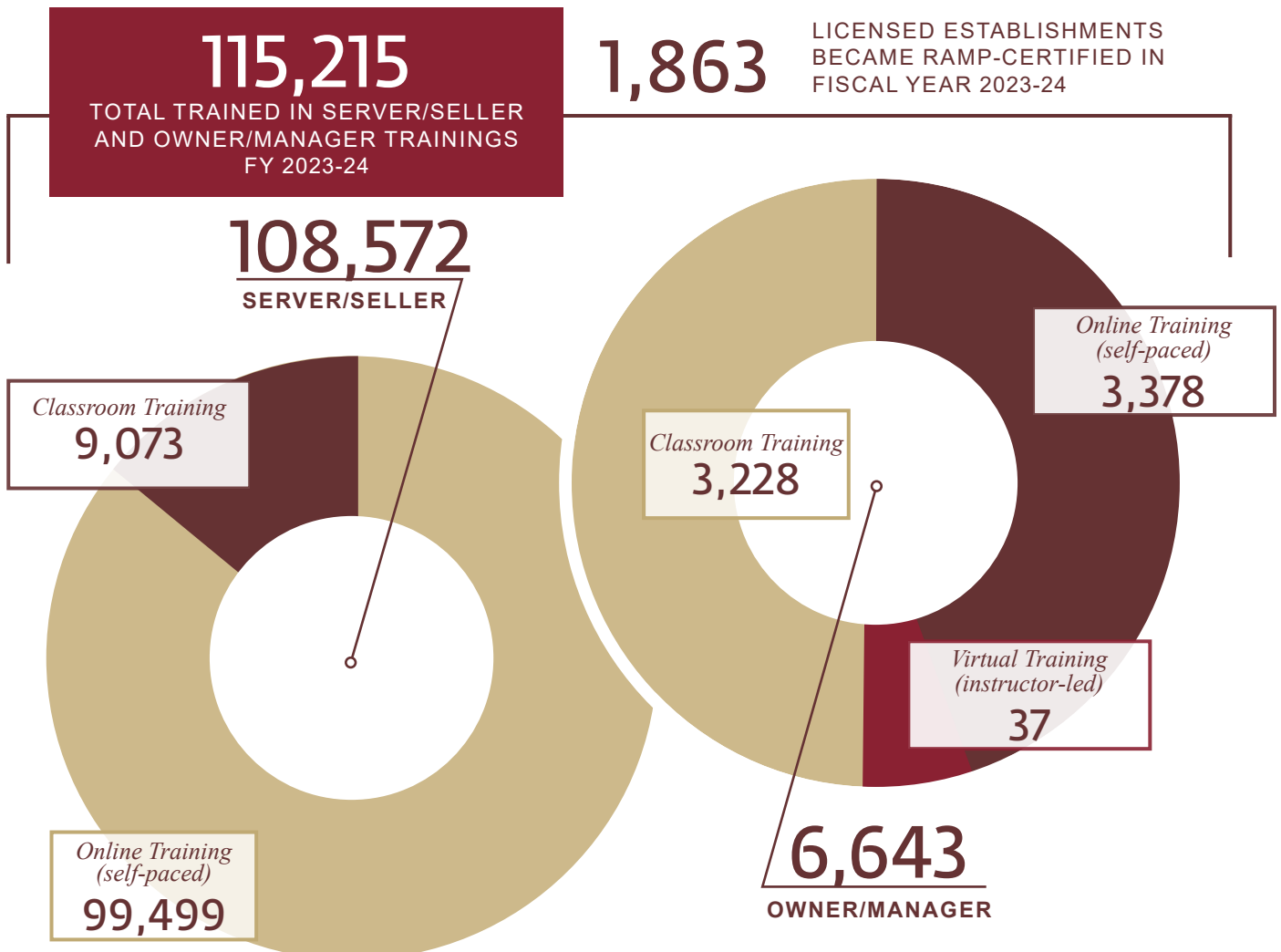
staff must be trained as part of certification. This includes anyone who serves alcohol and/or checks IDs. Training includes tips on carding and spotting fake IDs, how to spot and deal with VIPs and how to slow down or stop service. *This training is required within six months of hire for anyone hired on or after Aug. 8, 2016, who serves or sells alcoholic beverages and/or checks IDs, unless the person successfully completed the training within the previous two years.*

**New Employee Orientation** – An owner or manager is responsible for reviewing the new employee orientation checklist, supplied by the PLCB, with every new employee. The list includes legal information about

the penalties for serving minors and VIPs, acceptable forms of ID, carding practices and preventing criminal activity on the premises.

**Signage** – Posters or signs about acceptable forms of ID and the refusal of alcohol service to minors and VIPs must be displayed at the licensed establishment.

**Request for RAMP Certification** – Upon completion of the previous requirements, the licensee must submit an application request for certification in PLCB+. If all requirements are met, the licensee will receive certification valid for two years.





# PENNSYLVANIA PRODUCERS

Pennsylvania has a long-standing history of producing beverage alcohol, with more than 1,300 locations statewide – wineries and limited wineries, breweries and brew pubs, distilleries and limited distilleries – with producer licenses.

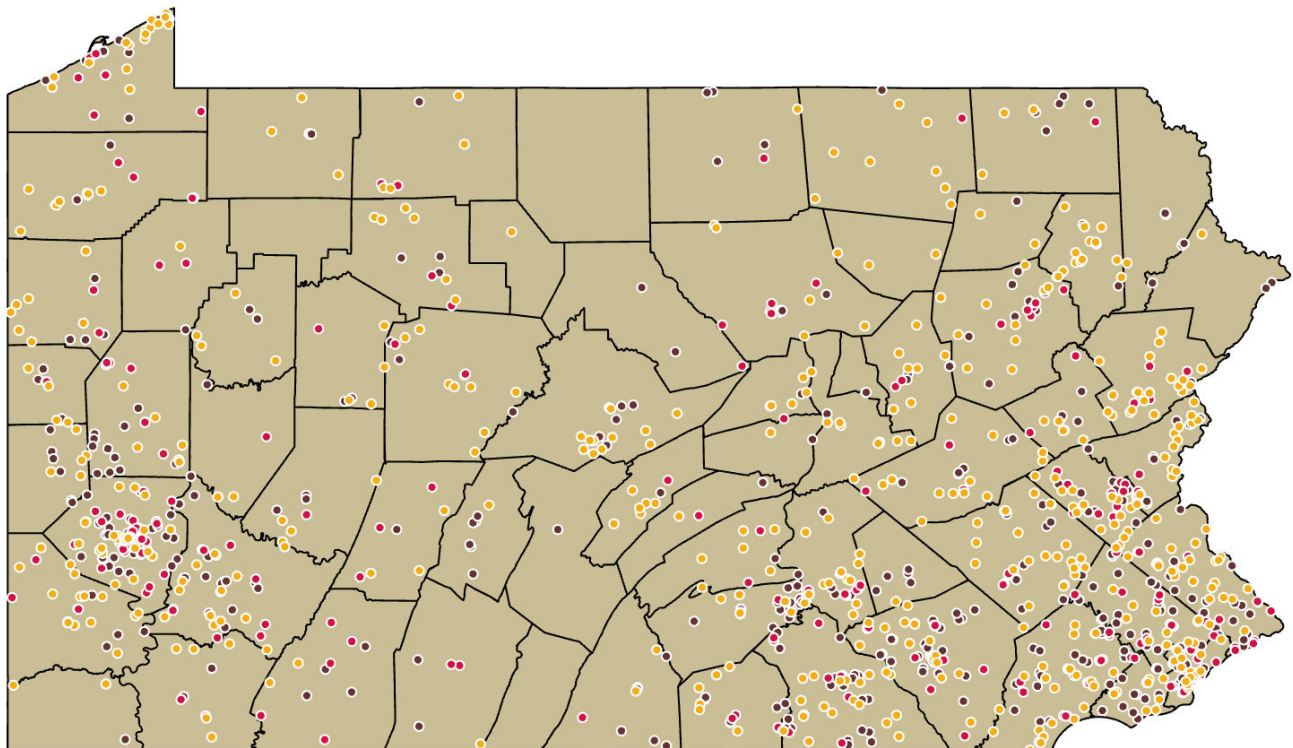
The PLCB approves up to \$1 million in grants annually for projects that support the Pennsylvania wine industry and increase production of Pennsylvania-made wines, and another \$1 million in grants for the development and promotion of the Pennsylvania beer industry.

Each year, the Pennsylvania Wine Marketing and Research Board and the Pennsylvania Malt and Brewed Beverages Industry Promotion Board present grant

proposals that focus on research, marketing and education initiatives to the PLCB. In fiscal year 2023-24, \$999,444 was awarded to eight projects to support the Pennsylvania wine industry, and \$1,178,771 was authorized for 14 projects supporting Pennsylvania-made malt and brewed beverages.

From 2017 through fiscal year 2023-24, the PLCB has awarded nearly \$8 million in wine grants and more than \$6.7 million in beer grants.

## PENNSYLVANIA PRODUCERS HAVING VALID LICENSES AS OF JUNE 30, 2024



● Breweries/Brew Pubs — 632    ● Wineries/Limited Wineries — 480    ● Distilleries/Limited Distilleries — 248

## 2023-24 Wine Grant Recipients – \$999,444

### **Regional Marketing Strategy for Pennsylvania Wines, \$544,489**

*Pennsylvania Winery Association*

The Pennsylvania Winery Association will promote and market to wine enthusiasts through various marketing strategies to create positive impressions and educate consumers about the diversity of the Pennsylvania wine industry.

### **Evaluating Bird Deterrent Measures in a Vineyard Setting, \$86,321**

*The Pennsylvania State University*

Bird depredation of grapes is a widespread and recurrent problem in vineyards across Pennsylvania and can lead to significant crop losses. This project will optimize the use of an alternative bird deterrent product by assessing its efficacy in protecting grapes from bird damage and understanding if and how its applications affect grape and wine chemistry.

### **Sensory Analysis of Exogenous Acetaldehyde Mediated Tannin Elongation in Red Wine, \$77,932**

*The Pennsylvania State University*

During wine aging, the mouthfeel softens and changes due in part to reactions with acetaldehyde. This work will build on previous success directly enhancing this process and evaluate the sensory impacts of acetaldehyde mediated accelerated aging.

### **Evaluation of Grapevine Nutrient Levels and Development of Grapevine Nutrient Sufficiency Ranges in Pennsylvania, \$77,849**

*The Pennsylvania State University*

This project will develop a better understanding of grapevine nutrient concentration ranges in leaf blades and petioles across Pennsylvania vineyards.

### **Investigating Novel Approaches for Remediating Hydrogen Sulfide Formation in Pennsylvania Wines, \$69,558**

*The Pennsylvania State University*

Hydrogen sulfide is a common technical fault that imparts a rotten egg character to wines and is exceedingly difficult to fully remove. This project will explore how a simple, inexpensive, food-grade additive prepared from grape leaves can be used to remediate hydrogen sulfide issues in Pennsylvania wines.

### **Understanding Vine Deacclimation to Mitigate Spring Frost Damage Across Pennsylvania, \$60,246**

*The Pennsylvania State University*

Frost damage is a recurrent economic issue limiting the amount of grapes produced in the eastern United States. This project will help growers predict loss of cold hardiness and the timing of budbreak for grape cultivars widely grown across Pennsylvania and provide them with tools to reduce the risk of spring frost damage.

### **Testing the Effect of Trichoderma to Control Powdery Mildew and Promote Vine Health in Pennsylvania Wine Grapes, \$55,069**

*The Pennsylvania State University*

Mildew pathogens cause severe damage on wine grapes in Pennsylvania. This research will explore how biopesticides in combination with fungicides can suppress disease in susceptible varieties.

### **Increasing Purchases of Pennsylvania Wine – A Mixed Methods Investigation and Experiment of the Millennial and Generation Z Consumer, \$27,980**

*East Stroudsburg University*

A research team at East Stroudsburg University will investigate Millennial and Generation Z wine drinkers to understand how Pennsylvania wineries can attract and retain these customers.

## 2023-24 Beer Grant Recipients — \$1,178,771

### **Cheers PA, Season 2, \$459,450**

*PA Media Group*

Penn Studios at PA Media Group will produce a second season of award-winning content for the Cheers PA brand, as well as produce individualized commercials for 150 Pennsylvania craft breweries. This content will include Cheers PA Beer Tours, a web-series showcasing breweries, malters and nearby tourism stops across the commonwealth and Cheers PA Beer Talks, a podcast interviewing industry leaders and innovators.

### **Developing Low-Alcohol Beers with Non-Saccharomyces Yeast and High-Glucose Worts, \$85,543**

*The Pennsylvania State University*

The Pennsylvania State University will explore the use of alterations to mashing procedures to produce worts that have glucose as the dominant sugar, rather than maltose, to allow for fermentation of the worts with non-maltose utilizing yeast that produce low-alcohol beers.

## 2023-24 Beer Grant Recipients *(Continued)*

### **Barrel & Flow 2024, \$80,000**

*Drinking Partners, LLC*

This project will build sustainable, mutually beneficial partnerships and events among Pennsylvania-based beer, wine and cider makers and Black artists, performers and small business owners that promote, highlight and support Black talent and entrepreneurs.

### **Visit Bucks County Ale Trail Marketing, \$75,000**

*Bucks County Conference & Visitor Bureau*

Bucks County's officially designated tourism marketing agency will create new and enhanced marketing for the 26 breweries on the Bucks County Ale Trail in 2024. New content and increased advertising, including digital billboards and digital promotions, will drive traffic and increase sales by offering new and additional reasons to visit Bucks County breweries.

### **Generation of Desirable Polyfunctional Thiols in Hop-Forward Pennsylvania Beers with Exogenous Six Carbon Alkenes, \$69,918**

*The Pennsylvania State University*

Polyfunctional thiols are highly desirable aroma compounds that are important to the flavor quality of many modern styles of beer, and hops – the most expensive ingredient in brewing – are almost exclusively the sole source of these compounds. This project will explore novel ways for generating desirable polyfunctional thiols in beer without the traditional use of hops.

### **Boosting Beer Flavor Through Yeast**

#### **Biotransformation of Hop Aroma Precursors, \$67,551**

*The Pennsylvania State University*

Hops, a key brewing ingredient, contain polyfunctional thiols – extremely potent aroma active compounds – that are highly desirable because they contribute pleasant flavors to beer. This project will explore how yeast can be used during dry hopping as a strategy for increasing the concentrations of desirable polyfunctional thiols in beer.

### **Beer Analysis Lab, \$65,349**

*Point Park University*

Point Park University will expand the measurement capabilities of its beer analysis lab service through the addition of industry-standard instrumentation in areas including dissolved gas detection and percent alcohol by volume. This change will enhance beer-spoilage detection capabilities and provide area craft brewers easy and cost-effective access to third-party testing to ensure product quality and labeling accuracy without large investments in equipment and space, while simultaneously providing opportunities for undergraduate students to gain a meaningful laboratory experience.

### **Montco Makers Passport, \$60,000**

*Valley Forge Tourism & Convention Board*

The Valley Forge Tourism & Convention Board will launch a year-long, multimedia campaign to drive visits to Montgomery County breweries. Usage of the Montco Makers Passport will grow and promote the malt and brewed beverage industry in Montgomery County and integrate brewers into the larger tourism economy.

### **The Pennsylvania Greater Alleghenies Ridge and Valley Fermentation Trails, \$52,500**

*Altoona Blair County Development Corporation*

The Pennsylvania Greater Alleghenies Ridge and Valley Fermentation Trails will promote the breweries, wineries and distilleries of Armstrong, Bedford, Blair, Cambria, Fulton, Huntingdon, Indiana, Juniata and Mifflin counties to increase tourism, vibrancy and revenue.

### **Pittsburgh Brewery Guide, \$49,500**

*Pittsburgh Brewers Guild*

This project will allow for the creation of an interactive digital version of the popular print Pittsburgh Brewery Guide – which rewards beer lovers for visiting Allegheny County – as well as training programs for Pittsburgh Brewers Guild members and support for traveling beer markets featuring local breweries.

### **Brew Barons Beer Trail Marketing, \$45,000**

*Visit Hershey & Harrisburg*

Visit Hershey & Harrisburg will introduce the Brew Barons Beer Trail and free mobile passport to a broader regional audience by expanding its digital, social and search marketing campaign into Philadelphia, Baltimore and Washington, D.C. With more than 30 craft breweries within 20 minutes of Hershey and Harrisburg, the Hershey/Harrisburg region is positioned to be recognized as a premier craft beer tour and tasting destination.

### **Alcoholic Beverage Analysis Lab, \$31,460**

*Saint Francis University*

With the purchase of a 15-gallon pilot brewing system, a 15-gallon fermenter and a UV-Vis spectrophotometer, Saint Francis University will train students and serve the local brewing community with equipment and expertise.

### **Establishing a Set of Online Brewing Certificates, \$27,500**

*Saint Francis University*

Saint Francis University will launch an online brewing micro-credential and start an online certificate program to train entry-level brewhouse workers.

### **Lancaster County Ale Trail and Passport, \$10,000**

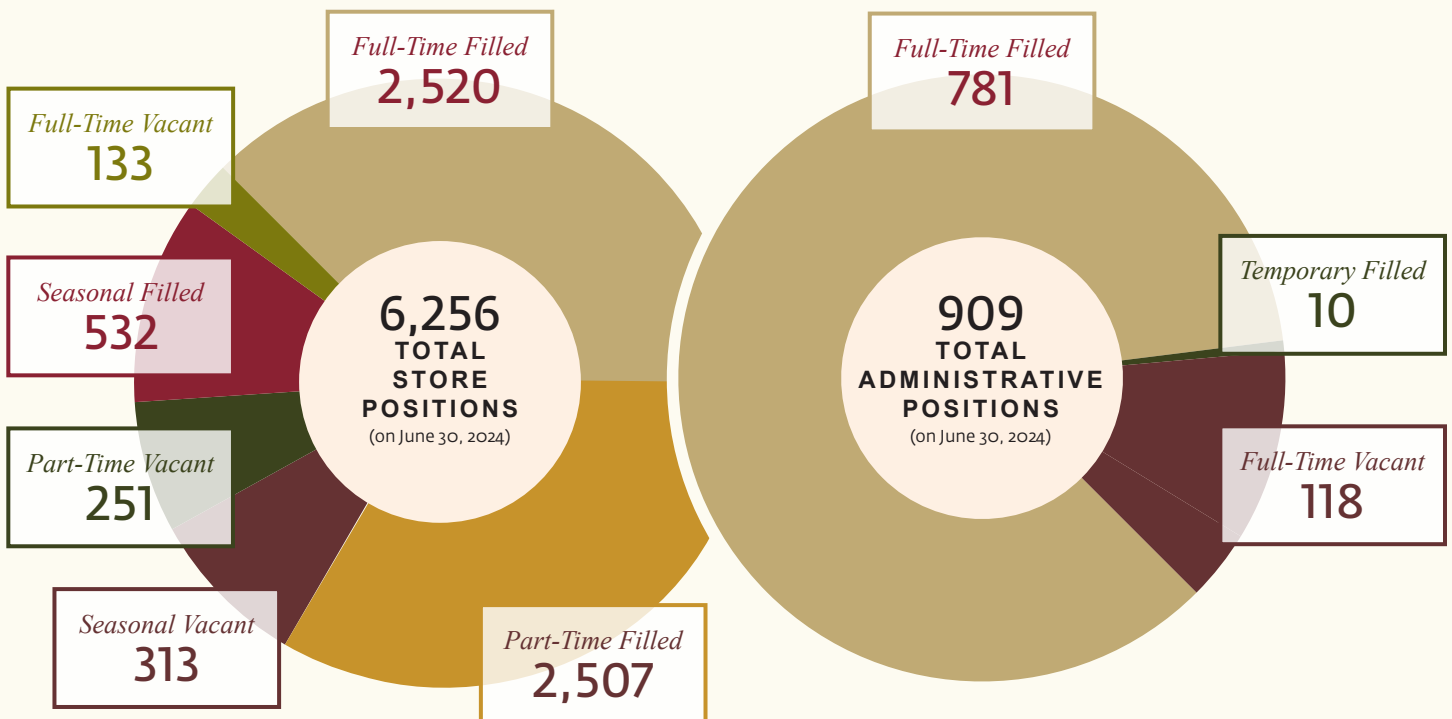
*Lancaster County Brewers Guild*

Through direct marketing of its ale trail and expanded social media advertising and website development, the Lancaster County Brewers Guild aims to increase revenue for its members in 2024 and establish a network of brewers and industry peers.

# ADMINISTRATION

The Office of Administration provides a broad range of services in support of the PLCB's mission. Responsibilities include the implementation of Board policies, procedures and regulations pertaining to labor relations, performance management, employee benefits and safety, staff training, telecommunications, fleet vehicle management and maintenance services.

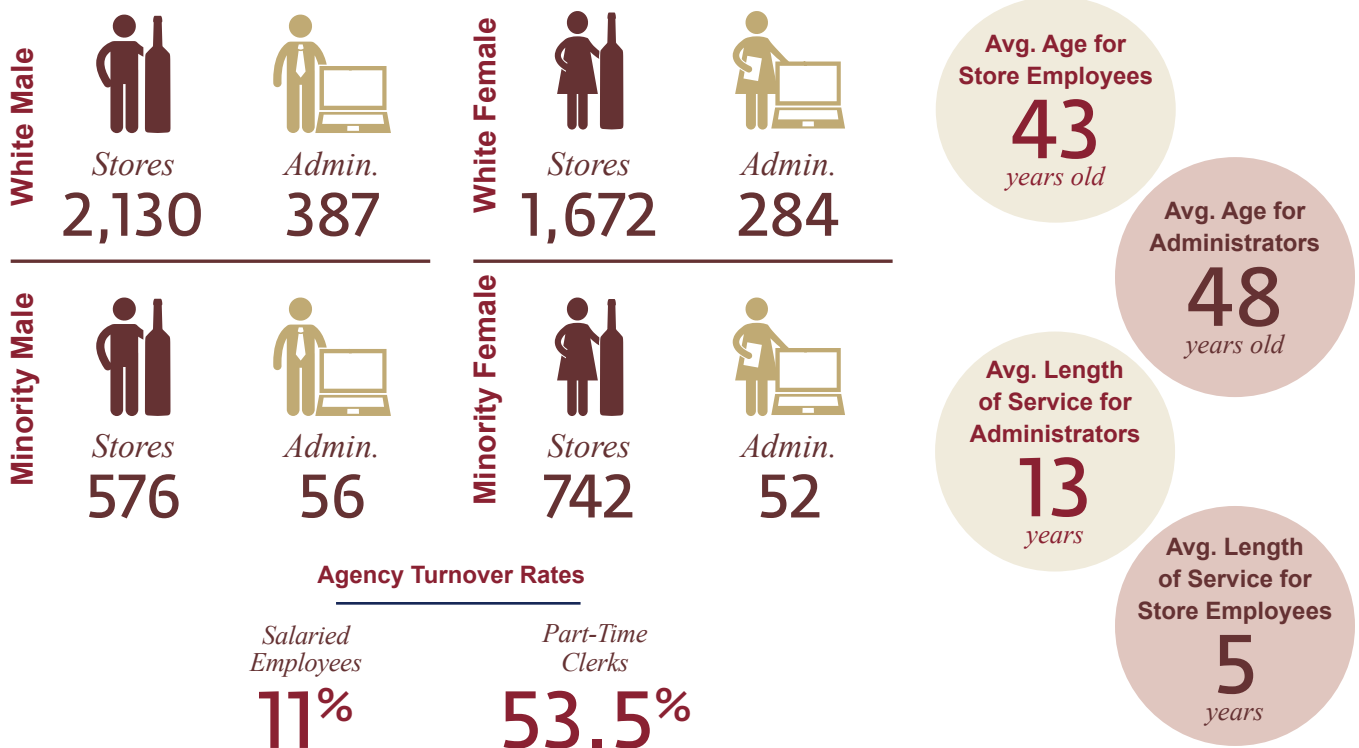
## EMPLOYMENT DEMOGRAPHICS



### EMPLOYMENT ACTIONS FY 2023-24



### EMPLOYMENT STATISTICS FY 2023-24





# FINANCIAL AUDIT

Commonwealth of Pennsylvania  
Harrisburg, Pennsylvania

## Liquor Control Board State Stores Fund - Liquor License Fund Audit Report

For the Years Ended June 30, 2024 and June 30, 2023

December 2024



Commonwealth of Pennsylvania  
Department of the Auditor General

Timothy L. DeFoor • Auditor General

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**Background**

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**Introduction**

The Pennsylvania Liquor Control Board (PLCB) is an entity of the Commonwealth of Pennsylvania (Commonwealth) authorized by law to regulate the sale and distribution of alcoholic beverages in the Commonwealth.

The mission of the PLCB is to responsibly sell wine and spirits as a retailer and wholesaler, regulate Pennsylvania’s alcohol industry, promote alcohol education and social responsibility, and maximize financial returns for the benefit of all Pennsylvanians.

**History and Agency Overview**

With the end of Prohibition in 1933, various laws regarding alcohol regulation were passed by the Pennsylvania General Assembly, including the Liquor Control Act and the Beverage License Law, which created the PLCB. The statutory authority for the PLCB is Act 21 of 1951, P.L. 90, as reenacted by Act 14 of 1987, P.L. 32.

Act 39 of 2016 liquor reforms changed more than 35 sections of the Liquor Code and added several new sections – the most sweeping changes to liquor laws in Pennsylvania since the end of Prohibition in 1933. Act 39 reforms allowed for the sale of wine to go by restaurant license holders, including grocery and convenience stores; eliminated proportional pricing according to a standard markup formula and authorized flexible pricing; sanctioned a customer relationship management program; eliminated restrictions on Sunday hours for Fine Wine & Good Spirits (FW&GS) stores; enabled the PLCB to auction expired restaurant licenses; authorized Pennsylvania Lottery sales in FW&GS stores; and expanded direct wine and beer shipment options for Pennsylvania residents. It also established grant programs for developing and promoting Pennsylvania’s wine and beer industries.

The PLCB is an independent administrative board governed by a board whose three members are appointed to staggered four-year terms by the Governor and confirmed by two-thirds of the state Senate.

The PLCB regulates the manufacture, importation, sale, distribution, and disposition of liquor, alcohol, and malt or brewed beverages in the Commonwealth. Key functions of the PLCB include:

- The operation of approximately 575 FW&GS stores, 13 licensee service centers, an e-commerce fulfillment center, and two distribution centers, which deliver wine and spirits to both FW&GS stores and nearly 950 licensees.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Background (continued)**

- Licensure and regulation of about 16,000 retail and wholesale licensees and 1,300 wineries, breweries, and distilleries in the Commonwealth, which requires annual processing of more than 86,000 applications for various license and permit authorities.
- Wholesale sales and distribution of wine and spirits to licensees for resale at retail, including distribution of wine to almost 1,800 licensees authorized to sell wine to go.
- Public education efforts regarding alcohol focusing on three key pillars: delivering no-use and zero-tolerance messages to those under the age of 21, encouraging responsible consumption for those over 21, and promoting responsible alcohol service and practices among licensees.

While enforcement of the Liquor Code is not the PLCB's responsibility, the PLCB funds the operations of the Pennsylvania State Police, Bureau of Liquor Control Enforcement, which is responsible for enforcing liquor laws and regulations throughout the Commonwealth.

The PLCB is primarily responsible for the accounting and reporting of the Liquor License Fund and the State Stores Fund. The Liquor License Fund is a special revenue fund that serves as a pass-through account for fees for hotel, restaurant, and club liquor and beer licenses. These fees are returned semi-annually to the municipalities in which the licenses are located, while interest earned on fund deposits is credited to the Commonwealth's General Fund.

The State Stores Fund is an enterprise fund that serves as the general operating fund for the PLCB. This fund receives revenues from the sale of wine and spirits, primarily through FW&GS stores and sales to licensees, as well as various other operating revenues including fees not credited to the Liquor License Fund. The State Stores Fund also covers the costs and expenses associated with operation and administration of all PLCB functions.

The 18% liquor tax and 6% state sales tax collected by the PLCB are transferred monthly to the General Fund. Local sales taxes collected are remitted timely and in full to Philadelphia and Allegheny counties.

The PLCB achieved gross annual sales of \$3.2 billion in fiscal year 2023-24, an increase of 0.9% over the previous fiscal year. As a result, PLCB operations generated \$448.8 million in liquor tax, \$177.4 million in state sales tax, and provided for additional transfers to the General Fund totaling \$185.1 million for the year. The PLCB also returned \$11.9 million in local sales taxes to Philadelphia and Allegheny counties. Additionally, the PLCB provided \$33 million to fund liquor control enforcement efforts, obligated \$4.8 million to support the Pennsylvania Department of Drug and Alcohol Programs, awarded \$2 million in grants supporting Pennsylvania's wine and beer industries, awarded alcohol education grants of \$1 million, and collected \$4.4 million in liquor license fees for return to local municipalities.

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**Background (continued)**

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**Key Facts**

- State and local sales taxes applicable to PLCB sales are collected by the PLCB and fully remitted to the General Fund.
- The state liquor tax of 18% is included in the retail price of each item, excluding accessory items and non-alcoholic consumables, and is remitted by the PLCB to the General Fund.
- All revenues remaining after the payment of PLCB operating expenses and after the required appropriations are made to other entities and Commonwealth agencies are made available to be transferred to the General Fund.





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TIMOTHY L. DEFOOR  
 AUDITOR GENERAL

## **Independent Auditor's Report**

The Honorable Joshua D. Shapiro  
 Governor  
 Commonwealth of Pennsylvania  
 Harrisburg, PA 17120

The Honorable Darrell Clarke  
 Chairman  
 Pennsylvania Liquor Control Board  
 Harrisburg, PA 17124

### **Report on the Audit of the Financial Statements**

#### ***Opinion***

We have audited the accompanying financial statements of the Pennsylvania Liquor Control Board (PLCB) – State Stores Fund, which comprise the Statements of Net Position as of June 30, 2024 and 2023, and the related Statements of Revenues, Expenses, and Changes in Net Position, and Statements of Cash Flows for the years then ended, and the related notes to the financial statements; and the PLCB – Liquor License Fund, which comprise the Balance Sheets as of June 30, 2024 and 2023, and the related Statements of Revenues, Expenditures, and Changes in Fund Balance for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the PLCB – State Stores Fund and Liquor License Fund as of June 30, 2024 and 2023, and the results of the State Stores Fund's operations and its cash flows for the fiscal years then ended, and the Liquor License Fund's revenue and expenditure activity for the fiscal years then ended in accordance with accounting principles generally accepted in the United States of America.

#### ***Basis for Opinion***

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the

Financial Statements section of our report. We are required to be independent of the PLCB and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Emphasis of Matters***

As discussed in Note A, the financial statements present only the PLCB and do not purport to, and do not, present fairly the financial position of the Commonwealth of Pennsylvania as of June 30, 2024 and 2023, and the changes in its financial position and cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

### ***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### ***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the PLCB's internal control. Accordingly, no such opinion is expressed.

- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

### ***Required Supplementary Information***

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis on pages 8-12; and the schedules of pension amounts – PLCB's schedule of contributions and PLCB's schedule of proportionate share of the net pension liability, and schedules of postemployment benefits other than pensions (OPEB) amounts – PLCB's schedule of contributions and PLCB's schedule of allocated share of the net OPEB liability on pages 41-44 be presented to supplement the financial statements. Such information is the responsibility of management and, although not a part of the financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the financial statements, and other knowledge we obtained during our audit of the financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

### ***Other Information***

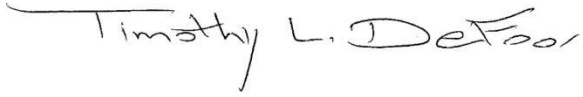
Management is responsible for the other information included in the report. The other information comprises the Background section but does not include the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information, and we do not express an opinion or any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and consider whether a material inconsistency exists between the other information and the financial statements, or the other information otherwise appears to be materially misstated. If, based on the work performed, we conclude that an uncorrected material misstatement of the other information exists, we are required to describe it in our report.

### ***Other Reporting Required by Government Auditing Standards***

In accordance with *Government Auditing Standards*, we have also issued separately, our report dated December 12, 2024, on our consideration of PLCB's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant

agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the PLCB's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering PLCB's internal control over financial reporting and compliance.



Timothy L. DeFoor  
Auditor General  
December 12, 2024

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Management's Discussion and Analysis**

**Management's Responsibility for the Financial Statements**

PLCB management is primarily responsible for the preparation, integrity, and fair presentation of the agency's financial statements. The accompanying financial statements have been prepared in accordance with accounting principles generally accepted in the U.S. and, as such, include amounts based on estimates and judgments by management. The PLCB maintains a system of internal controls designed to provide reasonable assurance that its financial statements are free from material misstatement due to fraud or error.

**Discussion of Basic Financial Statements**

The accounts of the State Stores Fund and the Liquor License Fund are reported using the accrual basis of accounting and the modified accrual basis of accounting, respectively, and both are on a fiscal year basis, comprised of 12 calendar months.

The basic financial statements included in this audit report are the State Stores Fund Comparative Statements of Net Position as of June 30, 2024 and 2023; State Stores Fund Comparative Statements of Revenues, Expenses, and Changes in Net Position for the fiscal years ended June 30, 2024 and 2023; State Stores Fund Comparative Statements of Cash Flows for the fiscal years ended June 30, 2024 and 2023; the Liquor License Fund Balance Sheets as of June 30, 2024 and 2023; and the Liquor License Fund Statements of Revenues, Expenditures, and Changes in Fund Balance for the fiscal years ended June 30, 2024 and 2023.

The State Stores Fund Comparative Statements of Net Position provide information about assets and liabilities and reflect the net financial position of the State Stores Fund at the end of each fiscal year. The Comparative Statements of Revenues, Expenses, and Changes in Net Position report the operating revenue activity, expenses related to such activity, and operating transfers out for each fiscal year. The Comparative Statements of Cash Flows outline the cash inflows and outflows relating to the operations for each fiscal year. The Liquor License Fund Balance Sheets provide information about assets and liabilities that reflect the position of the Liquor License Fund at the end of each fiscal year. The Liquor License Fund Statements of Revenues, Expenditures, and Changes in Fund Balance illustrate the revenue and expenditure activity for each fiscal year. The basic financial statements also include Notes to Financial Statements that provide additional information essential to a full understanding of the data provided in the statements. These statements provide current and long-term information about the PLCB's financial position.

Although the liquor tax is incorporated into the retail price of alcohol products sold by the PLCB and is discussed herein as part of the sales analysis and transfers out, neither this tax nor state and local sales taxes are reflected as revenue in the basic financial statements.



**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Management's Discussion and Analysis (Continued)**

**Executive Summary & Highlights**

In 2020, the PLCB embarked on Project New Horizon, a multi-year effort to upgrade and replace its enterprise resource planning (ERP) platform. In January 2022, the PLCB implemented the first of four phases (Release 1) of its new cloud-based solution, which replaced its on premises Oracle financials platform (EBS) with Oracle cloud financials (CFIN). In July 2023, the PLCB completed the implementation of Release 2 which established a wholesale and retail infrastructure on the Oracle Cloud solution, added functionality to the Licensee Online Order Portal (LOOP), and improved FWGS.com e-commerce functionality. In September 2024, modifications were implemented to enable changes required by Acts 57 and 86 of 2024. Release 4, replacing retail inventory and point of sale systems with cloud solutions, was also initiated in September 2024, with deployment scheduled in fiscal year 2025-26.

In fiscal year 2023-24, the PLCB achieved record sales net of taxes of \$2.5 billion. This was an increase of \$31.5 million, or 1.3% over fiscal year 2022-23. The PLCB's net income for fiscal year 2023-24 was \$242.1 million, a \$18.7 million or 7.2% decrease from the prior year. The decrease in net income was substantially due to increases in payroll and benefits and unfavorable changes in the other post-employment benefits (OPEB), and pension actual actuarial valuation expense.

Other financial highlights include:

- Gross profit from sales of \$819.8 million increased \$55.6 million, or 7.3%. The gross profit percentage was 32.2%, an increase of 1.8% from the prior fiscal year.
- Operating income decreased \$24.5 million, or 8.5%, to \$264.1 million.
- Net cash flow from operating activities generated \$215.5 million (a decrease of \$244.2 million from the prior year), which was the primary source used to fund the \$185.1 million cash transfer to the General Fund, \$33 million to fund the Pennsylvania State Police's Liquor Code enforcement efforts and \$9.6 million (\$5.5 million from fiscal year 2022-23 obligation and \$4.1 million from the from the fiscal year 2023-24) in transfers to the Department of Drug and Alcohol Programs (DDAP).
- The \$87.3 million for capital and related financing expenditures includes cash outflows of \$70 million for reduction of right to use (RTU) liabilities and interest as required under Governmental Accounting Standards Board Statement (GASB) No. 87, *Leases*, and GASB No. 96, *Subscription-Based Information Technology Arrangements* and \$17.3 million for acquisition and construction of capital assets.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Management's Discussion and Analysis (Continued)**

- Year-end cash and investments decreased \$83.3 million (21.5%) to \$304.7 million. Net cash from operations, investment income cash receipt and an increase in cash deposits was reduced by the \$185.1 million general fund transfers, capital and related financing activities, Pennsylvania State Police (PSP) expenses, and DDAP transfers.
- Trade accounts payable decreased \$ 9.8 million (2.9%) to \$322.5 million.
- Net position improved \$52.1 million (6.5%), primarily due to decreases in non-current liabilities for pension and OPEBs offset by lower cash and investments.

**Revenues and Costs**

***Sales***

Sales and tax revenue in fiscal year 2023-24 totaled \$3.2 billion, an increase of \$29.7 million or 0.9% over fiscal year 2022-23. Excluding liquor and sales taxes, net sales of \$2.5 billion were up \$31.5 million or 1.3% over the prior year. By product category, spirit sales increased 0.9% and wine sales decreased 3.1%. Overall unit sales decreased 3.3%, with spirit unit sales increasing 0.1% and wine unit sales decreasing 7.5% from prior year.

The PLCB's saw it's mix of retail and licensee sales slightly shift versus prior year, with retail sales comprising 73.4% of spirit/wine sales and sales to licensees comprising 26.6%. In 2022-23, these amounts were 74.4% for retail and 25.6% for licensee sales.

The PLCB's 2023-24 gross profit margin increased 1.8% to 32.2%, as compared to 30.4% in the prior year, due to a more favorable mix of sales, lower inventory adjustments and a reduced level of product liquidations, which negatively impacted gross margin the prior year.

***Operating Income & Expense***

Operating income for the fiscal year ended June 30, 2024, was \$264.1 million, a decrease of \$24.5 million or 8.5% from prior year. The decrease attributable to a \$77.2 million increase in total operating expenses and \$2.9 million reduction in other operating revenue offset by an increase in gross profit from sales (\$55.6 million).

The increase in operating expenses was primarily due to an increase in personnel costs as well as increases in long term liabilities for OPEB. Valuation adjustments in long term pension and OPEB liabilities resulted in a \$24.4 million increase which includes \$9.8 million in pension and \$14.6 million in OPEB, partially offset by lower workers compensation (\$1.8 million). Personnel costs also increased by \$16.1 million or 7.2%. The increases included contractual pay raises, which resulted in increases in employee compensation for salaries, wages, and overtime. Benefit costs also increased \$5.6 million, or 12.2%.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Management's Discussion and Analysis (Continued)**

Total other operational expenses/services, including depreciation, increased \$26.7 million or 11.8% over the prior year. This is largely due to Project New Horizon related expenses increasing \$10.5 million over the prior year, primarily attributed to an increase in Information Technology (IT) internally generated software and subscription amortization (\$7 million) due to the addition of \$34.8 million of Project New Horizon assets in fiscal year 2023-24, an increase in IT hardware due primarily to the refresh of wireless infrastructure and hardware (\$3.7million), other IT costs (\$0.5 million) and a reduction in data governance consulting services (\$0.7 million). Security guard service costs increased \$8.7 million due to higher costs for equipment and expanded security presence at the stores (\$1.9 million) and to expense the comprehensive security system cameras (\$6.8 million). Bad debt expense increased by \$5 million for the write-off of the looting and burglary claims from 2020 and other sales and inventory related adjustments increased \$0.8 million. Expenditures for advertising increased \$2.2 million. Costs associated with store and other rent costs increased \$2.9 million and were partially offset by lower utilities and building depreciation costs of \$0.5 million and \$0.3 million, respectively. Debit and credit cards services increased \$1 million or 2.3% over the prior year due to increased sales and card usage and higher interchange fees. Operating and maintenance supplies decreased \$3.4 million, with \$1 million from lower plastic bag costs. Charges for Commonwealth provided services decreased \$1.7 million, primarily due to decreases in human resources shared services (\$1.2 million), Auditor General services (\$0.8 million), Integrated Enterprise System services (\$0.7 million), and other services (\$0.4 million). These decreases were partially offset by increase in information technology shared services (\$0.5 million), and a \$0.7 million increase in real estate shared services and other services (\$0.2 million). There were also increases in various areas for telecommunication (\$0.8 million) and freight and postage costs (\$0.1 million).

Other operating revenues decreased \$2.9 million or 7.4% primarily due to:

- A net decrease of \$3.5 million in miscellaneous revenue largely due to a decrease in bailment penalties resulting from a reclassification of bailment penalties to sales starting in fiscal year 2023-24(\$2.7 million) and a decrease in lottery commissions (\$0.5 million). Enforcement fees decreased \$0.2 million due to a \$0.3 million decrease in liquor control act fines received in June 2024, compared to June 2023, offset by \$0.1 million increase in PSP liquor enforcement revenue. The PLCB also saw a net increase of \$0.8 million for license fees.

Non-operating revenues (and expenses) increased \$6.5 million or 144.1% primarily due to:

- Interest income from Pennsylvania Treasury Department Pool 99 investments increased \$7.2 million due to a higher Treasury Pool 99 investment yield in fiscal year 2023-24.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Management's Discussion and Analysis (Continued)**

*Transfers Out*

The Bureau of Liquor Control Enforcement within the PSP received \$33.0 million in funding in fiscal year 2023-24, an increase of \$0.7 million (2.2%) over the previous year. A \$4.8 million DDAP liability was accrued in June 2024 for the fiscal year 2023-24 statutory obligation (2 percent of net income as mandated by 47 P.S. §8-802(c)), and \$185.1 million was transferred to the General Fund pursuant to 47 P.S. §8-802(f) and as determined annually by the Governor's Office.

Other contributions to the General Fund during fiscal year 2023-24 generated by the PLCB's operations – but not reflected as revenues, expenses, or cash flows in the State Stores Fund's financial statements – included \$448.8 million in liquor tax and \$177.4 million in state sales tax, and \$11.9 million in local sales taxes, an overall 0.3% decrease.

License fees returnable to local municipalities from the Liquor License Fund totaled \$4.4 million for fiscal year 2023-24, compared to \$4.3 million in the prior year.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND**  
**COMPARATIVE STATEMENTS OF NET POSITION**  
**(AMOUNTS IN THOUSANDS)**

<b><u>ASSETS</u></b>	<b><u>June 30, 2024</u></b>	<b><u>June 30, 2023</u></b>
Current assets:		
Cash	\$ 64,714	\$ 46,273
Temporary investments	240,010	341,784
Accounts and claims receivable, net	1,547	5,360
Due from other funds	43	28
Merchandise inventories	217,628	211,932
Operating supplies	704	896
Prepaid expenses	2,223	1,982
Total current assets	<u>\$ 526,869</u>	<u>\$ 608,255</u>
Noncurrent assets:		
Non-depreciable capital assets:		
Land	323	323
Depreciable capital assets:		
Building	10,837	10,923
Leasehold improvements	209	209
Machinery and equipment	45,085	56,167
Intangible – internally generated software	82,253	70,232
Intangible – right to use leases	452,422	394,614
Intangible – right to use IT subscriptions	20,835	16,554
Less: accumulated depreciation	(317,921)	(252,883)
Net depreciable capital assets	<u>\$ 293,720</u>	<u>\$ 295,816</u>
Total noncurrent capital assets – Note E	<u>\$ 294,043</u>	<u>\$ 296,139</u>
Total assets	<u>\$ 820,912</u>	<u>\$ 904,394</u>
Total deferred outflows of resources – Notes C, D	\$ 193,317	\$ 261,085
<b><u>LIABILITIES</u></b>		
Current liabilities:		
Trade accounts payable	\$ 322,484	\$ 332,285
Miscellaneous accounts payable	17,632	16,301
Accrued expenses	27,053	24,542
Self-Insurance – Note M	4,768	4,796
Due to other funds – Note F	15,874	75,786
Due to fiduciary funds – Note C	3,780	3,458
Due to other governments	1,114	979
Right to use liabilities – Note G	63,475	61,080
Total current liabilities	<u>\$ 456,180</u>	<u>\$ 519,227</u>

~ The notes to the financial statements are an integral part of this statement. ~



**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND**  
**COMPARATIVE STATEMENTS OF NET POSITION (Continued)**  
**(AMOUNTS IN THOUSANDS)**

	<u>June 30, 2024</u>	<u>June 30, 2023</u>
Noncurrent liabilities:		
OPEB – Note D	317,406	416,014
Self-Insurance – Note M	42,230	43,296
Net pension liability – Note C	537,785	569,164
Compensated absences	26,266	24,485
Right to use liabilities – Note G	176,886	180,471
Total noncurrent liabilities	<u>\$ 1,100,573</u>	<u>\$ 1,233,430</u>
 Total liabilities	 <u>\$ 1,556,753</u>	 <u>\$ 1,752,657</u>
 Total deferred inflows of resources – Note C, D	 \$ 206,690	 \$ 214,179
 <b><u>NET POSITION</u></b>		
Investment in capital assets, Net of related debt	\$ 53,682	\$ 54,588
Deficit	<u>(802,896)</u>	<u>(855,945)</u>
 Total net position	 <u>\$ (749,214)</u>	 <u>\$ (801,357)</u>

~ The notes to the financial statements are an integral part of this statement. ~

**PENNSYLVANIA LIQUOR CONTROL BOARD  
STATE STORES FUND  
COMPARATIVE STATEMENTS OF REVENUES, EXPENSES, AND  
CHANGES IN NET POSITION  
(AMOUNTS IN THOUSANDS)**

	<b><u>Fiscal Year Ended</u> <u>June 30, 2024</u></b>	<b><u>Fiscal Year Ended</u> <u>June 30, 2023</u></b>
Sales net of taxes	\$ 2,545,114	\$ 2,513,588
Cost of goods sold	<u>(1,725,333)</u>	<u>(1,749,390)</u>
Gross profit from sales	<u>\$ 819,781</u>	<u>\$ 764,198</u>
Operating (expenses):		
Wholesale	(29,047)	(22,861)
Retail	(414,824)	(363,807)
E-commerce	(2,286)	(3,268)
Regulatory	(13,437)	(11,418)
Enterprise	(113,010)	(92,394)
Commonwealth-provided services	(19,541)	(21,219)
Total	<u>\$ (592,145)</u>	<u>\$ (514,967)</u>
Operating profit	<u>\$ 227,636</u>	<u>\$ 249,231</u>
Other operating revenues (expenses):		
Enforcement fines	1,327	1,557
License fees	32,764	31,918
Miscellaneous income	2,338	5,856
Total	<u>\$ 36,429</u>	<u>\$ 39,331</u>
Total operating income	<u>\$ 264,065</u>	<u>\$ 288,562</u>
Non-operating revenues (expenses):		
Interest income	11,023	4,479
Other	32	50
Total	<u>\$ 11,055</u>	<u>\$ 4,529</u>
Income before operating transfers	<u>\$ 275,120</u>	<u>\$ 293,091</u>
Operating transfers out:		
PSP enforcement – Note J	<u>(33,035)</u>	<u>(32,320)</u>
Income after enforcement/before other transfers	<u>\$ 242,085</u>	<u>\$ 260,771</u>
Other operating transfers:		
Transfers out:		
General Fund – Note H	(185,100)	(185,100)
Drug and alcohol programs – Note I	(4,842)	(5,215)
Total	<u>\$ (189,942)</u>	<u>\$ (190,315)</u>
Change in net position	<u>\$ 52,143</u>	<u>\$ 70,456</u>
Total net position – beginning (restated) – Note N	<u>\$ (801,357)</u>	<u>\$ (871,813)</u>
Total net position – ending	<u><u>\$ (749,214)</u></u>	<u><u>\$ (801,357)</u></u>

~ The notes to the financial statements are an integral part of this statement. ~

**PENNSYLVANIA LIQUOR CONTROL BOARD  
STATE STORES FUND  
COMPARATIVE STATEMENTS OF CASH FLOWS  
(AMOUNTS IN THOUSANDS)**

	<b><u>Fiscal Year Ended</u> <u>June 30, 2024</u></b>	<b><u>Fiscal Year Ended</u> <u>June 30, 2023</u></b>
<b>Cash flows from operating activities</b>		
Receipts from customers	\$ 2,585,341	\$ 2,555,962
Payments to suppliers	(2,369,848)	(2,096,292)
Net cash provided by (used for) operating activities	\$ 215,493	\$ 459,670
<b>Cash flows from noncapital financing activities:</b>		
Operating transfers out	(227,708)	(222,444)
Net cash used for noncapital financing activities	\$ (227,708)	\$ (222,444)
<b>Cash flows from capital and related financing activities:</b>		
Acquisition and construction of capital assets	(17,299)	(24,611)
Proceeds from capital assets	15	46
Right to use lease principal	(64,855)	(61,147)
Right to use lease interest	(5,200)	(4,582)
Net cash used for capital and related financing activities	\$ (87,339)	\$ (90,294)
<b>Cash flows from investing activities:</b>		
Purchase of investments	(1,670,521)	(1,791,624)
Proceeds from sale and maturities of investments	1,772,295	1,648,194
Investment income	16,222	9,061
Net cash used in investing activities	\$ 117,996	\$ (134,369)
Net increase in cash	\$ 18,442	\$ 12,563
Cash – beginning of year	\$ 46,272	\$ 33,709
Cash – end of year	\$ 64,714	\$ 46,272
<b>Reconciliation of operating income (loss) to net cash provided by (used for) operating activities:</b>		
Operating income	\$ 264,065	\$ 288,562
Depreciation	83,077	75,792
<b>Change in assets and liabilities:</b>		
Accounts receivable	3,841	3,071
Inventory	(5,505)	(3,181)
Due from other funds	(43)	(28)
Other operating net assets	(241)	(1,013)
Deferred outflows – pension related	67,768	(76,730)
Accounts payable and accrued liabilities	(14,640)	109,300
Due to other funds	(46,248)	64,138
Due to pension trust funds	131	88
Net pension liability	(31,379)	200,118
Due to other governments	76	(17)
Other postemployment benefit obligations	(98,608)	(16,141)
Self-insurance liabilities	(1,094)	706
Compensated absences	1,782	(2,381)
Deferred inflows – pension related	(7,489)	(182,614)
Total adjustments	\$ (48,572)	\$ 171,108
Net cash provided (used for) operating activities	\$ 215,493	\$ 459,670

~ The notes to the financial statements are an integral part of this statement. ~

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**LIQUOR LICENSE FUND**  
**BALANCE SHEETS**  
**(AMOUNTS IN THOUSANDS)**

<b><u>ASSETS</u></b>	<b><u>June 30, 2024</u></b>	<b><u>June 30, 2023</u></b>
Current assets:		
Cash in transit	\$ 33	\$ 402
Investments – short term	<u>2,293</u>	<u>1,842</u>
Total assets	<u>\$ 2,326</u>	<u>\$ 2,244</u>
 <b><u>LIABILITIES AND FUND BALANCE</u></b>		
Current liabilities:		
License fees due to municipalities	<u>\$ 2,326</u>	<u>\$ 2,244</u>
Total current liabilities	<u>\$ 2,326</u>	<u>\$ 2,244</u>
Fund balance:		
Restricted	0	0
Total fund balance	<u>0</u>	<u>0</u>
Total liabilities and fund balance	<u>\$ 2,326</u>	<u>\$ 2,244</u>

~ The notes to the financial statements are an integral part of this statement. ~

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**LIQUOR LICENSE FUND**  
**STATEMENTS OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE**  
**(AMOUNTS IN THOUSANDS)**

	<b><u>Balance</u></b> <b><u>June 30, 2024</u></b>	<b><u>Balance</u></b> <b><u>June 30, 2023</u></b>
<b><u>REVENUES</u></b>		
Liquor license application fees collected, net of refunds	\$ 4,413	\$ 4,261
Total revenues	<u>\$ 4,413</u>	<u>\$ 4,261</u>
<b><u>EXPENDITURES</u></b>		
Liquor license fees for return to municipalities	\$ 4,413	\$ 4,261
Total expenditures	<u>\$ 4,413</u>	<u>\$ 4,261</u>
Net change in fund balance	\$ 0	\$ 0
Fund balance – July 1	<u>\$ 0</u>	<u>\$ 0</u>
Fund balance – June 30	<u>\$ 0</u>	<u>\$ 0</u>

~ The notes to the financial statements are an integral part of this statement. ~



**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Notes to the Financial Statements (Dollar amounts in thousands)**

**NOTE A – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

The significant accounting policies employed by the Pennsylvania Liquor Control Board (PLCB) in the preparation of the accompanying financial statements are as follows:

**Fund Accounting:** The PLCB is primarily responsible for the accounting and reporting of the State Stores Fund and the Liquor License Fund. The State Stores Fund is an enterprise fund primarily used to account for wine and spirit sales and related operating expenses. The Liquor License Fund is a special revenue fund used for the collection and subsequent disbursement of certain annual license fees which are returned to municipalities.

The preparation of financial statements in conformity with generally accepted accounting principles requires the PLCB to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**Basis of Accounting:** The State Stores Fund is reported using the economic resources measurement focus and the accrual basis of accounting. Under this measurement focus, all assets, deferred outflows of resources, liabilities, and deferred inflows of resources associated with the operations of this fund are included in the State Stores Fund Statement of Net Position. Under the accrual basis of accounting, revenues are recognized in the fiscal year earned and expenses are recognized in the fiscal year incurred. There may be rounding differences between amounts reported in the basic financial statements section and amounts reported in other sections of this report. Also, all dollar amounts in the financial statements and notes are stated in thousands unless otherwise indicated.

The Liquor License Fund, a special revenue fund, uses the modified accrual basis of accounting to report assets and liabilities.

**Cash:** Cash includes PLCB funds held by the State Treasurer, imprest balances held at financial institutions, and change used at the Fine Wine and Good Spirits (FW&GS) stores.

**Temporary Investments:** The PLCB participates in the Treasury Department's Commonwealth Investment Program (CIP) with other Commonwealth agencies. Practically all individual funds which are part of the Commonwealth are participants in the CIP. The Treasury Department accounts for each participating fund's equity (considered "shares") in the CIP on a daily basis. "Share" balances of participating funds fluctuate considerably during the fiscal year, based on the timing of cash receipts and disbursements in the participating fund, and are reported as temporary investments. The CIP is considered an internal investment pool. Temporary investments are reported at fair value.

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE A – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

**Cash Equivalents:** No investments which could be defined as cash equivalents have been treated as such on the State Stores Fund Statement of Cash Flows. Therefore, only net changes in cash are displayed.

**Inventories:** Inventories are stated at weighted average cost. The PLCB utilizes a bailment inventory management program. PLCB enters into bailment agreements with certain suppliers that require the suppliers to continue to hold title to stock at PLCB warehouse facilities until it is withdrawn from bailment for shipment to FW&GS stores. Product warehousing and handling, as well as transportation to store costs, are reported as part of merchandise inventories and are charged to cost of goods sold as product is sold.

The allowance for obsolete inventory was \$100 at June 30, 2024, and June 30, 2023. Management will regularly review, at least once annually, inventory quantities on hand and increase/decrease the provision for obsolete inventory as necessary based upon factors that include historical unsalable product write-off, the age of the inventory, and forecasts of product demand.

PLCB established an allowance for inventory shrinkage beginning fiscal year ended June 30, 2019. This reserve is based primarily on a sample of actual shrinkage results from previous physical inventories. Beginning fiscal year ended June 30, 2023, the PLCB established a budgeted shrink calculation. Changes in the estimated shrinkage reserve may be necessary based on the results of physical inventories. The allowance for inventory shrinkage was \$0 at June 30, 2024, and June 30, 2023.

**Capital Assets:** Capital assets (excluding intangible - right to use leases) are reported at cost in the State Stores Fund Statement of Net Position. Intangible – right to use leases are reported based on the present value of future lease payments over the contracted term of the lease. The cost of land is reported; for other types of capital assets, the following minimum per item dollar reporting thresholds are used (amounts in whole dollars):

Building	\$5,000
Leasehold improvements	\$5,000
Machinery and equipment	\$5,000
Intangible – internally generated software	\$5,000
Intangible – right to use leases	\$100,000

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE A – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

Capital assets (excluding land) are depreciated or amortized over the useful lives using the straight-line method. The following useful lives are being used:

Building	10-20 years
Leasehold improvements	3-15 years
Machinery and equipment	5-10 years
Intangible – internally generated software	5-10 years
Intangible – right to use leases	Lease Term

**Leases:** The PLCB routinely enters into transactions that include lease contracts related to stores, land, buildings, and machinery and equipment. For leases with a maximum possible term of 12 months or less at commencement, the PLCB recognizes expense based on the provisions of the lease contract. For all other leases, the PLCB recognizes a right to use lease liability and an intangible right to use lease asset. The lease term includes the non-cancellable period of the lease, plus any additional periods covered by either an option to (1) extend for which it is reasonably certain to be exercised, or (2) terminate for which it is reasonably certain not to be exercised. Right to use lease assets are reported with capital assets, and the associated right to use lease liabilities are reported with current and non-current liabilities in the Statement of Net Position. The lease liability is measured at the present value of the lease payments using the Commonwealth of PA's incremental borrowing rate. The Commonwealth's incremental borrowing rate is based on the general obligation bonds' weighted-average interest rate for a given year. If amendments or other certain circumstances occur that are expected to significantly affect the amount of the lease, the present value is re-measured and corresponding adjustments made.

**Taxes:** An 18 percent state liquor excise tax and a 6 percent state sales tax are collected and remitted monthly to the Department of Revenue for the General Fund. The PLCB also collects and remits a 1 percent local sales tax for Allegheny County and a 2 percent local sales tax for Philadelphia County. Taxes collected for the fiscal years ended June 30, 2024, and June 30, 2023, are as follows:

	<b>Fiscal Year Ended <u>June 30, 2024</u></b>	<b>Fiscal Year Ended <u>June 30, 2023</u></b>
Liquor Tax	\$ 448,755	\$ 450,755
State Sales Tax	177,386	177,567
Local Sales Tax	11,855	11,534
Total	<u>\$ 637,996</u>	<u>\$ 639,856</u>

Sales are reported net of these collected and remitted taxes in the financial statements.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE A – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

**Compensated Absences:** Most employees earn annual leave, depending on length of credited service, from between 4.24 to 11.55 percent of regular hours paid. Generally, a maximum of 45 days may be carried forward at the end of each leave calendar year. Employees are paid for accumulated annual leave upon termination or retirement.

Employees earn sick leave based on an agreed upon percentage of regular hours paid. Generally, a maximum of 300 days may be carried forward at the end of each leave calendar year. Most retiring employees that meet service, age, or disability requirements are paid in accordance with the following schedule:

<b>Days Available at Retirement</b>	<b>Percentage Payment</b>	<b>Maximum Days Paid</b>
0-100	30%	30
101-200	40%	80
201-300	50%	150
Over 300 (in last year of employment)	100% of days over 300	13

The accumulated annual and sick leave and related payroll benefits payable reported for the fiscal years ended June 30, 2024, and June 30, 2023, were \$31,646 (\$5,380 current and \$26,266 non-current) and \$30,228 (\$5,743 current and \$24,485 non-current). It is the PLCB's policy to record the cost of annual and sick leave in accordance with Governmental Accounting Standards Board (GASB) Statement No. 16. The expense and corresponding liability are reflected in the financial statements.

The following summary provides aggregated information reported for fiscal years ended June 30, 2024, and June 30, 2023, of the compensated absences liabilities to include the additions and reductions during the fiscal year then ended:

<b>Fiscal Year Ended</b>	<b>Liability - Beginning Balance</b>	<b>Additions</b>	<b>Deductions</b>	<b>Liability - Ending Balance</b>
June 30, 2024	\$ 30,228	\$ 23,143	\$ 21,725	\$ 31,646
June 30, 2023	\$ 33,167	\$ 20,518	\$ 23,457	\$ 30,228

**Pension Costs and Liability:** The PLCB participates in the State Employees' Retirement System (SERS) cost-sharing, multiple-employer defined-benefit pension plan. The Commonwealth's policy is to fund employer contributions to the SERS as required by the SERS Board, through statutory authority, or as required based on other applicable statutory requirements. As prescribed by GASB Statement No. 68, an actuarial valuation was prepared to value the SERS pension liability, deferred outflows of resources, and deferred inflows of resources at the actuarial present value of projected benefit payments related to periods of employee service.

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE A – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

In the State Stores Fund Statement of Net Position, the PLCB reports its share of the net pension liability, deferred outflow of resources, and deferred inflow of resources. The changes in the net pension liability will be recognized in pension expense. Balances projected for the deferred outflow of resources and deferred inflow of resources will be amortized over a closed period matching the expected remaining service life of all employees or a closed period of five years.

***Other Postemployment Benefit (OPEB) Costs and Liability:*** The PLCB participates in the Commonwealth’s single-employer defined benefit OPEB plan, the Retired Employees Health Program (REHP). The Commonwealth’s policy is to fund employer contributions to the REHP under contribution policies established by the Office of Administration and the Office of the Budget. As prescribed by GASB Statement No. 75, an actuarial valuation was prepared to value the OPEB liability, deferred outflow of resources, and deferred inflow of resources for the REHP at the actuarial present value of projected benefit payments related to periods of employee service.

In the State Stores Fund Statement of Net Position, the PLCB reports its share of the net OPEB liability, deferred outflow of resources, and deferred inflow of resources. The changes in the net OPEB liability will be recognized in OPEB expense. Balances projected for the deferred outflow of resources and deferred inflow of resources will be amortized over a closed period matching the expected remaining service life of all employees or a closed period of five years.

***New Accounting Pronouncement – Adopted:*** The PLCB adopted GASB Statement No. 96, *Subscription-Based Information Technology (IT) Arrangements*. Under GASB Statement No. 96, certain right-to-use IT subscriptions previously expensed are now reported as assets with associated liabilities for future subscription payments. See Note N for restatement information due to change in accounting principle.

**NOTE B – DEPOSITS AND INVESTMENTS**

The Treasury Department has the authority to manage, invest, and reinvest the moneys of all funds which are not legally authorized to be invested by a board, commission, or State officer. The Treasury Department manages and invests moneys of the Commonwealth through the Commonwealth Investment Program (CIP). The PLCB participates in the CIP’s Pool 99 investment pool. Pool 99 is designed to provide a high degree of liquidity and safety. Pool 99 is organized similarly to a money market fund, with an expectation of a stable net asset value per share. Treasury accounts for each participating fund’s equity, or shares, in the pool on a daily basis. Share balances of participating funds vary considerably during the fiscal year, based on the timing of cash receipts and disbursements. PLCB has reported the fair value of its shares as of June 30, 2024, and 2023, the fund’s fiscal years end. Shares in Pool 99 are reported as temporary investments.



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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE B – DEPOSITS AND INVESTMENTS (Continued)**

The CIP pools are considered internal investment pools of the Commonwealth of Pennsylvania and are subject to the requirements of GASB Statement No. 40. GASB Statement No. 40 requires state and local governments to make certain disclosures relating to investment risk, consisting of credit risk (including custodial credit risk and concentrations of credit risk), interest rate risk, and foreign currency risk, in addition to custodial credit risk and foreign currency risk on deposits. The Treasury Department has formally adopted written investment policies to address these investment risks and has disclosed those risks associated with its total pooled deposits and investments in the Commonwealth of Pennsylvania's June 30, 2024 basic financial statements.

PLCB's total deposit balance of \$66,192 and \$46,675 at fiscal years ended June 30, 2024, and June 30, 2023, respectively, was not exposed to either custodial credit risk or foreign currency risk.

As a participant in Treasury's CIP Pool 99, PLCB's investments are exposed to credit risk and interest rate risk mentioned above. Credit risk is the risk that an issuer or other counterparty to an investment will not fulfill its obligations. The credit risk of a debt instrument is measured by nationally recognized statistical rating agencies (or NRSRAs) such as Moody's Investors Service. Treasury's CIP investment pools are not rated by an NRSRA. Interest rate risk is the risk that an investment's value will change, advantageously or adversely, due to a change in the absolute value of interest rates. The Treasury Department measures interest rate risk using option adjusted duration. Duration is a measure of an investment's sensitivity to changes in interest rates. The higher the duration, the greater the changes in fair value when interest rates change. The average option adjusted duration of Treasury's CIP Pool 99 at fiscal year end June 30, 2024, is approximately 0.0035 years.

**NOTE C – PENSION**

**General Information about the Pension Plan**

**Plan Description:** To provide pension benefits for employees of state government and certain other organizations, the SERS administers a cost-sharing multiple-employer defined benefit retirement plan. The plan, covering substantially all Commonwealth employees, is a contributory defined benefit pension plan as established by Commonwealth laws. Membership in the SERS is mandatory for most PLCB (and other state) employees. Article II of the Commonwealth's constitution assigns the authority to establish and amend the benefit provision of the plan to the General Assembly.

The SERS issues stand-alone, audited financial statements which are publicly available at [www.sers.pa.gov](http://www.sers.pa.gov). Written requests for financial statements should be directed to the following address:

State Employees' Retirement System  
 30 North Third Street, Suite 150  
 Harrisburg, PA 17101-1716

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE C – PENSION (continued)**

**Benefits Provided:** Under the plan, for most employees hired prior to January 1, 2011, retirement benefits vest after 5 years of credited service. Generally, employees who retire at age 60 or, if under age 60, with 35 years of service are entitled to a normal (unreduced) annual retirement benefit. The general annual benefit is 2 percent of a Class A member’s highest three-year average salary multiplied by years of service. This annual benefit is 2.5 percent for Class AA members. Act 120 of 2010 (Act 120), which preserved all benefits in place for then current members, mandated a number of benefit reductions for new members effective January 1, 2011. The benefit reduction included a new class of membership that accrues benefits at 2 percent of their final average salary instead of the previous 2.5 percent. The new vesting period changed from 5 to 10 years of credited service, and the option to withdraw lump sum accumulated employee contributions was eliminated. The new normal retirement age is 65 for most employees. Act 120 created a new A-3 class of service and an optional A-4 class for most employees that entered SERS membership for the first time on or after January 1, 2011. The general annual benefit for Class A-3 members is 2 percent of the member’s highest three-year average salary times years of service while the Class A-4 benefit accrual rate is 2.5 percent.

**Contributions:** Section 5507 of the State Employees Retirement Code (71 Pa. C.S. §5507) requires the Commonwealth and other employers whose employees are the SERS members to make contributions to the fund on behalf of all active members and annuitants necessary to fund the liabilities and provide the annuity reserves required to pay benefits. The SERS funding policy, as set by the SERS Board, provides for periodic active member contributions at statutory rates. The SERS funding policy also provides for periodic employer contributions at actuarially determined rates based on the SERS funding valuation, expressed as a percentage of annual covered payroll, such that they, along with employee contributions and an actuarially determined rate of investment return, are adequate to accumulate assets to pay benefits when due. Act 2017-5 includes a savings “plow-back” provision requiring that the annual savings achieved through SERS’ benefit changes flow back into the Defined Benefit Plan through the employer contribution rate rather than to other non-pension obligations. Act 2019-105, signed into law in November 2019, allows eligible employers to enter into an agreement with the SERS Board to make a one-time lump sum payment of 75% to 100% of their respective unfunded accrued liability under the most recent funding valuation in effect at the time of agreement. Agreements under this act must be entered into by December 31, 2024, and the lump sum payments must be made by May 1, 2025. SERS records these lump sum payments as employer contributions when they are received, and they become part of the Defined Benefit Plan’s general assets that are not segregated or invested separately for the account or benefit of the contributing employer. The PLCB’s contributions to the SERS were \$64,914 and \$58,477 for the fiscal years ended June 30, 2024 and 2023, respectively.

**Summary of Significant Accounting Policies:** The SERS financial statements are prepared on the accrual basis of accounting. Investment purchases and sales are recorded as of the related trade date. Plan member contributions are recognized in the period in which contributions are due. Employer contributions are recognized when due and the employer has a legal requirement to provide contributions. Benefits and refunds are recognized when due and payable in accordance with the terms of the plan.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE C – PENSION (continued)**

***Pension Liabilities, Pension Expense, and Deferred Outflows of Resources and Deferred Inflows of Resources Related to Pensions:*** The PLCB reported a liability of \$537,785 and \$569,164 for its proportionate share of the SERS net pension liability as of June 30, 2024 and 2023, respectively. The net pension liability attributed to participation in the SERS was measured as of December 31, 2023, and the total pension liability used to calculate the net pension liability was determined by an actuarial valuation as of that date.

PLCB's proportion of the SERS net pension liability was based on a projection of the Commonwealth's long-term share of contributions to the pension plan relative to the projected contributions of all participating SERS employers, actuarially determined. At December 31, 2023, PLCB's reported proportionate share of the SERS net pension liability was 2.78 percent which was a increase of 0.07 percent from its proportion measured as of December 31, 2022.

For the fiscal years ended June 30, 2024 and 2023, PLCB recognized pension expense of \$73,493 and \$63,651, respectively, and reported deferred outflows of resources and deferred inflows of resources related to pensions from the following sources:

**Fiscal Year Ending June 30, 2024**

	<b>Deferred Outflows Of Resources</b>	<b>Deferred Inflows Of Resources</b>
Differences between expected and actual experience.....	\$ 15,184	\$ 1,093
Change in assumptions.....	23,176	-
Differences between projected and actual investment earnings	42,253	-
Change in proportion.....	15,118	9,473
Differences in employer contributions and proportionate share	915	1,006
Contributions subsequent to measurement date.....	32,853	-
Total	<u>\$ 129,499</u>	<u>\$ 11,572</u>

**Fiscal Year Ending June 30, 2023**

	<b>Deferred Outflows Of Resources</b>	<b>Deferred Inflows Of Resources</b>
Differences between expected and actual experience.....	\$ 8,271	\$ 1,580
Change in assumptions.....	38,387	-
Differences between projected and actual investment earnings	77,310	-
Change in proportion.....	16,816	10,062
Differences in employer contributions and proportionate share	918	1,039
Contributions subsequent to measurement date.....	28,865	-
Total	<u>\$ 170,567</u>	<u>\$ 12,681</u>

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE C – PENSION (continued)**

For the fiscal year ended June 30, 2024, the \$32,853 reported as deferred outflows of resources related to pensions resulting from PLCB's contributions to the SERS subsequent to the measurement date will be recognized as a reduction of the net pension liability in the fiscal year ended June 30, 2025. Other amounts reported as deferred outflows of resources and deferred inflows of resources related to pensions will be recognized in pension expense as follows:

<b>Fiscal years ended</b>	
<b>June 30</b>	<b>Pension Expense</b>
2025	\$ 26,406
2026	25,104
2027	39,125
2028	(5,837)
2029	277

**Actuarial Assumptions:** Every five years, the SERS is required to conduct an actuarial experience study to determine whether the assumptions used in its annual actuarial valuations remain accurate based on current and anticipated demographic trends and economic conditions. The 19<sup>th</sup> *Investigation of Actuarial Experience* study covering the period 2015-2019 was released in July 2020. The actuary, under oversight of the SERS Board, reviewed economic assumptions (such as the assumed future investment returns and salary increases) as well as demographic assumptions (such as employee turnover, retirement, disability, and death rates). The assumptions from this study were effective with the December 31, 2020 valuation going forward unless changed by the SERS board. In June 2023, the SERS board approved to maintain the investment rate of return of 6.875 percent for 2023.

The SERS Board adopted the actuarial assumptions set forth in the 19<sup>th</sup> *Investigation of Actuarial Experience* at its July 2020 meeting. The study can be viewed at [www.sers.pa.gov](http://www.sers.pa.gov).

The actuary and SERS Board review the investment rate of return annually, in addition to the normal five-year experience study cycle, in recognition of changing market environments to ensure this assumption remains reasonable with each actuarial valuation.

The following methods and assumptions were used in the actuarial valuation for the December 31, 2023, measurement date:

Actuarial cost method	Entry age
Investment rate of return	6.875% net of expenses including inflation
Projected salary increases	Average of 4.55% with range of 3.30% to 6.95% including inflation

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE C – PENSION (continued)**

Asset valuation method	Fair (market) value
Inflation	2.50%
Mortality rate	Projected PubG-2010 and PubNS-2010 Mortality Tables adjusted for actual plan experience and future improvement
Cost of living adjustments	None (ad hoc)

The long-term expected rate of return on pension plan investments was determined using a building-block method in which best estimate ranges of expected future real rates of return are developed for each major asset class. These ranges are combined to produce the long-term expected rate of return by weighting the expected future real rates of return by the target asset allocation percentage and by adding expected inflation. The target allocation and best estimates of arithmetic real rates of return for each major asset class are summarized in the following table:

Asset class	Target allocation	Long-term real rate of return
Private equity	16.00 %	6.00 %
Real estate	7.00	4.80
U.S. equity	31.00	4.85
International developed markets equity	14.00	4.75
Emerging markets equity	5.00	4.95
Fixed income	22.00	1.75
Inflation protection (TIPS)	3.00	1.50
Cash	2.00	0.25
Total	100.00 %	

**Discount Rate:** The SERS discount rate used to measure the total pension liability was 6.875 percent for 2023 and 2022. The projection of cash flows used to determine the discount rate assumed that employee contributions will be made at the rates applicable for each member and that employer contributions will be made based on rates determined by the actuary. Based on those assumptions, the SERS fiduciary net position was projected to be available to make all projected future benefit payments of current active and non-active SERS members. Therefore, the long-term expected rate of return on the SERS investments was applied to all periods of projected benefit payments to determine the total pension liability.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE C – PENSION (Continued)**

***Sensitivity of the PLCB's proportionate share of the net pension liability to change in the discount rate:*** The following table presents the PLCB's proportionate share of the SERS net pension liability using the discount rate of 6.875 percent, as well as what the PLCB's proportionate share of the net pension liability would be if it were calculated using a discount rate that is 1 percentage point lower (5.875 percent) or 1 percentage point higher (7.875 percent) than the current rate.

	<u>1% Decrease to 5.875%</u>	<u>Current discount rate 6.875%</u>	<u>1% Increase to 7.875%</u>
PLCB's proportionate share of SERS net pension liability as of the 12/31/23 measurement date	\$ 705,749	\$ 537,785	\$ 395,944

***Pension plan fiduciary net position:*** Detailed information about the pension plan's fiduciary net position is available in the separately issued SERS financial report.

***Payables to the pension plan:*** At June 30, 2024, the PLCB reported an accounts payable for the employers' share of retirement contributions to the SERS in the amount of \$4,024.

Additional pertinent information regarding the SERS, outside the scope of PLCB reporting, is published each year as part of the Commonwealth of Pennsylvania's Basic Financial Statements included in its Annual Comprehensive Financial Report (ACFR).



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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE D – OTHER POSTEMPLOYMENT BENEFITS**

**General Information about the Retired Employees Health Program Plan**

**Plan Description:** The Commonwealth established and sponsors a Retired Employees Health Program (REHP) plan which provides postemployment benefits other than pensions (OPEB). This plan is administered by the Pennsylvania Employee Benefits Trust Fund, which acts as a third-party administrator and administers the REHP under an administrative agreement with the Commonwealth. The plan is a single employer defined benefit OPEB plan. The PLCB participates in the REHP, which provides a variety of healthcare benefits to eligible retirees. The REHP is provided as part of collective bargaining agreements with most Commonwealth labor unions. All policy decisions and types and levels of benefits for the REHP fall under the purview of the Commonwealth's Executive Board and Secretary of Administration. The REHP plan does not have a governing board.

**Benefits Provided:** Benefit provisions included in the REHP plan are established and may be amended by the establishing sponsor. The REHP plan provides postemployment healthcare benefits to eligible employees. Employees who retire from the Commonwealth and meet one of the following eligibility criteria are eligible to receive REHP benefits:

- 25 or more years of service;
- 20 or more years of service and superannuation age – age 50 for Park Rangers, Capitol Police, and certain enforcement officers, or age 60 for all other employees (age 55 or 65 for employees subject to Act 120 of 2010); or
- Disability retirement – requires five years of service (no service requirements for enforcement officers).

**Contributions:** The REHP contribution requirements are contractually required and established by the Office of Administration and the Office of the Budget. The contribution rates are established as a set amount per current active REHP eligible employee per biweekly pay in order to fund the REHP plan.

During the fiscal year ended June 30, 2024, the contractually required contribution rate for the PLCB was \$275 for each current REHP eligible active employee per biweekly pay period. For employees who retired after June 30, 2005 and before July 1, 2007 the retiree contribution is set at 1% of employee's final annual salary. PLCB employees who retired on or after July 1, 2007 but before July 1, 2011 are currently required to pay retiree contributions of 3% of either their final annual salary or final average salary, whichever is less. PLCB employees who retired on or after July 1, 2011 are currently required to pay retiree contributions of 3% of their final average salary. Upon enrollment in Medicare, PLCB employees who are currently paying 3% will pay retiree contributions of 1.5% of either their final annual salary or final average salary, whichever applies.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE D – OTHER POSTEMPLOYMENT BENEFITS (Continued)**

The REHP funding rate needed to fund current year annuitant health care costs are established as part of the Commonwealth's annual budgeting process. Any additional contributions to advance fund annuitant health care liabilities are determined annually by the Commonwealth. During the fiscal year ended June 30, 2023, advance funding of \$50,000 for REHP was contributed to the Other Postemployment Benefits Investment Pool, a pension (and other employee benefit) trust fund. The PLCB's contribution to the REHP trust was \$19,002 and \$23,003 for the fiscal years ended June 30, 2024 and 2023.

***OPEB Liabilities, OPEB Expense, Deferred Outflows of Resources, and Deferred Inflows of Resources Related to OPEB:*** At June 30, 2024 and 2023, the PLCB reported a liability of \$317,406 and \$416,014, respectively, for its proportionate share of the REHP's net OPEB liability. The net OPEB liability for the REHP was measured as of June 30, 2023, and the total OPEB liability used to calculate the net OPEB liability was determined by an actuarial valuation as of that date. The PLCB's allocation of the net OPEB liability was based on PLCB contributions to the plan relative to the total contributions to the plan over the measurement period. At June 30, 2023, the PLCB's proportionate share was 4.08 percent.

For the fiscal years ended June 30, 2024 and 2023, the PLCB recognized OPEB expense of (\$55,176) and (\$69,776), respectively, and reported deferred outflows of resources and deferred inflows of resources related to OPEB from the following sources:

**Fiscal year ended June 30, 2024:**

	<b>Deferred Outflows of Resources</b>	<b>Deferred Inflows of Resources</b>
Differences between expected and actual experience...	\$ 12,112	\$ 96,073
Change in assumptions.....	22,133	83,847
Differences between projected and actual investment earnings.....	308	-
Change in allocation and differences between employer contributions and allocated share.....	8,010	15,199
Contributions subsequent to measurement date.....	21,254	-
Total	<u>\$ 63,817</u>	<u>\$ 195,119</u>

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE D – OTHER POSTEMPLOYMENT BENEFITS (Continued)**

**Fiscal year ended June 30, 2023:**

	<u>Deferred Outflows of Resources</u>	<u>Deferred Inflows of Resources</u>
Differences between expected and actual experience...	\$ 15,839	\$ 124,151
Change in assumptions.....	37,706	76,671
Differences between projected and actual investment earnings.....	1,718	-
Change in allocation and differences between employer contributions and allocated share.....	16,252	677
Contributions subsequent to measurement date.....	19,002	-
Total	<u>\$ 90,517</u>	<u>\$ 201,499</u>

The deferred outflow of contributions subsequent to the measurement date of \$21,254 will be recognized as a reduction of the net OPEB liability in the fiscal year ended June 30, 2024. Other amounts reported as deferred outflows and deferred inflows of resources will be recognized in OPEB expense as follows:

<u>Fiscal Years Ending June 30</u>	<u>OPEB Expense</u>
2025	\$ 50,261
2026	29,360
2027	34,406
2028	23,955
2029	14,574
Thereafter	-

**Actuarial Assumptions:** The total OPEB liability in the June 30, 2023 actuarial valuation was determined using the following actuarial assumptions applied to all periods included in the measurement, unless otherwise specified:

Actuarial cost method	Entry age normal
Asset valuation method	Market value
Investment rate of return	6.75%
Inflation	2.50%
Salary increases	2.80%

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE D – OTHER POSTEMPLOYMENT BENEFITS (Continued)**

Healthcare cost trend rates:

Medicare retiree	9.0% for 2023 decreasing to an ultimate rate of 3.9% for 2075 and later years
Non-Medicare retiree	8.9% for 2023 decreasing to an ultimate rate of 3.9% for 2075 and later years

Mortality rates were based on Pub-2010 General Healthy Retiree Headcount Weighted Mortality Tables, with rates set forward one year for females, and adjusted for mortality improvements using projection scale MP-2021. Disabled participants mortality rates were based on Pub-2010 Non-Safety Disabled Retiree Headcount Weighted Mortality Tables, with rates set forward two years for males and females and adjusted for mortality improvements using projection scale MP-2021.

The actuarial assumptions used in the June 30, 2023 valuation were based on the SERS experience study that covered the years 2015 through 2019. The approved recommendations from that study were used to determine the assumptions for this valuation, where applicable. The inflation assumption was selected by the SERS Board during a July 2020 meeting based on a review of actual plan experience and the prevalent economic outlook. Consistent with prior valuations, these demographic assumptions assume beginning of year decrements (retirement, withdrawal, death, disability, etc.). Cost of living adjustments (COLA) may be granted on an ad hoc basis; there were no COLAs granted during the measurement period.

The long-term expected rate of return on OPEB plan investments is determined using a risk premium review. This review compares the current relationship between fixed income and equity and their relationship over long periods of time to come up with an expected rate of return. Other variables considered in the expected rates of return are a reversion to the mean for each asset class. Best estimates of arithmetic real rates of return for each major asset class included in the target asset allocation as of June 30, 2024, are summarized in the following table:

<b>Asset Class</b>	<b>Target Allocation</b>	<b>Long-term Expected Rate of Return</b>
Domestic equity	42.0%	5.1%
International equity	22.0%	5.5%
Fixed income	22.0%	1.8%
Public REITS	4.0%	0.0%
Infrastructure	4.0%	5.0%
Real estate	4.0%	4.8%
Cash and Cash Equivalents	1.0%	1.0%
Private Equity	1.0%	8.4%
Total	100.0%	

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE D – OTHER POSTEMPLOYMENT BENEFITS (Continued)**

**Discount Rate:** The discount rate used for the total OPEB liability reported at June 30, 2024 was 5.65 percent. This single discount rate was based on the 20-year Bond Buyer General Obligation Index municipal bond rate as of the measurement date of June 30, 2023. Since the REHP has insufficient assets to meet next year's projected benefit payments, the municipal bond rate was applied to all periods of the projected benefit payments to determine the total OPEB liability. The projection of cash flows used to determine the single discount rate for each fiscal year end assumed that employer contributions will be made based on the current funding policy for future years.

**Sensitivity of the net OPEB liability to changes in the discount rate:** The following presents the net OPEB liability of the PLCB, as well as what the PLCB's net OPEB liability would be if it were calculated using discount rate that are one percentage point lower (4.65 percent) or one percentage point higher (6.65 percent) than the current discount rate.

	<b>1% Decrease 4.65%</b>	<b>Current discount rate 5.65%</b>	<b>1% Increase 6.65%</b>
PLCB's proportionate share of REHP net OPEB liability as of the 6/30/2023 measurement date	\$ 356,797	\$ 317,406	\$ 283,803

**Sensitivity of the net OPEB liability to changes in the healthcare cost trend rates:** The following presents the net OPEB liability of the PLCB, as well as what the PLCB's net OPEB liability would be if it were calculated using healthcare cost trend rates (Non-Medicare Benefits/Medicare Benefits) that are one percentage point lower (7.9 percent /8.0 percent decreasing to 2.9 percent) or one percentage point higher (9.9 percent /10.0 percent decreasing to 4.9 percent) than the current healthcare cost trend rates.

	<b>1% Decrease 7.9% / 8.0% Decreasing to 2.9%</b>	<b>Current Health Trend Rate 8.9% / 9.0% Decreasing to 3.9%</b>	<b>1% Increase 9.9% / 10.0% Decreasing to 4.9%</b>
PLCB's proportionate share of REHP net OPEB liability as of the June 30, 2023 measurement date	\$ 276,490	\$ 317,405	\$ 366,813

**OPEB plan fiduciary net position:** Detailed information about the REHP OPEB plan's fiduciary net position is available in the separately issued Commonwealth of Pennsylvania's Annual Comprehensive Financial Report.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE D – OTHER POSTEMPLOYMENT BENEFITS (Continued)**

**Payable to the OPEB plan:** At June 30, 2024, the PLCB reported an accounts payable for the employer's share of the retirees' health contributions to the Office of Administration in the amount of \$1,440.

**NOTE E – CAPITAL ASSETS**

Changes in capital assets for the fiscal year ended June 30, 2024, and 2023 are as follows:

	<b>Balance June 30, 2023</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2024</b>
Non-depreciable capital assets:				
Land	\$ 323	\$ -	\$ -	\$ 323
Depreciable capital assets:				
Building	10,923	17	103	10,837
Leasehold improvements	209	-	-	209
Machinery and equipment	56,167	4,894	15,976	45,085
Intangibles – internally generated software	70,232	12,878	857	82,253
Intangibles – right to use leases	411,168	62,305	216	473,257
Total capital assets	<u>\$ 549,022</u>	<u>\$ 80,094</u>	<u>\$ 17,152</u>	<u>\$ 611,964</u>
Total capital assets, net excluding lease assets	<u>\$ 137,854</u>	<u>\$ 17,789</u>	<u>\$ 16,936</u>	<u>\$ 138,707</u>

	<b>Balance June 30, 2022</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2023</b>
Non-depreciable capital assets:				
Land	\$ 323	\$ -	\$ -	\$ 323
Depreciable capital assets:				
Building	10,763	160	-	10,923
Leasehold improvements	209	-	-	209
Machinery and equipment	48,581	8,680	1,094	56,167
Intangibles – internally generated software	54,994	15,770	532	70,232
Intangibles – right to use leases	363,584	61,022	13,438	411,168
Total capital assets	<u>\$ 478,454</u>	<u>\$ 85,632</u>	<u>\$ 15,064</u>	<u>\$ 549,022</u>
Total capital assets, net excluding lease assets	<u>\$ 114,870</u>	<u>\$ 24,610</u>	<u>\$ 1,626</u>	<u>\$ 137,854</u>



**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE E – CAPITAL ASSETS (continued)**

Changes in capital assets accumulated depreciation for the fiscal year ended June 30, 2024, and 2023, are as follows:

	<b>Balance June 30, 2023</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2024</b>
Building	\$ 9,502	\$ 236	\$ 22	\$ 9,716
Leasehold improvements	177	12	-	189
Machinery and equipment	40,571	2,576	15,976	27,171
Intangibles – internally generated software	23,617	13,931	857	36,691
Intangibles – right to use leases	179,016	65,138	-	244,154
Total accumulated depreciation	<u>\$ 252,883</u>	<u>\$ 81,893</u>	<u>\$ 16,855</u>	<u>\$ 317,921</u>
Total accumulated depreciation, net excluding lease assets	<u>\$ 73,867</u>	<u>\$ 16,755</u>	<u>\$ 16,855</u>	<u>\$ 73,767</u>

	<b>Balance June 30, 2022</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2023</b>
Building	\$ 8,962	\$ 540	\$ -	\$ 9,502
Leasehold improvements	151	26	-	177
Machinery and equipment	39,236	2,430	1,095	40,571
Intangibles – internally generated software	16,573	7,576	532	23,617
Intangibles – right to use leases	114,438	66,201	1,623	179,016
Total accumulated depreciation	<u>\$ 179,360</u>	<u>\$ 76,773</u>	<u>\$ 3,250</u>	<u>\$ 252,883</u>
Total accumulated depreciation, net excluding lease assets	<u>\$ 64,922</u>	<u>\$ 10,572</u>	<u>\$ 1,627</u>	<u>\$ 73,867</u>

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE E – CAPITAL ASSETS (Continued)**

Changes in lease assets for the fiscal year ended June 30, 2024, and 2023, are as follows:

	<b>Balance June 30, 2023</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2024</b>
Lease assets:				
RTU Buildings and Improvement	\$ 394,243	\$ 57,738	\$ -	\$ 451,981
RTU Machinery and Equipment	371	70	-	441
RTU IT Subscriptions	16,554	4,497	216	20,835
Lease assets, net	\$ 411,168	\$ 62,305	\$ 216	\$ 473,257
Less accumulated amortization for:				
RTU Buildings and Improvements	\$ 172,994	\$ 59,049	\$ -	\$ 232,043
RTU Machinery and Equipment	179	89	-	268
RTU IT Subscriptions	5,843	6,000	-	11,843
Lease assets accumulated depreciation, net	\$ 179,016	\$ 65,138	\$ -	\$ 244,154
Total lease assets, net	\$ 232,152	\$ (2,833)	\$ 216	\$ 229,103

	<b>Balance June 30, 2022</b>	<b>Additions</b>	<b>Retirements</b>	<b>Balance June 30, 2023</b>
Lease assets:				
RTU Buildings and Improvements	\$ 363,213	\$ 31,946	\$ 916	\$ 394,243
RTU Machinery and Equipment	371	-	-	371
RTU IT Subscriptions	-	29,076	12,522	16,554
Lease assets, net	\$ 363,584	\$ 61,022	\$ 13,438	\$ 411,168
Less accumulated amortization for:				
RTU Buildings and Improvements	\$ 114,333	\$ 59,321	\$ 660	\$ 172,994
RTU Machinery and Equipment	105	74	-	179
RTU IT Subscriptions	-	6,806	963	5,843
Lease assets accumulated depreciation, net	\$ 114,438	\$ 66,201	\$ 1,623	\$ 179,016
Total lease assets, net	\$ 249,146	\$ (5,179)	\$ 11,815	\$ 232,152

**NOTE F – DUE TO OTHER FUNDS**

At June 30, 2024 and 2023, a total of \$15,874 and \$75,786, respectively, was due to other funds. These totals were due to various funds.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE G – LEASE COMMITMENTS**

As of June 30, 2024, the right to use lease liabilities principal and interest requirements to maturity are as follows:

<b>Fiscal year ending June 30:</b>	<b>Principal</b>	<b>Interest</b>	<b>Total</b>
2025	\$ 60,404	\$ 4,888	\$ 65,292
2026	52,226	3,656	55,882
2027	42,003	2,591	44,594
2028	33,819	1,700	35,519
2029	22,483	1,041	23,524
2030 - 2036	31,710	1,688	33,398
Total lease obligations	<u>\$ 242,645</u>	<u>\$ 15,564</u>	<u>\$ 258,209</u>

**NOTE H – OPERATING TRANSFERS TO GENERAL FUND**

The PLCB is subject to profit transfer requirements pursuant to Pennsylvania Statute Title 47, §8-802(f), determined annually by the Governor's Office, whereby stipulated funds are transferred to help finance the General Fund.

Per Act 39 of 2016, any commissions, compensation, or any type of incentive award based upon the sale of lottery tickets and games shall be deposited by the PLCB into the General Fund.

Per Act 166 of 2016, all moneys collected from converting an eating place retail dispensing license to a restaurant license, casino license fees, and license auction proceeds shall be transferred from the State Stores Fund to the General Fund.

The required transfer to the General Fund totaled \$185,100 in each of the fiscal years ended June 30, 2024 and 2023.

**NOTE I – OPERATING TRANSFER FOR DRUG AND ALCOHOL PROGRAMS**

Per Act 14 of 1987, two percent of the PLCB's profits from the sale of alcohol shall be transferred to the Department of Drug and Alcohol Programs (DDAP) for drug and alcohol rehabilitation programs. The PLCB establishes a liability for the amount due to the DDAP and transfers the payment in the subsequent fiscal year.

The amount of the liabilities payable to the DDAP were \$4,842 and \$5,215 for the fiscal years ended June 30, 2024, and 2023, respectively.

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**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

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**NOTE J – OPERATING TRANSFER FOR LIQUOR CONTROL ENFORCEMENT**

The PLCB provides the funding for the Pennsylvania State Police, Bureau of Liquor Control Enforcement, which is responsible for enforcing the laws and regulations governing the trafficking of alcoholic beverages throughout the Commonwealth. The transfers were \$33,035 and \$32,320 for the fiscal years ended June 30, 2024 and 2023, respectively.

**NOTE K – CONTINGENCIES-LITIGATION**

The PLCB is a defendant in various legal proceedings pertaining to matters normally incidental to routine operations. Currently, the PLCB is involved in legal proceedings for which the likelihood of an unfavorable outcome is reasonably possible and may impair future revenue sources. Unfavorable outcome for the current legal proceeding could range from \$0 to \$60,000. The liability for this case has not been recorded as of June 30, 2024.

**NOTE L – BALANCE SHEET – LIQUOR LICENSE FUND**

The Balance Sheet illustrates the net assets and liabilities at each fiscal year end for the Liquor License Fund activity as authorized by PA Statute Title 47, Article VIII, §801.

Deposits and investments include cash received from license application fees not received by the Treasury Department at the balance sheet date, and net short-term investments resulting from the purchase and sale of Treasury Department securities (see Note A, Temporary Investments).

Liabilities and fund balance include moneys received from license application fees not returned to municipalities at the balance sheet date.

**NOTE M – SELF-INSURANCE LIABILITIES**

The Commonwealth is self-insured for statutory workers' compensation, which includes indemnity and medical payments (employee disability) for its employees injured on the job. The Commonwealth is also self-insured for annuitant medical/hospital claims and for tort liability claims. Major tort risks include automobile, employee, and general torts. For property losses, the Commonwealth has a \$1 million retention with excess commercial insurance coverage up to \$1 billion per occurrence. There was no reduction in commercial insurance coverage during the fiscal year ended June 30, 2024. No settlements exceeded commercial insurance coverage during each of the past three fiscal years. The Commonwealth has established various administrative policies, which are intended to avoid or limit the aforementioned risks.

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**NOTE M – SELF-INSURANCE LIABILITIES (continued)**

PLCB participates in each Commonwealth self-insurance program and pays prescribed program amounts or rates throughout its fiscal year. These amounts, reported as current fiscal year expenses, finance a portion of cumulative, estimated self-insurance liabilities incurred, in amounts sufficient to fund ongoing program needs. These amounts do not finance all cumulative, estimated self-insurance liabilities incurred. Therefore, accrued liabilities for employee disability and annuitant medical/hospital claims are established based on reserves computed from the Commonwealth's claim experience. Such claims are not discounted and do not include non-incremental claims adjustment expenses.

At June 30, 2024 and 2023, respectively, the State Stores Fund reported a \$46,998 liability (\$4,768 as current and \$42,230 as non-current) and \$48,092 liability (\$4,796 as current and \$43,296 as non-current) for employee disability claims.

The following summary provides aggregated information for the fiscal years ending June 30, 2024 and 2023, of the reported self-insurance liabilities to include the incurred claims and payments during the fiscal years then ended:

<b><u>Fiscal Year Ended</u></b>	<b><u>Liability – Beginning Balance</u></b>	<b><u>Incurred Claims</u></b>	<b><u>Payments</u></b>	<b><u>Liability – Ending Balance</u></b>
June 30, 2024	\$ 48,092	\$ 4,040	\$ 5,134	\$ 46,998
June 30, 2023	\$ 47,385	\$ 6,033	\$ 5,326	\$ 48,092

**NOTE N – RESTATEMENT**

Restatement Due to Change in Accounting Principle:

Presented below are the changes to the State Store Fund's Statement of Net Position as a result of implementing GASB 96. The State Stores Fund Net Position changed by a total of \$341,239.

	<b><u>State Stores Fund</u></b>
Net Position, as previously reported, at June 30, 2022.....	\$ (872,154)
Implementation of GASB 96:	
Intangible – right to use IT subscriptions.....	20,301
Right to use liabilities.....	(19,960)
Total Prior Period Adjustment.....	341
Net Position, as restated, at July 1, 2022.....	\$ (871,813)

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Required Supplementary Information**

Pension Schedules

**Schedule of PLCB's Contributions (Dollar amounts in thousands)**

Last Ten Fiscal Years Ended June 30 <sup>1</sup>	Contractually Required Contribution <sup>2</sup>	Contributions in Relation to the Contractually Required Contribution	Contribution Deficiency (Excess)	PLCB's Covered- Employee Payroll	Contributions as a Percentage of Covered- Employee Payroll
2024	59,041	59,041	-	224,313	26.32%
2023	55,248	55,248	-	203,053	27.21%
2022	53,910	53,910	-	183,586	29.36%
2021	53,577	53,577	-	185,755	28.84%
2020	52,986	52,986	-	180,355	29.38%
2019	52,235	52,235	-	174,048	30.01%
2018	48,227	48,227	-	171,016	28.20%
2017	40,348	40,348	-	162,310	24.86%
2016	33,752	33,752	-	166,701	20.25%
2015	27,044	27,044	-	162,037	16.69%

~ The notes to required supplementary information are an integral part of this schedule. ~

<sup>1</sup> The amounts presented for each fiscal year were determined as of 12/31.

<sup>2</sup> The contractually required contribution disclosed above is based on minimum floor rates or suppressed rates resulting from collars that are required based on statutory law. These rates are determined by SERS actuary during the annual funding valuation and include an adjustment to the "preliminary employer contribution rate" calculated before the minimum floor or collars are applied. These "final employer contribution rates" fall within the realm of an appropriate actuarially determined contribution calculation under actuarial standards of practice and temporarily defer a portion of the payments that work towards fully funding the plan.



**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Required Supplementary Information (continued)**

Pension Schedules

**Schedule of PLCB's Proportionate Share of the Net Pension Liability (Dollar amounts in thousands)**

Last Ten Fiscal Years Ended June 30 <sup>1</sup>	PLCB's proportion of the net pension liability	PLCB's proportionate share of the net pension liability	PLCB's covered- employee payroll	PLCB's	
				proportionate share of the net pension liability as a percentage of its covered- employee payroll	Plan fiduciary net position as a percentage of the total pension liability
2024	2.78%	537,785	224,313	239.75%	65.30%
2023	2.71%	569,164	203,053	280.30%	61.53%
2022	2.90%	369,046	183,586	201.02%	76.00%
2021 <sup>2</sup>	2.69%	462,619	185,755	249.05%	67.03%
2020	2.52%	458,686	180,355	254.32%	63.11%
2019	2.55%	530,291	174,048	304.68%	56.39%
2018	2.55%	440,677	171,016	257.68%	62.97%
2017	2.48%	477,444	162,310	294.16%	57.80%
2016	2.47%	449,176	166,701	269.45%	58.90%
2015	2.44%	362,685	162,037	223.83%	64.80%

~ The notes to required supplementary information are an integral part of this schedule. ~

<sup>1</sup> The amounts presented for each fiscal year were determined as of 12/31.

<sup>2</sup> Every five years, SERS is required to conduct an actuarial experience study to determine whether the assumptions used in its annual actuarial valuations remain accurate based on current and anticipated demographic trends and economic conditions. The 19th Investigation of Actuarial Experience study for the period 2015 – 2019 was released in July 2020 and can be viewed at [www.sers.pa.gov](http://www.sers.pa.gov). The actuary, under oversight of the SERS Board, reviewed economic assumptions (such as the assumed future investment returns and salary increases) as well as demographic assumptions (such as employee turnover, retirement, disability, and death rates).

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**STATE STORES FUND – JUNE 30, 2024 and 2023**  
**LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Required Supplementary Information (continued)**

OPEB Schedules

**Schedule of PLCB's Contributions (Dollar amounts in thousands)**

Last Ten Fiscal Years Ended June 30 <sup>(1)</sup>	2024	2023	2022	2021	2020	2019
Contractually required contribution <sup>(2)</sup>	11,328	9,961	11,691	19,402	20,615	29,490
Contributions in relation to the contractually required contribution	19,002	20,003	19,381	19,648	23,376	24,623
Contribution deficiency (excess)	(7,674)	(10,042)	(7,690)	(246)	1,239	(4,133)
PLCB's employee covered payroll	150,489	136,972	133,256	131,262	129,950	126,621
Contribution as a percentage of employee covered payroll	12.63%	14.60%	14.54%	14.97%	17.99%	19.45%

~ The notes to required supplementary information are an integral part of this schedule. ~

<sup>1</sup> PLCB adopted GASB 75 on a prospective basis for the fiscal year ended June 30, 2018; therefore, only six years are presented in the above schedule. The amounts presented were measured as of June 30th of the prior year.

<sup>2</sup> Contribution requirements for the REHP are determined annually by the Commonwealth based on projected cash flow requirements and a projected contribution toward pre-funding future cash outlays.

**PENNSYLVANIA LIQUOR CONTROL BOARD  
STATE STORES FUND – JUNE 30, 2024 and 2023  
LIQUOR LICENSE FUND – JUNE 30, 2024 and 2023**

**Required Supplementary Information (continued)**

**Schedule of PLCB's Allocated Share of the Net OPEB Liability (Dollar amounts in thousands)**

Last Ten Fiscal Years Ended June 30 <sup>(1)</sup>	2024	2023	2022	2021	2020	2019
PLCB's allocation of the net liability	4.08%	4.22%	4.22%	4.16%	4.12%	4.11%
PLCB's allocated share of the net OPEB liability	317,406	416,014	432,155	512,371	429,569	603,955
PLCB's employee covered payroll	150,489	136,972	133,256	131,262	129,950	126,621
PLCB's allocated share of the net OPEB liability as a percentage of its employee covered payroll	210.92%	303.72%	324.30%	390.34%	330.57%	476.98%
Plan fiduciary net position as a percentage of the total OPEB liability	8.81%	5.92%	6.12%	3.67%	3.74%	2.22%

~ The notes to required supplementary information are an integral part of this schedule. ~

<sup>1</sup> PLCB adopted GASB 75 on a prospective basis for the fiscal year ended June 30, 2018; therefore, only six years are presented in the above schedule. The amounts presented were measured as of June 30th of the prior year.

**COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA LIQUOR CONTROL BOARD  
JUNE 30, 2024 and 2023  
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## STORES RANKED BY TOTAL DOLLAR SALES FY 2023-24

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
1	0247**†	5956 Centre Avenue	Pittsburgh	15206	464,196	\$44.14	\$20,491,607
2	4650^	East Greenville Business Center, 668 Gravel Pike	East Greenville	18041	163,028	\$119.67	\$19,509,585
3	0940*	855B Pennsylvania Boulevard	Feasterville	19053	13,038	\$1,406.82	\$18,342,114
4	0934**†	132 Veterans Lane	Doylestown	18901	310,806	\$53.56	\$16,646,690
5	1007**†	Cranberry Mall, 20111 Route 19	Cranberry Twp.	16066	293,579	\$55.91	\$16,414,326
6	5185**†	180 West Girard Avenue	Philadelphia	19123	389,144	\$41.95	\$16,323,665
7	9211**†	Village Square, 5000 Oxford Drive	Bethel Park	15102	275,182	\$54.78	\$15,074,733
8	0621**†	Berkshire West, 1101 Woodland Road	Wyomissing	19610	285,897	\$51.67	\$14,772,212
9	0231**†	Robinson Plaza Town Center, 1106 Park Manor Blvd.	Pittsburgh	15205	284,390	\$51.52	\$14,651,246
10	9208**†	125 Towne Centre Drive	Wexford	15090	236,135	\$59.02	\$13,935,772
11	4623**†	1440 Bethlehem Pike	Flourtown	19031	247,737	\$55.04	\$13,635,950
12	4657**†	Metroplex Mall, 2426 Chemical Road	Plymouth Meeting	19462	289,562	\$45.32	\$13,122,645
13	3627**†	Shoppes at Belmont, 1565 Fruitville Pike	Lancaster	17601	289,105	\$44.48	\$12,858,139
14	2210**†	5070 Jonestown Road	Harrisburg	17112	303,146	\$42.08	\$12,757,316
15	0214†	The Waterworks, 991 Freeport Road	Pittsburgh	15238	235,530	\$53.92	\$12,698,877
16	0943**†	212 South State Street	Newtown	18940	233,651	\$54.16	\$12,655,295
17	6717**†	York Marketplace, 2547 East Market Street	York	17402	300,899	\$41.89	\$12,603,612
18	0215*	1601 Liberty Avenue	Pittsburgh	15222	12,811	\$943.76	\$12,090,530
19	6317**	Trinity Point Shopping Center, 50 Trinity Point Drive	Washington	15301	309,264	\$39.07	\$12,082,965
20	3616*	1190 Dillerville Road	Lancaster	17601	14,586	\$822.21	\$11,992,816
21	4641**†	The Shoppes at Upper Providence, 1839 E. Ridge Pike	Royersford	19468	276,039	\$42.94	\$11,853,656
22	4646**†	Ardmore Shopping Center, 62 Greenfield Avenue	Ardmore	19003	211,745	\$55.58	\$11,768,694
23	2301*	Lawrence Park Industrial Center, 629 Parkway Drive	Broomall	19008	10,229	\$1,138.53	\$11,646,058
24	3901†	Crest Plaza, 1516 North Cedar Crest Boulevard	Allentown	18104	206,101	\$55.73	\$11,486,718
25	4624**†	125 West Dekalb Pike	King of Prussia	19406	266,787	\$42.97	\$11,463,009
26	5104**†	Columbus Commons, 1940 S. Christopher Columbus Blvd.	Philadelphia	19148	252,668	\$45.26	\$11,436,903
27	6315**†	Donaldson's Crossroads Shopping Ctr., 3929 Washington Rd.	McMurray	15317	238,229	\$47.89	\$11,409,904
28	2514**†	Yorktown Centre, 2501 West 12th Street	Erie	16505	216,311	\$52.13	\$11,275,235
29	2102**†	West Shore Plaza Shopping Center, 1200 Market St.	Lemoine	17043	272,293	\$41.15	\$11,205,092
30	0222*	United Industrial Park, 98 Vanadium Road	Bridgeville	15017	9,207	\$1,206.10	\$11,104,591
31	1405†	1682 North Atherton Street	State College	16803	224,632	\$48.77	\$10,956,190
32	4658**†	Ralphs Corner Shopping Center, 2333 Welsh Road	Lansdale	19446	259,946	\$42.08	\$10,937,741
33	0260**†	1955 Wharton Street	Pittsburgh	15203	266,958	\$40.09	\$10,702,947
34	5146**	3903 Aramingo Avenue	Philadelphia	19137	359,074	\$29.62	\$10,635,431
35	2211**†	1158 Mae Street	Hummelstown	17036	187,833	\$55.85	\$10,490,286
36	6716**†	West Manchester Town Center, 880 Town Center Drive	York	17408	283,524	\$36.94	\$10,473,062
37	0227**†	3845 Northern Pike	Monroeville	15146	265,474	\$39.42	\$10,463,756
38	4632**†	Gwynedd Crossing, 1210 Bethlehem Pike	North Wales	19454	219,929	\$47.05	\$10,347,644
39	0245**†	330 East Waterfront Drive	Homestead	15120	278,773	\$36.87	\$10,278,757
40	9101**†	2040 Market Street	Philadelphia	19103	295,761	\$34.64	\$10,245,914
41	5103*	2238 Washington Avenue	Philadelphia	19146	8,590	\$1,188.91	\$10,212,709

\* Licensee Service Center \*\* Remodeled † Premium Collection ^ E-Commerce

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
42	4659**†	The Promenade at Upper Dublin, 204 Concourse Blvd.	Dresher	19025	219,724	\$46.47	\$10,211,272
43	0232**†	Mcintyre Square, 3080 McIntyre Square Drive	Pittsburgh	15237	227,530	\$44.54	\$10,134,095
44	0284**†	Bill Green's Shopping Center, 10 Old Clairton Road	Pittsburgh	15236	252,696	\$40.07	\$10,124,562
45	0625**†	Town Square Plaza, 4110 North Fifth Street Highway	Temple	19560	216,007	\$46.59	\$10,064,402
46	6518**†	Norwin Hills Shopping Center, 8775 Norwin Avenue	Irwin	15642	246,354	\$40.83	\$10,059,158
47	2324**	Macdade Shopping Center, 2143 Macdade Boulevard	Holmes	19043	309,652	\$32.33	\$10,011,934
48	5174**	Baker's Centre, 3413 Fox Street	Philadelphia	19129	366,894	\$27.11	\$9,948,256
49	4655*	900 Forge Avenue	Norristown	19403	9,208	\$1,078.86	\$9,934,135
50	0920**†	Quakertown Shopping Center, 1465 West Broad Street	Quakertown	18951	277,259	\$35.78	\$9,921,320
51	1501**†	Main Street at Exton, 132 Woodcutter Street	Exton	19341	221,397	\$44.22	\$9,790,233
52	4613**†	935 Old York Road	Jenkintown	19046	216,913	\$44.17	\$9,581,091
53	6711**†	Hanover Crossing, 431 Eisenhower Drive	Hanover	17331	226,659	\$41.86	\$9,488,422
54	4819**†	Madison Farms Retail Center, 4817 Freemansburg Ave.	Easton	18045	223,779	\$42.38	\$9,484,033
55	3622**†	Shoppes at Kissel Village, 1036 Lititz Pike	Lititz	17543	217,093	\$42.90	\$9,313,898
56	1533**†	Phoenixville Plaza, 700 Nutt Road	Phoenixville	19460	239,430	\$38.38	\$9,189,111
57	3925**†	MacArthur Towne Centre, 2560 Macarthur Road	Whitehall	18052	235,413	\$38.99	\$9,179,247
58	4614**†	119 West City Avenue	Bala Cynwyd	19004	262,810	\$34.85	\$9,158,754
59	1532*	The Campus, 100 Willowbrook Lane	West Chester	19382	8,857	\$1,027.32	\$9,098,997
60	0929**†	4275 County Line Road	Chalfont	18914	222,884	\$40.57	\$9,042,860
61	4502†	Pocono Village Mall, 3430 Route 940	Mount Pocono	18344	277,102	\$32.42	\$8,983,428
62	4653**†	Centre Square Commons, 984 Dekalb Pike	Blue Bell	19422	174,358	\$50.70	\$8,840,471
63	5115*	2504 Snyder Avenue	Philadelphia	19145	9,331	\$943.38	\$8,802,676
64	1516†	927 Paoli Pike	West Chester	19380	246,779	\$35.53	\$8,768,794
65	4647**	237 Harleysville Pike, Route 113	Harleysville	19438	220,579	\$39.74	\$8,765,587
66	3516†	222 Northern Boulevard	Clarks Summit	18411	158,103	\$54.89	\$8,677,567
67	2101**†	Carlisle Marketplace, 281 South Spring Garden Street	Carlisle	17013	251,493	\$34.37	\$8,644,671
68	5154**†	1112 Chestnut Street	Philadelphia	19107	292,955	\$29.45	\$8,627,294
69	3924**†	Hamilton Crossings, 750 North Krocks Road	Allentown	18106	188,824	\$45.59	\$8,608,885
70	4306**	Hermitage Towne Plaza, 2321 East State Street	Hermitage	16148	216,665	\$39.01	\$8,452,790
71	0945**†	Addisville Commons, 890 Second Street Pike	Richboro	18954	197,232	\$42.58	\$8,398,834
72	1529**†	Shoppes at Longwood Village, 855 East Baltimore Pike	Kennett Square	19348	174,886	\$47.91	\$8,379,107
73	1528**†	Paoli Shopping Center, 17-19 Leopard Road	Paoli	19301	174,704	\$47.70	\$8,334,011
74	5133**†	401 Franklin Mills Circle	Philadelphia	19154	266,151	\$31.21	\$8,307,212
75	4001**	Wilkes-Barre Twp. Marketplace, 2136 Wilkes-Barre Blvd.	Wilkes-Barre	18702	224,725	\$36.88	\$8,288,265
76	4652**	Upland Square, 260 Upland Square Drive	Pottstown	19464	268,313	\$30.83	\$8,272,400
77	2106**†	6560 Carlisle Pike	Mechanicsburg	17050	199,166	\$41.25	\$8,216,559
78	4501**†	Pocono Plaza, 310 Lincoln Avenue	East Stroudsburg	18301	238,507	\$34.40	\$8,205,464
79	1010**	206 Seven Fields Boulevard	Seven Fields	16046	197,196	\$41.42	\$8,167,602
80	4654**†	15 West Germantown Pike	Norristown	19401	214,600	\$38.02	\$8,158,060
81	4648**†	Providence Town Center, 160 Market Street	Collegeville	19426	172,676	\$47.09	\$8,131,826
82	3918†	Promenade Shops at Saucon Valley, 3060 Ctr. Valley Pkwy.	Center Valley	18034	149,535	\$54.14	\$8,096,329

\* Licensee Service Center \*\* Remodeled † Premium Collection



RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
83	1527**†	821 West Lancaster Avenue	Wayne	19087	150,687	\$53.44	\$8,052,232
84	1514**†	161 East Swedesford Road	Wayne	19087	200,287	\$39.98	\$8,006,995
85	6517†	Westmoreland Mall, 5280 Route 30	Greensburg	15601	163,889	\$48.79	\$7,995,463
86	5160**	Hendrix Center 11685 Bustleton Avenue	Philadelphia	19116	254,641	\$31.35	\$7,984,165
87	4110**†	Loyal Plaza, 1939 East Third Street	Williamsport	17701	190,608	\$41.89	\$7,983,638
88	2344**†	Springfield Sq. North Shopping Ctr., 1014 Baltimore Pike	Springfield	19064	226,427	\$35.15	\$7,958,115
89	5112**†	2550 Grant Avenue	Philadelphia	19114	249,887	\$31.70	\$7,921,786
90	5170**†	The Granary, 411 North 20th Street	Philadelphia	19130	241,711	\$32.64	\$7,889,905
91	0709**†	Pleasant Valley Shopping Ctr., 3415 Pleasant Valley Blvd.	Altoona	16602	196,153	\$40.18	\$7,880,544
92	2341**†	Ellis Preserve Town Center, 3735 West Chester Pike	Newtown Square	19073	162,628	\$48.37	\$7,866,562
93	2516**	Liberty Plaza, 3702 Liberty Street	Erie	16508	249,852	\$31.40	\$7,844,406
94	9118**	Ivyridge Shopping Center, 7146 Ridge Avenue	Philadelphia	19128	236,259	\$33.18	\$7,839,443
95	0604**	4721 Perkiomen Avenue	Reading	19606	207,328	\$37.53	\$7,780,603
96	0298**†	Chartiers Valley Shopping Ctr., 1025 Washington Pike	Bridgeville	15017	187,931	\$41.05	\$7,714,897
97	2801†	Wayne Plaza, 987 Wayne Avenue	Chambersburg	17201	218,660	\$35.27	\$7,711,476
98	0941**	532 South Oxford Valley Road	Fairless Hills	19030	248,308	\$30.86	\$7,662,203
99	0101**†	Marshalls Plaza, 1275 York Road	Gettysburg	17325	172,980	\$44.11	\$7,629,354
100	0211**	354 North Towne Square, 5600 Route 8	Gibsonia	15044	187,364	\$40.69	\$7,623,719
101	5161**†	1515 Locust Street	Philadelphia	19102	267,434	\$28.47	\$7,614,831
102	0286**†	Pines Plaza, 1130 Perry Highway	Pittsburgh	15237	152,279	\$49.82	\$7,585,866
103	1510**	Barley Station, 2715 East Lincoln Highway	Coatesville	19320	257,570	\$28.81	\$7,419,882
104	3922**	Lehigh Shopping Center, 2154 West Union Boulevard	Bethlehem	18018	211,670	\$35.05	\$7,418,671
105	1530**†	Bradford Plaza, 692 Downingtown Pike	West Chester	19380	202,410	\$36.64	\$7,417,095
106	0912**†	Logan Square, 6542-J Lower York Road	New Hope	18938	113,785	\$64.91	\$7,386,234
107	3625**†	Centerville Square, 558 Centerville Road	Lancaster	17601	199,371	\$36.79	\$7,334,663
108	0915**	3920 New Falls Road	Bristol	19007	259,771	\$27.91	\$7,250,637
109	4003**†	2161 Memorial Highway	Dallas	18612	157,826	\$45.11	\$7,119,314
110	5137**	5159 Lancaster Avenue	Philadelphia	19131	344,775	\$20.64	\$7,117,135
111	2115**†	Capital City Mall, 3725 Capital City Mall Drive	Camp Hill	17011	165,259	\$43.02	\$7,109,816
112	9205†	1602 Cochran Road	Pittsburgh	15220	148,793	\$47.59	\$7,080,593
113	2320**	1305 West Chester Pike	Havertown	19083	195,289	\$35.94	\$7,018,555
114	1903**	1005 Scott Town Center	Bloomsburg	17815	181,578	\$38.61	\$7,010,842
115	5168**	The Court at Cottman, 2201 Cottman Avenue	Philadelphia	19149	244,351	\$28.67	\$7,004,654
116	4639**	Gilbertsville Shopping Ctr., 1050 E. Philadelphia Ave.	Gilbertsville	19525	179,932	\$38.21	\$6,874,713
117	0910**	Hilltown Plaza, 766 Route 113	Souderton	18964	201,727	\$34.06	\$6,870,703
118	3801**	Promenade at Lebanon East, 102 North Eighth Avenue	Lebanon	17046	210,038	\$32.61	\$6,848,516
119	4033**	Church Hill Mall, 1089 North Church Street	Hazleton	18201	171,778	\$39.73	\$6,824,229
120	2215**	The Point Shopping Center, 4227 Union Deposit Road	Harrisburg	17111	237,425	\$28.71	\$6,816,961
121	5167**	Lincoln Square, 1403 Washington Avenue	Philadelphia	19146	229,118	\$29.63	\$6,789,326
122	1525**†	Lionville Shopping Center, 162 Eagleview Boulevard	Exton	19341	185,641	\$36.39	\$6,755,675
123	3206**†	Townfair Plaza, 475 Ben Franklin South	Indiana	15701	174,406	\$38.65	\$6,740,331

\*\* Remodeled † Premium Collection

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
124	5157**†	1237 South 11th Street	Philadelphia	19147	192,721	\$34.97	\$6,738,717
125	0266**†	521 Beaver Street	Sewickley	15143	123,193	\$54.58	\$6,723,515
126	4511**	Kinsley Plaza, 107 Kinsley Drive	Brodheads ville	18322	215,219	\$30.93	\$6,656,456
127	2612**	New Hope Commons, 99 Matthew Drive	Uniontown	15401	167,656	\$39.63	\$6,643,854
128	6705**	Queensgate Towne Center, 2075 Springwood Road	York	17403	198,444	\$33.47	\$6,641,843
129	4638**	123 South Easton Road	Glenside	19038	198,611	\$33.16	\$6,585,519
130	5193**	Penrose Plaza, 2900 Island Avenue	Philadelphia	19153	257,953	\$25.43	\$6,559,813
131	6714†	Shrewsbury Commons Shopping Ctr., 802 Shrewsbury Commons Ave.	Shrewsbury	17361	168,442	\$38.94	\$6,559,579
132	0939**	306 Easton Road	Warrington	18976	175,767	\$37.28	\$6,551,775
133	0919**	2223 Galloway Road	Bensalem	19020	196,966	\$33.19	\$6,537,585
134	3522**	210 Meadow Avenue	Scranton	18505	207,108	\$31.37	\$6,496,230
135	5116**	101 East Olney Avenue	Philadelphia	19120	275,932	\$23.39	\$6,453,642
136	0299**	Penn Hills Center, 11685 Penn Hills Drive	Pittsburgh	15235	217,560	\$29.08	\$6,327,308
137	0914**	Lower Southampton Village, 162 East Street Road	Feasterville	19053	186,510	\$33.91	\$6,324,404
138	6526**†	109 Blue Spruce Way	Murrysville	15668	125,907	\$50.16	\$6,315,227
139	2334**†	Brandywine Mills, 1751 Wilmington Pike	Glen Mills	19342	128,966	\$48.95	\$6,313,520
140	2305**†	315 West Baltimore Avenue	Media	19063	159,367	\$39.60	\$6,310,766
141	0267**	Moon Plaza, 5990 University Boulevard	Coraopolis	15108	175,126	\$35.79	\$6,267,355
142	2501**	Summit Towne Center, 7200 Peach Street	Erie	16509	152,719	\$40.95	\$6,253,804
143	4622**	404 Huntingdon Pike	Rockledge	19046	187,436	\$33.09	\$6,202,828
144	2343**†	127 West Lancaster Avenue	Wayne	19087	120,321	\$51.53	\$6,200,338
145	6401†	74 Welwood Avenue	Hawley	18428	135,441	\$45.78	\$6,199,835
146	0235†	2001 Smallman Street	Pittsburgh	15222	101,261	\$60.79	\$6,155,803
147	3914**	Mountainville Plaza, 1620 South Fourth Street	Allentown	18103	196,328	\$31.30	\$6,145,161
148	1003**	608 Moraine Pointe Plaza	Butler	16001	169,171	\$36.09	\$6,105,691
149	1506**	Ashbridge Square, 861 East Lancaster Avenue	Downingtown	19335	166,662	\$36.56	\$6,092,560
150	5201**	106 West Harford Street	Milford	18337	162,157	\$37.54	\$6,086,623
151	0928**	The Shoppes at Flowers Mill, 118 North Flowers Mill Rd.	Langhorne	19047	178,462	\$33.56	\$5,990,044
152	6003**†	Penn House Commons, 310 North 10th Street	Lewisburg	17837	151,034	\$39.50	\$5,965,169
153	4804**	Stefko Center, 1844A Stefko Boulevard	Bethlehem	18017	208,836	\$28.47	\$5,946,177
154	5191**	2401 Vare Avenue	Philadelphia	19145	234,485	\$25.27	\$5,925,130
155	5126**	The Shops at Brewerytown, 3101 West Girard Avenue	Philadelphia	19130	249,179	\$23.77	\$5,922,893
156	6523**	1038 Latrobe 30 Plaza	Latrobe	15650	159,458	\$37.01	\$5,902,211
157	5119**†	724 South Street	Philadelphia	19147	169,943	\$33.76	\$5,736,621
158	5111**	3720 Main Street	Philadelphia	19127	169,502	\$33.71	\$5,714,637
159	1404**	Hamilton Square Shopping Ctr., 230 West Hamilton Ave.	State College	16801	110,664	\$51.63	\$5,714,067
160	1412**†	127 Southridge Plaza	State College	16801	139,320	\$41.00	\$5,712,327
161	4627**	Hillcrest Shopping Center, 644 East Main Street	Lansdale	19446	191,417	\$29.72	\$5,689,230
162	5190**	7161 Ogontz Avenue	Philadelphia	19138	264,112	\$21.54	\$5,687,884
163	0296**	5249 Library Road	Bethel Park	15102	170,862	\$33.08	\$5,651,952
164	5156**	4233 Chestnut Street	Philadelphia	19104	232,855	\$24.25	\$5,646,157

\*\* Remodeled † Premium Collection

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
165	0938**	Center Point Plaza, 748 West Street Road	Warminster	18974	181,773	\$30.97	\$5,630,107
166	5142**	Plaza Americana, 2717 North American Street	Philadelphia	19133	257,376	\$21.78	\$5,605,500
167	0290**	Noble Manor Shopping Center, 2350 Noblestown Road	Pittsburgh	15205	187,584	\$29.83	\$5,595,301
168	0415**	Rochester Plaza, 730 Ohio River Boulevard	Rochester	15074	155,058	\$36.06	\$5,591,849
169	3615**	Bridgeport Shopping Center, 1622 Lincoln Highway East	Lancaster	17602	192,058	\$29.09	\$5,586,383
170	5141**	4906-4908 Baltimore Avenue	Philadelphia	19143	257,324	\$21.66	\$5,573,681
171	5132**	4229 North Broad Street	Philadelphia	19140	265,593	\$20.89	\$5,548,820
172	4626**	2501 Main Street	Norristown	19403	182,697	\$30.30	\$5,534,963
173	2332**†	Lawrence Park, 1991 Sproul Road	Broomall	19008	156,597	\$35.31	\$5,529,916
174	0228**	Edgewood Towne Centre, 1749 South Braddock Ave.	Pittsburgh	15218	211,474	\$25.88	\$5,473,425
175	4814**†	Northampton Crossings, 3718 Easton-Nazareth Hwy.	Easton	18045	135,292	\$39.88	\$5,395,574
176	1702**†	5720 Shaffer Road	Dubois	15801	135,278	\$39.79	\$5,382,926
177	0932**†	1115 North Main Street	Warrington	18976	114,044	\$47.10	\$5,371,894
178	4642**	The Marketplace at Huntingdon Valley, 2080 County Line Rd.	Huntingdon Valley	19006	155,861	\$34.46	\$5,371,706
179	6404**	1199 Texas Palmyra Highway	Honesdale	18431	147,482	\$36.40	\$5,368,967
180	2331**†	5035 Township Line Road	Drexel Hill	19026	165,615	\$32.37	\$5,361,199
181	3903	1918 West Allen Street	Allentown	18104	199,273	\$26.87	\$5,354,554
182	6524**	321 Tri-County Lane	Belle Vernon	15012	175,359	\$30.50	\$5,349,065
183	2302	128 South 69th Street	Upper Darby	19082	260,768	\$20.35	\$5,307,709
184	3915**	Westgate Mall, 2359 Schoenersville Road	Bethlehem	18017	156,206	\$33.88	\$5,292,507
185	2110**	Stonehedge Square, 950 Walnut Bottom Road	Carlisle	17015	147,762	\$35.70	\$5,275,585
186	4817*	3084 Emrick Boulevard	Bethlehem	18020	6,482	\$812.39	\$5,265,883
187	4607**	132 East Butler Avenue	Ambler	19002	143,345	\$36.57	\$5,242,675
188	4636†	1 Station Circle	Narberth	19072	121,233	\$43.24	\$5,241,856
189	2342**†	1083 West Baltimore Pike	Media	19063	148,814	\$35.03	\$5,213,563
190	4509**	Tannersville Plaza, 2838 Route 611	Tannersville	18372	157,622	\$32.92	\$5,189,340
191	5173**	Woodland Village Plaza, 6036 Woodland Avenue	Philadelphia	19142	278,748	\$18.61	\$5,187,044
192	4637**	Audubon Village Shopping Ctr., 2860 Audubon Village Dr.	Audubon	19403	158,835	\$32.59	\$5,175,951
193	1512**	Lincoln Court Shopping Center, 215 Lancaster Avenue	Malvern	19355	148,129	\$34.91	\$5,171,776
194	2503**	Asbury Square, 2421 Asbury Road	Erie	16506	158,859	\$32.56	\$5,171,693
195	0942**	Levittown Town Center, 179B Levittown Parkway	Levittown	19055	183,073	\$28.20	\$5,162,778
196	0409**	Chippewa Center, 2580 Constitution Boulevard	Beaver Falls	15010	142,120	\$36.07	\$5,125,655
197	5134**	32 South Second Street	Philadelphia	19106	138,662	\$36.37	\$5,043,240
198	4507**	Blakeslee Plaza, 248 Route 940	Blakeslee	18610	133,685	\$37.61	\$5,027,664
199	2105**	Mechanicsburg Plaza, 5301 Simpson Ferry Road	Mechanicsburg	17050	162,888	\$30.73	\$5,005,708
200	0249**	519 Towne Square Way	Pittsburgh	15227	168,222	\$29.64	\$4,986,283
201	6710**	Windsor Commons, 3159 Cape Horn Road	Red Lion	17356	174,323	\$28.52	\$4,972,489
202	4605**	Melrose Shopping Center, 103 West Cheltenham Ave.	Cheltenham	19012	202,118	\$24.59	\$4,970,964
203	0292**	North Hills Village Mall, 4801 Mcknight Road	Pittsburgh	15237	159,469	\$30.86	\$4,921,392
204	2339**	The Shoppes at Brookhaven, 4934 Edgmont Avenue	Brookhaven	19015	194,159	\$25.32	\$4,915,318
205	6519**	Crossroads Plaza, 2501 Leechburg Road	Lower Burrell	15068	148,525	\$33.04	\$4,906,757

\* Licensee Service Center \*\* Remodeled † Premium Collection

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206	2221*	990 Briarsdale Road	Harrisburg	17109	5,228	\$938.50	\$4,906,455
207	1508**	West Sadsbury Commons, 324 Commons Drive	Parquesburg	19365	162,773	\$30.12	\$4,902,231
208	4656**	Pennsburg Square Shopping Ctr., 456 Pottstown Ave.	Pennsburg	18073	148,756	\$32.93	\$4,899,024
209	2001**†	Downtown Mall, 900 Water Street	Meadville	16335	146,440	\$33.40	\$4,891,296
210	4635**	Regency Square, 1029 North Easton Road	Willow Grove	19090	154,722	\$31.01	\$4,798,374
211	4611**	Park Towne Plaza Shopping Ctr., 301 North Lewis Rd.	Royersford	19468	175,443	\$27.32	\$4,793,109
212	0274**	Lebanon Shops, 300 Mount Lebanon Boulevard	Pittsburgh	15234	140,965	\$33.89	\$4,777,848
213	4640**	8156 Ogontz Avenue	Wyncote	19095	217,307	\$21.92	\$4,763,375
214	0615**	Douglassville Shopping Center, 180 Old Swede Road	Douglassville	19518	147,551	\$32.26	\$4,760,046
215	2327†	789 E Lancaster Avenue	Villanova	19085	99,627	\$47.61	\$4,743,114
216	3520**	Green Ridge Plaza, 1610 Nay Aug Avenue	Scranton	18509	155,599	\$30.45	\$4,738,508
217	0237**†	339 Fifth Avenue	Pittsburgh	15222	206,890	\$22.86	\$4,729,569
218	5121**†	Top of the Hill Plaza, 8705 Germantown Avenue	Philadelphia	19118	122,958	\$38.19	\$4,695,735
219	4629**	Fairway Shopping Center, 1825 Limekiln Pike	Dresher	19025	135,146	\$34.65	\$4,682,654
220	0602**	Rockland Plaza, 1100 Rockland Street	Reading	19604	159,723	\$29.28	\$4,676,570
221	3619**	2600 Willow Street Pike North	Willow Street	17584	148,806	\$31.42	\$4,675,592
222	6527**	Hollywood Square, 6750 Hollywood Boulevard	Delmont	15626	138,583	\$33.71	\$4,672,061
223	2519**	Giant Eagle Plaza, 4058 Buffalo Road	Erie	16510	147,875	\$31.56	\$4,666,675
224	2333**	Barclay Square, 1500 Garrett Road	Upper Darby	19082	181,383	\$25.62	\$4,647,896
225	5195**	7702 City Avenue	Philadelphia	19151	188,066	\$24.68	\$4,641,184
226	5502**	244 Marketplace Boulevard	Selinsgrove	17870	122,390	\$37.89	\$4,636,894
227	3508**	70 Keystone Industrial Park Road	Dunmore	18512	147,790	\$31.31	\$4,626,722
228	4608†	922 West Lancaster Avenue	Bryn Mawr	19010	114,093	\$40.53	\$4,624,465
229	0703**	202 Hollidaysburg Plaza	Duncansville	16635	126,646	\$36.45	\$4,616,828
230	0607**	1772 Tilden Ridge Drive	Hamburg	19526	121,211	\$38.06	\$4,613,773
231	0226**	132 Ben Avon Heights Road	Pittsburgh	15237	147,599	\$31.21	\$4,606,866
232	4506**	1060 North Ninth Street	Stroudsburg	18360	151,747	\$30.34	\$4,604,682
233	2329**	Eddystone Crossings, 1562 Chester Pike	Eddystone	19022	211,625	\$21.71	\$4,593,367
234	5163**	Gray's Ferry Shopping Center, 3007 Gray's Ferry Ave.	Philadelphia	19146	186,019	\$24.68	\$4,590,282
235	3904**	3300 Lehigh Street	Allentown	18103	140,448	\$32.46	\$4,558,943
236	0937**	Oxford Oaks Shopping Center, 1601 Big Oak Road	Yardley	19067	148,985	\$30.28	\$4,510,902
237	0906**	Pennsbury Plaza Shopping Center, 229 Plaza Blvd.	Morrisville	19067	171,504	\$26.24	\$4,500,016
238	4510**	Fox Run Plaza, 232 Fox Run Lane	East Stroudsburg	18302	154,182	\$29.02	\$4,473,670
239	6201	44 Market Street	Warren	16365	129,498	\$34.18	\$4,426,481
240	4027**	Pittston Crossing, 320 Route 315 Highway	Pittston	18640	142,812	\$30.99	\$4,425,644
241	4807**	Creekside Market Place, 1848 Leithsville Road	Hellertown	18055	130,142	\$33.98	\$4,422,467
242	3923**	7801 Glenlivet West Drive	Fogelsville	18051	115,926	\$38.07	\$4,413,266
243	2103**	Shippen Towne Centre, 109 South Conestoga Drive	Shippensburg	17257	144,234	\$30.59	\$4,412,319
244	1002**	Northgate Plaza, 115 Perry Highway	Harmony	16037	128,253	\$34.37	\$4,408,309
245	5114**	8844 Frankford Avenue	Philadelphia	19136	184,964	\$23.71	\$4,384,582
246	6709**	The Crossroads, 351 Loucks Road	York	17404	139,677	\$31.30	\$4,372,421

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247	6715**	Newberry Pointe, 180 Newberry Parkway	Etters	17319	136,430	\$31.56	\$4,305,781
248	5602**	Somerset Commons, 1534 North Center Avenue	Somerset	15501	114,004	\$37.70	\$4,297,745
249	4815**	Forks Town Center, 341 Town Center Boulevard	Easton	18040	145,701	\$29.49	\$4,296,950
250	1118**	Geistown Shopping Center, 2230 Ruth Way	Johnstown	15904	131,829	\$32.38	\$4,268,186
251	6403**	Hamlin Shopping Plaza, 569 Route 590	Hamlin	18427	131,859	\$32.05	\$4,226,516
252	0608**	Springtown Shopping Center, 2671 Shillington Road	Sinking Spring	19608	127,563	\$33.13	\$4,226,154
253	4651**	Village Mall, 200 Blair Mill Road	Horsham	19044	161,577	\$26.12	\$4,220,946
254	3608**	Manor Shopping Center 1234 Millersville Pike	Lancaster	17603	174,661	\$24.14	\$4,215,908
255	6720**	406 North US 15	Dillsburg	17019	118,454	\$35.50	\$4,205,674
256	4004*	1492 Highway 315	Wilkes-Barre	18702	5,102	\$824.30	\$4,205,603
257	4006**	Luzerne Shopping Center, 472 Union Street	Luzerne	18709	135,517	\$30.97	\$4,197,369
258	4401**	129 South Main Street	Lewistown	17044	138,016	\$30.41	\$4,196,401
259	0309**	2 Hilltop Plaza	Kittanning	16201	113,084	\$36.91	\$4,173,907
260	2220***†	Blue Mountain Commons, 2310 Linglestown Road	Harrisburg	17110	106,178	\$39.30	\$4,172,727
261	0280**	2800 Robinson Boulevard	Pittsburgh	15235	181,116	\$23.01	\$4,166,966
262	1518**	Marketplace at Westtown, 1502 West Chester Pike	West Chester	19382	132,161	\$31.52	\$4,165,140
263	0256**	1020 Village Center Drive	Tarentum	15084	119,235	\$34.76	\$4,144,669
264	3803**	Palmyra Shopping Center, 901 East Main Street	Palmyra	17078	126,889	\$32.65	\$4,143,188
265	3711**	Union Square Shopping Center, 2507 West State St.	New Castle	16101	122,559	\$33.75	\$4,136,031
266	2201**	Kline Plaza, 29 Kline Village	Harrisburg	17104	179,439	\$22.97	\$4,121,648
267	0414**	1476 Old Brodhead Road	Monaca	15061	115,020	\$35.64	\$4,099,729
268	1523**	Shoppes at Dilworthtown Crossing, 1363 Dilworthtown Rd.	West Chester	19382	99,091	\$41.08	\$4,070,492
269	1522**	Suburbia Shopping Center, 76 Glocker Way	Pottstown	19465	110,372	\$36.60	\$4,039,304
270	0410**	Aliquippa Shopping Center, 2719 Brodhead Road	Aliquippa	15001	128,425	\$31.38	\$4,030,597
271	1120**	1910 Minno Drive	Johnstown	15905	115,721	\$34.45	\$3,986,129
272	0272**	233 Shiloh Street	Pittsburgh	15211	115,764	\$34.43	\$3,985,482
273	5158**	McKeown'S Plaza, 6824 Rising Sun Avenue	Philadelphia	19111	175,084	\$22.72	\$3,978,097
274	6509**	208 Countryside Plaza	Mount Pleasant	15666	115,393	\$34.46	\$3,976,619
275	0503**	9613 Lincoln Highway	Bedford	15522	105,499	\$37.69	\$3,976,087
276	4508*	Jay Park Plaza, 288 Dartmouth Drive, Route 209	Marshalls Creek	18335	5,342	\$738.99	\$3,947,691
277	3916**	The Shoppes at Trexler, 6900 Hamilton Boulevard	Trexlerstown	18087	121,058	\$32.56	\$3,942,054
278	4036**	West Side Mall, 160 West Side Mall	Edwardsville	18704	148,748	\$26.40	\$3,926,665
279	5153**	2115 North 22nd Street	Philadelphia	19121	216,508	\$18.03	\$3,903,019
280	0605**	Village Square Plaza, 45 Constitution Boulevard	Kutztown	19530	112,863	\$34.58	\$3,902,381
281	3611**	1575 S Market Street	Elizabethtown	17022	132,382	\$29.05	\$3,845,200
282	1108**	300 Walmart Drive	Ebensburg	15931	106,877	\$35.44	\$3,787,944
283	2511**	737 East 38th Street	Erie	16504	140,601	\$26.85	\$3,775,592
284	0282**	Oak Park Mall, 2001 Lincoln Way	White Oak	15131	123,824	\$30.45	\$3,770,357
285	1804**	Clinton Plaza, 120 East Walnut Street	Lock Haven	17745	101,025	\$37.23	\$3,761,058
286	0946**	Marketplace at Neshaminy, 680 Rockhill Drive	Bensalem	19020	130,224	\$28.85	\$3,757,493
287	4035**	223 South Mountain Boulevard	Mountain Top	18707	99,245	\$37.76	\$3,747,003

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288	2606**	140 Walnut Hill Road	Uniontown	15401	120,027	\$31.13	\$3,736,022
289	2217**	Swatara Square, 6301 Grayson Road	Harrisburg	17111	127,798	\$29.19	\$3,729,914
290	0264**	Shaler Plaza, 880 Butler Street	Pittsburgh	15223	114,878	\$32.24	\$3,703,347
291	3510**	Plaza 1500, 1531 Main Street	Peckville	18452	111,135	\$33.32	\$3,703,171
292	1521**	Brandywine Village, 1239 Horseshoe Pike Route 322	Downingtown	19335	106,271	\$34.65	\$3,682,056
293	3503**	Price Chopper Shopping Center, 1520 South Main Ave.	Scranton	18504	137,006	\$26.77	\$3,667,040
294	6601**	600 Hunter Highway	Tunkhannock	18657	111,042	\$32.99	\$3,663,247
295	0917**	500 South Second Street Pike	Southampton	18966	109,489	\$33.45	\$3,662,909
296	3926**	Airport Point Shopping Center, 934 Airport Center Road	Allentown	18109	105,965	\$34.57	\$3,662,869
297	9213**	2356 Golden Mile Highway	Pittsburgh	15239	128,034	\$28.58	\$3,658,939
298	3620**	Main Street Center, 763 East Main Street	Mount Joy	17552	110,545	\$33.03	\$3,651,600
299	2518**	Washington Towne Plaza, 140 Washington Towne Blvd.	Edinboro	16412	108,290	\$33.69	\$3,647,815
300	4308**	41 Pine Grove Square Drive	Grove City	16127	106,825	\$33.96	\$3,628,247
301	3802**	1737 Quentin Road	Lebanon	17042	101,198	\$35.77	\$3,619,402
302	0927**	Plumstead Square Shopping Center, 5837 Easton Rd.	Pipersville	18947	112,364	\$32.18	\$3,615,857
303	4028**	850 Sans Souci Parkway	Wilkes-Barre	18706	137,382	\$26.25	\$3,606,126
304	5105**	5 North 12th Street	Philadelphia	19107	220,152	\$16.32	\$3,592,165
305	5145**	5235 Frankford Avenue	Philadelphia	19124	239,365	\$14.94	\$3,577,232
306	4701**	144 Continental Boulevard	Danville	17821	103,248	\$34.53	\$3,564,951
307	0944**†	Buttonwood Park Place, 7 Buttonwood Drive	Yardley	19067	87,480	\$40.73	\$3,563,359
308	1406**	The Benner Pike Shops, 323 Benner Pike	State College	16801	100,960	\$35.21	\$3,554,750
309	1509**	Shoppes at Jenners Village, 853 West Baltimore Pike	West Grove	19390	115,676	\$30.53	\$3,531,457
310	3920**	East Penn Plaza, 1325 Chestnut Street	Emmaus	18049	101,963	\$34.53	\$3,520,364
311	0623**	Kenhorst Plaza, 1895 New Holland Road	Reading	19607	101,447	\$34.58	\$3,507,569
312	0278**	4065 Butler Street	Pittsburgh	15201	109,055	\$32.14	\$3,505,473
313	3610**	Muddy Creek Shoppes, 2350 North Reading Road	Denver	17517	96,299	\$36.30	\$3,495,732
314	0285	Hampton Home Center, 4706 William Flynn Highway	Allison Park	15101	89,769	\$38.90	\$3,491,600
315	0224**	1824 Murray Avenue	Pittsburgh	15217	124,463	\$27.94	\$3,476,882
316	0234**	West View Park Shopping Ctr., 1012 West View Park Dr.	Pittsburgh	15229	108,959	\$31.78	\$3,463,185
317	3603**	Columbia Shopping Center, 36 South 18th Street	Columbia	17512	128,173	\$26.90	\$3,447,589
318	0203**	Braddock Hills Shopping Center, 230 Yost Boulevard	Pittsburgh	15221	142,285	\$24.22	\$3,446,108
319	0288**	Caste Village Shopping Center, 5301 Grove Road	Pittsburgh	15236	107,694	\$31.89	\$3,434,815
320	6525**	6041 Route 30	Greensburg	15601	107,925	\$31.82	\$3,433,839
321	3525**	63 South Main Street	Carbondale	18407	108,761	\$31.46	\$3,421,606
322	2206**	Mid-Town Plaza, 430 East Main Street	Middletown	17057	134,912	\$25.28	\$3,410,421
323	2312**	920 East Baltimore Avenue	Lansdowne	19050	148,095	\$23.02	\$3,409,882
324	1407**	Weis Market Shopping Center, 178 Buckaroo Lane	Bellefonte	16823	94,266	\$36.02	\$3,395,067
325	6308*	102 Four Coins Drive	Canonsburg	15317	5,120	\$658.29	\$3,370,440
326	3617**	Wheatland Shopping Center, 1761A Columbia Avenue	Lancaster	17603	116,612	\$28.89	\$3,368,442
327	9206**	Kenmawr Plaza, 510 Pine Hollow Road	McKees Rocks	15136	111,989	\$30.06	\$3,366,116
328	2006**	19017 Park Avenue Plaza	Meadville	16335	79,553	\$42.17	\$3,354,493

\* Licensee Service Center \*\* Remodeled † Premium Collection



RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
329	3621**	Shoppes at Landis Valley, 2347 Oregon Pike	Lancaster	17601	96,951	\$34.59	\$3,353,694
330	3902**	5041 Route 873	Schnecksville	18078	105,726	\$31.65	\$3,346,333
331	3710**	Field Club Commons, 3326 Wilmington Road	New Castle	16105	105,125	\$31.76	\$3,338,535
332	5101**	135 West Cheltenham Avenue	Philadelphia	19144	205,305	\$16.26	\$3,338,296
333	0250**	Highlands Mall, 56 Highlands Mall	Natrona Heights	15065	109,102	\$30.47	\$3,323,913
334	4805**	1910 Center Street	Northampton	18067	115,403	\$28.80	\$3,323,868
335	1520**	Ludwig'S Village, 2910 Conestoga Road	Glenmoore	19343	77,700	\$42.06	\$3,267,958
336	5138**	7204 Germantown Avenue	Philadelphia	19119	133,022	\$24.56	\$3,267,432
337	9108**	Pennypack Cir. Shopping Ctr., 8204 E. Roosevelt Blvd.	Philadelphia	19152	136,445	\$23.94	\$3,266,659
338	6703**	Grandview, 1446 Baltimore Street	Hanover	17331	103,936	\$31.38	\$3,261,692
339	0931**	341 Dublin Pike	Perkasie	18944	92,631	\$35.08	\$3,249,443
340	0907**	Edgewood Village Shopping Center, 635 Heacock Rd.	Yardley	19067	113,766	\$28.51	\$3,243,582
341	9111**	Roosevelt Plaza, 6577 Roosevelt Boulevard	Philadelphia	19149	134,445	\$24.00	\$3,226,936
342	0801**	2323 North Elmira Street	Sayre	18840	98,042	\$32.65	\$3,201,279
343	2502**	105 West 18th Street	Erie	16501	114,586	\$27.93	\$3,200,558
344	0263**	418 East Ohio Street	Pittsburgh	15212	148,746	\$21.52	\$3,200,368
345	3908**	199 West Main Street	Macungie	18062	95,529	\$33.46	\$3,196,230
346	2805**	Lincoln Way East, 1660 Lincoln Way East	Chambersburg	17202	112,010	\$28.48	\$3,189,492
347	1005**	Bon Aire Plaza, 110 Bon Aire Plaza	Butler	16001	100,100	\$31.78	\$3,181,399
348	2806**	Waynesboro Shopping Center, 642 East Main Street	Waynesboro	17268	101,599	\$31.31	\$3,181,217
349	5401**	530 Pottsville Park Plaza, Route 61 North	Pottsville	17901	106,144	\$29.92	\$3,175,834
350	0242**	Haymaker Village Shops, 4524 Broadway Boulevard	Monroeville	15146	109,285	\$28.93	\$3,162,044
351	6302**	43 East Pike Street	Canonsburg	15317	104,493	\$30.21	\$3,156,314
352	4201**	38 Davis Street	Bradford	16701	96,057	\$32.84	\$3,154,658
353	3521**	Shop Rite Shopping Center, 921 Drinker Turnpike	Covington Township	18444	98,483	\$31.80	\$3,131,664
354	1531**†	London Grove Village, 775 Gap Newport Pike	Avondale	19311	91,892	\$33.89	\$3,114,324
355	0202**	River Town Shops, 90 Allegheny River Boulevard	Verona	15147	75,769	\$41.01	\$3,107,450
356	4032**	12 Diana Lane	West Hazleton	18202	79,039	\$38.99	\$3,081,783
357	0294**	Olympia Shopping Center, 4313 Walnut Street	McKeesport	15132	113,075	\$27.03	\$3,056,762
358	4816**	Wind Gap Plaza, 813 Male Road	Wind Gap	18091	101,947	\$29.81	\$3,039,052
359	0901**	Hilltown Crossings, 1547 Bethlehem Pike	Hatfield	19440	105,591	\$28.50	\$3,009,696
360	0218**	2947 West Liberty Avenue	Pittsburgh	15216	115,331	\$25.92	\$2,989,000
361	0201**	3239 Washington Pike	Bridgeville	15017	102,523	\$29.12	\$2,985,459
362	4801**	Walnutport Shopping Center, 200C South Best Avenue	Walnutport	18088	101,004	\$29.43	\$2,972,241
363	2107**	3760 Market Street	Camp Hill	17011	76,607	\$38.76	\$2,968,978
364	3618	Clock Tower Plaza, 2846 Main Street	Morgantown	19543	93,897	\$31.52	\$2,959,743
365	6528**	250 South Third Street	Youngwood	15697	91,323	\$32.35	\$2,954,255
366	0904**	Perkasie Square, 511 Constitution Avenue	Perkasie	18944	102,289	\$28.88	\$2,954,017
367	9212**	Penn Lincoln Center, 440 Penn Lincoln Drive	Imperial	15126	84,593	\$34.91	\$2,952,792
368	3101**	7657 Lake Raystown Shopping Center	Huntingdon	16652	89,269	\$33.03	\$2,948,182
369	1308**	2 River Street	Jim Thorpe	18229	78,493	\$37.23	\$2,922,672

\*\* Remodeled † Premium Collection

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
370	3604**	31 West Main Street	Ephrata	17522	97,276	\$29.99	\$2,917,670
371	0624**	Shillington Shopping Center, 528 East Lancaster Ave.	Reading	19607	104,785	\$27.78	\$2,911,405
372	0603**	Sinking Spring Plaza, 4880 Penn Avenue	Sinking Spring	19608	87,028	\$33.34	\$2,901,318
373	4007**	13 Weis Plaza	Nanticoke	18634	110,931	\$25.89	\$2,872,125
374	4017**	Plains Plaza, 217 Plains Plaza	Plains	18705	85,803	\$33.35	\$2,861,904
375	4902**	The Plaza at Coal Township, 9345 State Route 61	Coal Township	17866	87,436	\$32.03	\$2,800,209
376	9210**	Community Plaza, 1103 Milltown Road	Verona	15147	108,956	\$25.67	\$2,796,507
377	6507**	613 West Main Street	Ligonier	15658	62,932	\$44.41	\$2,794,662
378	2603**	808 Vanderbilt Road	Connellsville	15425	84,019	\$33.16	\$2,786,347
379	5415**	210 Cedar Street	Tamaqua	18252	92,946	\$29.78	\$2,768,061
380	2208**	Uptown Plaza, 2943 North Seventh Street	Harrisburg	17110	140,301	\$19.67	\$2,759,614
381	0935**	Warwick Square Shopping Center, 2395 Old York Road	Jamison	18929	78,029	\$35.16	\$2,743,413
382	5189**	2807 South Front Street	Philadelphia	19148	89,193	\$30.47	\$2,717,286
383	5108**	3250 North Broad Street	Philadelphia	19140	170,010	\$15.96	\$2,713,374
384	4104**	1274 East Penn Street	Muncy	17756	87,476	\$30.89	\$2,702,006
385	1901**	35 Briar Creek Plaza	Berwick	18603	71,256	\$37.87	\$2,698,160
386	0617**	Tulpehocken Village, 430 North Third Street	Womelsdorf	19567	78,721	\$34.09	\$2,683,469
387	0295**	Great Valley Mart, 355 Lincoln Highway	North Versailles	15137	117,682	\$22.80	\$2,682,573
388	5120**	Academy Plaza, 3246 Red Lion Road	Philadelphia	19114	103,016	\$25.48	\$2,625,226
389	1009**	240 Buffalo Plaza	Sarver	16055	72,664	\$35.98	\$2,614,527
390	6102**	541 Allegheny Boulevard	Franklin	16323	77,169	\$33.46	\$2,582,056
391	3505**	305 South Main Street	Old Forge	18518	72,994	\$34.98	\$2,553,501
392	4806**	34 South Broad Street	Nazareth	18064	79,772	\$32.01	\$2,553,171
393	4810	Bethlehem Square, 3926 Nazareth Pike	Bethlehem	18020	87,117	\$29.29	\$2,551,822
394	4025**	Valley Plaza, 653 State Route 93	Conyngham	18219	73,948	\$34.48	\$2,549,881
395	4303	Greenville Plaza, 100 Hadley Road	Greenville	16125	71,657	\$35.58	\$2,549,374
396	3907	The Shops at Cedar Point, 333 S. Cedar Crest Blvd.	Allentown	18103	80,316	\$31.73	\$2,548,272
397	4809**	Bath Shopping Center, 362 South Walnut Street	Bath	18014	79,078	\$32.15	\$2,542,644
398	5152**	Erie Plaza, 3772 L Street	Philadelphia	19124	118,531	\$21.28	\$2,522,210
399	0216**	102 East Main Street	Carnegie	15106	86,833	\$28.99	\$2,517,345
400	4034**	1008 Wyoming Avenue	Wyoming	18644	79,810	\$31.52	\$2,515,654
401	4813**	30 East Fourth Street	Bethlehem	18015	111,699	\$22.52	\$2,515,440
402	5202**	Village Center at Lords Valley, 123 Village Center Drive	Lords Valley	18428	83,615	\$29.99	\$2,507,865
403	3601**	New Holland Shopping Center, 681 West Main Street	New Holland	17557	82,224	\$30.48	\$2,506,339
404	0273**	3202 Brighton Road	Pittsburgh	15212	111,637	\$22.43	\$2,503,640
405	1304**	143 South Street	Lehighton	18235	74,838	\$33.24	\$2,487,808
406	1006**	340 Greater Butler Mart	Butler	16001	76,920	\$32.33	\$2,486,558
407	0236**	820 McKeesport Road	Elizabeth	15037	76,465	\$32.48	\$2,483,751
408	4803**	1375 Blue Valley Drive	Pen Argyl	18072	85,615	\$28.98	\$2,480,822
409	1102**	East Hills Plaza, 1513 Scalp Avenue	Johnstown	15904	80,883	\$29.93	\$2,421,201
410	2108**	Summerdale Plaza, 443 North Enola Road	Enola	17025	79,066	\$30.59	\$2,418,237

\*\* Remodeled

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411	3626**	Mill Creek Square, 2350 Lincoln Highway East	Lancaster	17602	74,506	\$32.30	\$2,406,622
412	2402**	St. Marys Plaza, 832 South St. Marys Road	St. Marys	15857	72,925	\$32.99	\$2,406,147
413	3806**	Cleona Square, 475 West Penn Avenue	Cleona	17042	69,489	\$34.27	\$2,381,530
414	0210**	The Bavarian Village, 2550 Brownsville Road	South Park	15129	70,606	\$33.73	\$2,381,286
415	1705**	Clearfield Mall, 1824 Daisy Street	Clearfield	16830	78,731	\$30.19	\$2,376,942
416	6511**	Willowbrook Plaza, 4627 Route 51	Rostraver Twp.	15012	73,239	\$32.44	\$2,375,976
417	0213**	217 Atwood Street	Pittsburgh	15213	111,822	\$21.23	\$2,373,864
418	3512**	Dickson City Commons, 1106 Commerce Boulevard	Lackawanna	#N/A	66,828	\$35.49	\$2,371,465
419	6514**	147 Columbia Avenue	Vandergrift	15690	76,294	\$31.06	\$2,369,729
420	0933**	Buckingham Green, 4950 Old York Road	Holicong	18928	63,727	\$36.93	\$2,353,661
421	4102**	Hepburn Center, 449 Hepburn Street	Williamsport	17701	97,719	\$23.92	\$2,337,283
422	6516**	Penn Crossing Shopping Center, 2014 Penny Lane	Jeannette	15644	63,635	\$36.68	\$2,333,848
423	4903**	Sunbury Plaza, 1135 North Fourth Street	Sunbury	17801	76,966	\$30.24	\$2,327,706
424	2325**	Village Green Shopping Center, 3486 Concord Road	Aston	19014	85,473	\$27.21	\$2,325,848
425	0220**	624 Allegheny River Boulevard	Oakmont	15139	68,303	\$33.84	\$2,311,319
426	6704**	East Manchester Village Center, 205 Glen Drive	Manchester	17345	83,585	\$27.53	\$2,301,309
427	5903**	16 Crafton Street	Wellsboro	16901	69,334	\$33.15	\$2,298,345
428	1603**	78 Clarion Plaza	Clarion	16214	63,380	\$36.24	\$2,297,031
429	0261**	2629 Brownsville Road	Pittsburgh	15227	93,207	\$24.60	\$2,292,632
430	6708**	Fairview Center, 128 Old York Road	New Cumberland	17070	79,302	\$28.80	\$2,283,777
431	3605**	Manheim Shopping Center, 97 Doe Run Road	Manheim	17545	70,305	\$31.96	\$2,247,200
432	2317**	12 East Hinckley Avenue	Ridley Park	19078	86,382	\$26.01	\$2,246,718
433	2111**	East Penn Center, 736 Wertzville Road	Enola	17025	72,924	\$30.68	\$2,237,519
434	2520**	Imperial Point, 9135 Ridge Road	Girard	16417	74,061	\$30.18	\$2,234,861
435	3919**	Towne Center, 4777 Tilghman Street	Allentown	18104	78,563	\$28.39	\$2,230,021
436	0206**	136 McKees Rocks Plaza, 409 Chartiers Avenue	McKees Rocks	15136	100,302	\$22.20	\$2,226,913
437	0217**	1110 Fourth Avenue	Coraopolis	15108	79,049	\$27.85	\$2,201,588
438	5408**	888 Gordon Nagle Trail	Pottsville	17901	68,390	\$32.10	\$2,195,542
439	0707**	Valley View Shopping Ctr., 613 Pleasant Valley Blvd.	Altoona	16602	69,388	\$31.63	\$2,194,760
440	3523**	Hillside Plaza, 771 Scranton Carbondale Highway	Eynon	18403	63,169	\$34.73	\$2,193,961
441	0705**	Chestnut Plaza, 220 East Chestnut Avenue	Altoona	16601	89,616	\$24.40	\$2,186,807
442	3001**	Widewaters Commons, 55 Sugar Run Road	Waynesburg	15370	73,081	\$29.82	\$2,179,217
443	3701**	Lawrence Village Plaza, 2656 Ellwood Road	New Castle	16101	71,270	\$29.97	\$2,136,317
444	4107**	803 North Loyalsock Avenue	Montoursville	17754	73,687	\$28.85	\$2,126,099
445	3702**	729 Lawrence Avenue	Ellwood City	16117	63,184	\$32.90	\$2,078,574
446	0281**	1706 Mount Royal Boulevard	Glenshaw	15116	74,509	\$27.79	\$2,070,935
447	5402**	9 Gold Star Plaza	Shenandoah	17976	71,937	\$28.69	\$2,064,218
448	1008**	Slippery Rock Plaza, 223 Grove City Road	Slippery Rock	16057	68,513	\$29.98	\$2,054,216
449	4023**	801 Wyoming Avenue	West Pittston	18643	66,468	\$30.80	\$2,046,896
450	2513**	East Erie Plaza, 828 East Sixth Street	Erie	16507	91,998	\$22.14	\$2,037,178
451	2304**	Edgemont Square, 4839 West Chester Pike	Newtown Square	19073	55,590	\$36.59	\$2,034,206

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452	1706**	Peebles Plaza, 1067 North Front Street	Philipsburg	16866	66,477	\$30.54	\$2,029,888
453	1515**	Marchwood Shopping Center, 23 Marchwood Road	Exton	19341	63,841	\$31.64	\$2,020,093
454	2223**	Meadows Marketplace, 261 Hershey Road	Hummelstown	17036	59,136	\$34.00	\$2,010,714
455	6510**	Hillcrest Shopping Center, 3220 Leechburg Road	Lower Burrell	15068	63,177	\$31.63	\$1,998,184
456	5409**	Federal Square, 705 West Market Street	Orwigsburg	17961	47,507	\$42.01	\$1,995,837
457	5412**	515 Dock Street	Schuylkill Haven	17972	61,847	\$31.91	\$1,973,811
458	5802**	Price Chopper Plaza, 16750 State Route 706	Montrose	18801	53,945	\$36.52	\$1,970,194
459	0252**	4643 Centre Avenue	Pittsburgh	15213	84,837	\$23.15	\$1,963,979
460	4106**	2067 Lycoming Creek Road	Williamsport	17701	77,677	\$25.04	\$1,945,286
461	3518**	Keyser Oak Plaza, 1762 North Keyser Avenue	Scranton	18508	72,926	\$26.64	\$1,942,911
462	9114**	Adams and Tabor Center, 730 Adams Avenue	Philadelphia	19124	84,809	\$22.64	\$1,920,299
463	0802**	Colonial Plaza, 85 Reuter Boulevard	Towanda	18848	56,272	\$33.75	\$1,899,250
464	6304**	105 Third Street	Charleroi	15022	63,606	\$29.78	\$1,894,247
465	2504**	10720 West Main Street	North East	16428	62,154	\$30.45	\$1,892,516
466	2204**	325 North Front Street	Steelton	17113	85,707	\$21.78	\$1,866,927
467	2002**	126 South Martin Street	Titusville	16354	62,863	\$29.46	\$1,852,062
468	2506**	Corry Plaza, 350 West Columbus Avenue	Corry	16407	53,772	\$34.33	\$1,845,815
469	3602**	252 North Queen Street	Lancaster	17603	98,949	\$18.46	\$1,827,091
470	2803**	Greencastle Market Place, 512 North Antrim Way	Greencastle	17225	65,834	\$27.53	\$1,812,300
471	5198**	Freedom Square, 5113 Germantown Avenue	Philadelphia	19144	100,118	\$18.06	\$1,807,770
472	4634**	2014 Old Arch Road	Norristown	19401	68,997	\$25.75	\$1,776,456
473	0223**	129 Lincoln Avenue	Pittsburgh	15209	67,081	\$26.36	\$1,768,076
474	0930**	Doylestown Pointe Plaza, 1661 Easton Road	Warrington	18976	55,055	\$32.02	\$1,762,832
475	5905**	Mansfield Plaza, 187 North Main Street	Mansfield	16933	50,596	\$34.48	\$1,744,566
476	4301**	Sharon Center City Shopping Center, 120 S. Water Ave.	Sharon	16146	80,930	\$21.40	\$1,732,237
477	0297**	The Village Shopping Center, 1874 Homeville Road	West Mifflin	15122	56,482	\$30.66	\$1,731,852
478	5003**	Crestview Plaza, 201 Fickes Lane	Newport	17074	47,861	\$35.81	\$1,713,792
479	4904**	Weis Market Shopping Center, 551 Mahoning Street	Milton	17847	59,708	\$28.66	\$1,711,042
480	2213**	3775 Peters Mountain Road	Halifax	17032	51,924	\$32.80	\$1,703,292
481	2515**	Commodore Perry Plaza, 2208 Broad Street	Erie	16503	82,379	\$20.66	\$1,701,676
482	0219**	Kennywood Shops, 1326 Hoffman Boulevard	West Mifflin	15122	84,488	\$19.94	\$1,684,734
483	3302**	567 West Mahoning Street	Punxsutawney	15767	53,677	\$30.55	\$1,640,021
484	6103	17 Kimberly Lane	Cranberry	16319	57,816	\$28.01	\$1,619,392
485	6501**	105 Harrison Avenue	Greensburg	15601	47,193	\$34.18	\$1,612,997
486	4503**	1152 Route 390	Cresco	18326	54,061	\$29.32	\$1,584,890
487	0244**	739 Monongahela Avenue	Glassport	15045	58,697	\$26.87	\$1,577,453
488	0402**	Green Garden Shopping Ctr., 3113 Green Garden Rd.	Hopewell Township	15001	58,418	\$26.85	\$1,568,553
489	1524**	Oxford Square Shopping Center, 449 North Third St.	Oxford	19363	54,453	\$28.65	\$1,560,262
490	4002**	7 George Avenue	Wilkes-Barre	18705	63,345	\$24.14	\$1,529,159
491	0403	999 Merchant Street	Ambridge	15003	66,435	\$22.98	\$1,526,679
492	0408**	816 Third Avenue	New Brighton	15066	49,108	\$31.00	\$1,522,442

\*\* Remodeled

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493	6306**	245 West Main Street	Monongahela	15063	55,320	\$27.33	\$1,511,765
494	3524**	Shoppes at Montage, 2571 Shoppes Boulevard	Moosic	18507	34,736	\$42.97	\$1,492,609
495	6311	327 Third Street	California	15419	47,829	\$30.80	\$1,472,921
496	3201**	215 East Market Street	Blairsville	15717	45,961	\$31.74	\$1,458,992
497	4103**	354 Allegheny Street	Jersey Shore	17740	48,381	\$30.01	\$1,452,122
498	5603**	1607 Jefferson Avenue	Windber	15963	43,309	\$33.51	\$1,451,378
499	6305**	McDonald Plaza, 301 West Barr Street	McDonald	15057	49,665	\$29.08	\$1,444,217
500	6002**	30 East Chestnut Street	Mifflinburg	17844	45,197	\$31.92	\$1,442,543
501	3202**	575 Philadelphia Street	Indiana	15701	48,531	\$29.51	\$1,432,160
502	4304**	535 Greenville Road	Mercer	16137	46,198	\$30.97	\$1,430,847
503	9203**	3 Quaker Village Shopping Center	Leetsdale	15056	47,003	\$30.40	\$1,428,940
504	5413**	16 Tremont Road	Pine Grove	17963	41,450	\$34.43	\$1,427,076
505	3401**	4093 William Penn Highway	Mifflintown	17059	48,858	\$28.80	\$1,406,904
506	0704**	1260 Pennsylvania Avenue	Tyrone	16686	45,314	\$30.62	\$1,387,336
507	1601**	800 Center, 845 Main Street	Clarion	16214	41,308	\$33.51	\$1,384,407
508	0279**	722 Brookline Boulevard	Pittsburgh	15226	56,776	\$24.00	\$1,362,532
509	2202**	1200 North Third Street	Harrisburg	17102	62,285	\$21.79	\$1,357,136
510	3612**	Village at Gap, 5360 Lincoln Highway	Gap	17527	51,381	\$26.39	\$1,355,751
511	6101**	Seneca Street Plaza, 50 Seneca Street	Oil City	16301	42,352	\$31.65	\$1,340,256
512	6504**	114 South Fifth Street	Jeannette	15644	46,473	\$28.49	\$1,323,996
513	4802**	111 Northampton Street	Easton	18042	49,857	\$26.05	\$1,299,017
514	4109**	510 West Southern Avenue	South Williamsport	17702	49,118	\$26.38	\$1,295,894
515	0412	Northern Lights Shoppers City, 1603 State Street West	Baden	15005	47,661	\$27.09	\$1,291,053
516	4020**	White Haven Shopping Center, 501 Main Street	White Haven	18661	43,412	\$29.73	\$1,290,829
517	0212**	959 Liberty Avenue	Pittsburgh	15222	51,166	\$24.96	\$1,277,264
518	0616**	The Shops at Mark's Square, 200 West First Street	Birdsboro	19508	48,116	\$26.05	\$1,253,441
519	6721**	One West, 9 West Market Street Suite 103-105	York	17401	67,467	\$18.56	\$1,252,520
520	0601**	537 Penn Street	Reading	19601	71,985	\$17.33	\$1,247,446
521	0271**	3408 Main Street	Munhall	15120	51,325	\$24.05	\$1,234,493
522	0903**	8794 Easton Road	Ottsville	18942	32,455	\$37.77	\$1,225,671
523	0205	149 Fifth Avenue	McKeesport	15132	66,471	\$17.81	\$1,183,527
524	1104**	101 Park Avenue	Cresson	16630	44,518	\$26.33	\$1,172,159
525	4204	66 West Mill Street	Port Allegany	16743	31,969	\$36.49	\$1,166,569
526	3301**	160 Main Street	Brookville	15825	34,391	\$32.18	\$1,106,541
527	6505**	328 Central City Plaza	New Kensington	15068	54,412	\$19.81	\$1,077,792
528	9214**†	Greentree Road Shopping Center, 1956 Greentree Rd.	Allegheny	#N/A	47,024	\$22.40	\$1,053,329
529	4616**	100 Main Street	Schwenksville	19473	38,823	\$27.05	\$1,050,305
530	1103**	910 Philadelphia Avenue	Northern Cambria	15714	29,299	\$35.55	\$1,041,525
531	2205**	529 Market Street	Lykens	17048	28,853	\$34.95	\$1,008,307
532	2004**	211 East Erie Street	Linesville	16424	27,836	\$35.57	\$990,107
533	5129**	1446 Point Breeze Avenue	Philadelphia	19146	62,219	\$15.87	\$987,209

\*\* Remodeled † Premium Collection

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
534	4202**	124 North Fraley Street	Kane	16735	29,021	\$33.39	\$969,073
535	3002**	Brodak Commons, 558 South 88 Road	Carmichaels	15320	35,445	\$26.43	\$936,893
536	0804**	41871 Route 6	Wyalusing	18853	31,250	\$29.47	\$920,798
537	0265**	Deer Lakes Plaza, 908 Little Deer Creek Valley Road	Russellton	15076	26,173	\$34.81	\$910,996
538	2401**	305 North Broad Street	Ridgway	15853	22,169	\$39.49	\$875,476
539	2901**	Ayr Town Center, 362 South Second Street	McConnellsburg	17233	26,614	\$31.56	\$839,845
540	5002**	53 South Main Street	Duncannon	17020	27,306	\$30.69	\$837,951
541	1101	426 Main Street	Johnstown	15901	38,461	\$21.70	\$834,670
542	4618**	504 West Marshall Street	Norristown	19401	42,537	\$19.12	\$813,332
543	2512**	66 North Main Street	Union City	16438	26,337	\$29.35	\$772,873
544	2219**	333 Market Street	Harrisburg	17101	64,654	\$11.92	\$770,689
545	1303**	221 Delaware Avenue	Palmerton	18071	25,792	\$29.68	\$765,549
546	6502**	313 Depot Street	Latrobe	15650	24,716	\$30.67	\$758,158
547	6307**	Kwik Stop Plaza, 2038 Smith Township Road	Burgettstown	15021	23,018	\$32.78	\$754,592
548	0916	Bristol Park, 238 Commerce Circle	Bristol	19007	23,915	\$31.26	\$747,617
549	3102**	25 West Westater Street	Mt. Union	17066	28,993	\$25.75	\$746,438
550	5801**	605 Main Street	Forest City	18421	18,956	\$38.24	\$724,826
551	0303**	163 Third Street	Leechburg	15656	19,854	\$36.16	\$717,901
552	6312**	524 Front Street	Fredericktown	15333	19,350	\$37.02	\$716,427
553	2702**	644 Elm Street	Tionesta	16353	19,095	\$35.57	\$679,286
554	0803**	752 Canton Street	Troy	16947	18,709	\$35.83	\$670,338
555	0270	3643 California Avenue	Pittsburgh	15212	30,319	\$21.55	\$653,299
556	1301	46 West Ridge Street	Lansford	18232	27,160	\$23.69	\$643,392
557	5701**	121 West Main Street	Dushore	18614	20,020	\$31.99	\$640,495
558	2804**	9 South Main Street	Mercersburg	17236	15,323	\$40.15	\$615,152
559	4901**	136 South Oak Street	Mount Carmel	17851	22,123	\$27.61	\$610,737
560	1004**	102 Main Street	Petrolia	16050	12,573	\$47.12	\$592,417
561	6503**	925 Donner Avenue	Monessen	15062	23,030	\$25.48	\$586,756
562	1111**	3670 Portage Street	Portage	15946	18,390	\$31.53	\$579,827
563	1201	54 East Fourth Street	Emporium	15834	17,156	\$33.70	\$578,117
564	5904**	126 West Main Street	Westfield	16950	13,588	\$41.57	\$564,829
565	2608**	3532 Pittsburgh Road	Perryopolis	15473	17,521	\$31.90	\$558,893
566	2517	3412 West Lake Road	Erie	16505	12,888	\$39.26	\$505,951
567	5302**	15 West Street	Galeton	16922	15,057	\$32.76	\$493,296
568	5803**	The Shops, 191 Erie Boulevard	Susquehanna	18847	16,859	\$29.24	\$492,947
569	2701**	121 Chestnut Street	Marienville	16239	12,602	\$38.28	\$482,454
570	0405	508 Midland Avenue	Midland	15059	15,833	\$29.53	\$467,474
571	2604**	1890 McClellandtown Road	Masontown	15461	17,805	\$26.22	\$466,795
572	1602**	452 Broad Street	New Bethlehem	16242	12,977	\$32.67	\$423,972
573	0502**	600 Main Street	Saxton	16678	10,671	\$37.39	\$398,983
574	6508	310 Main Street	Irwin	15642	11,833	\$30.63	\$362,458

\*\* Remodeled



# APPENDIX

RANK	STORE	ADDRESS	CITY	ZIP CODE	TRANSACTION COUNT	AVG VALUE OF TRANSACTION	DOLLAR SALES
575	6513	214 Fifth Street	Avonmore	15618	8,566	\$39.93	\$342,055
576	1604**	506 Main Street	Knox	16232	8,912	\$37.76	\$336,530
577	5404**	630 Centre Street	Ashland	17921	12,140	\$27.71	\$336,447
578	3303**	445 Main Street	Brockway	15824	8,956	\$35.95	\$321,940
579	1803**	167 Seventh Street	Renovo	17764	9,134	\$33.90	\$309,666
580	6506	656 West Main Street	Mount Pleasant	15666	3,815	\$71.36	\$272,234
581	3203**	560 Franklin Street	Clymer	15728	8,500	\$31.26	\$265,677
582	5606**	212 Ohio Street	Boswell	15531	7,493	\$34.88	\$261,321
583	5406**	7 South Main Street	Mahanoy City	17948	8,137	\$29.08	\$236,610
584	0407**	400 Ninth Street	New Brighton	15066	17,736	\$12.64	\$224,098
585	2605	213 Penn Street	Point Marion	15474	7,234	\$29.37	\$212,465
586	5601**	686 Market Square	Meyersdale	15552	5,123	\$40.59	\$207,954
587	1403**	15 West Olive Street	Snow Shoe	16874	5,473	\$36.42	\$199,329
588	1704**	449 State Street	Curwensville	16833	6,375	\$27.46	\$175,079
589	3502	1512 Scranton Carbondale Highway	Dickson City	18508	3,948	\$37.18	\$146,786
590	1703**	821 Centennial Street	Houtzdale	16651	568	\$71.74	\$40,750

\*\* Remodeled

These research notes document the sources and techniques used to create this annual report.

Finance reports were extracted in December 2024 using Oracle Cloud Financials (CFIN), the PLCB's audited financial statements and supporting schedules for fiscal year 2023-24. Financial reporting excludes liquor tax and sales tax.

Merchandising reports were extracted on July 24, 2024, from the retail data warehouse using MS Power BI, followed by cleaning, coding and calculations to assess and verify data. Sales data from Oracle BI includes liquor tax but excludes sales tax. Additional data was pulled later, during the editing process, with analyses also incorporating records and data from other systems.

Mapping was done using ESRI ArcGIS software.

County-level reports include only retail stores, not licensee service centers or the e-commerce fulfillment center. This creates a representation of the county with only the stores present in the borders being accounted for.

Financial and merchandising reports use fiscal year calendar and totals unless specified otherwise, and exclude accessories, placeholders and fees as appropriate. Special order items were excluded from price segment reports because they are not classified by price segment. Wholesale reporting included in merchandising reports references wine expanded permits active at the end of the fiscal year. For top Pennsylvania wine and spirits, filters were used to identify items produced in Pennsylvania.

Year-to-year comparisons were used for most reports, with share of sales as the other measure used. Analyses in the Marketing & Merchandising section of the report have customized date ranges and sales parameters with modification as necessary for purposes of presentation. For county sales and shares information, categories with less than 1% share were excluded.

Data is updated from year to year, and changes to sales data (including product returns accounting and modifications resulting from data reclassification) occur continuously throughout the year. Such updates and changes may result in data changes in subsequent and future extractions.





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