



## LABELING REQUIREMENTS

***Exceptions to labeling procedures must be approved by the PLCB in advance of shipment.***

The PLCB retains the right to implement changes at any time. When changes occur the Vendor of Record will be notified, and the information will be posted on the PLCB website.

New and existing vendors are encouraged to confirm their labeling is acceptable for every item at least 45 days prior to shipment by emailing the PLCB SCC/Labeling Coordinator at [RA-lbSCC@pa.gov](mailto:RA-lbSCC@pa.gov). To streamline the approval process, the email should contain:

- In email subject line: Supplier name and submittal date
- In email body: List the PA item code and SCC (s) you are submitting for approval.
- One pdf attachment of the label for each item; do not combine labels in one pdf
- Name the pdf file with the SCC number
- If submitting a revision, please date the pdf file so it is clear the label is a new version

The PLCB will reply to acknowledge receipt and estimated timeframe for a response. Approvals generally take 10-15 business days.

### Label Data

The PLCB requires the following information be on all cases of product received in any of our warehouses:

- The PA item number (Oracle Parent item)
- The Shipping Container Code (Vendor SCC/GTIN) and barcode
- UPC
- A brief description of the product (including name, size and vintage or proof)
- Consumer readable freshness date on case, if freshness date is printed on the retail unit.

### Label Format

#### Size:

- Actual physical size of the label should be a minimum of 4" H x 6" W.
- A larger label is acceptable as long as it fits securely on the physical case.
- If the selling units are shipped in a tray (for example, canned product), and the label is placed on the side of the tray, the height may be less than 4".

#### Data elements required:

Ref	Element	Min. Size
1	Brief product description including: name, volume, vintage or proof	
2	PA (letters)	1/2" H

<b>3</b>	PLCB (parent, retail) item number (9 digits) <i>*Note this is not the Oracle SCC item number*</i>	3/4" H
<b>4</b>	14 digit Shipping Container code / GTIN barcode and text  Barcode format: Interleaved 2 of 5, ¼ inch quiet zone	1.25" H x 4" W
<b>5</b>	Fresh Date and accompanying text	3/4" H
<b>6</b>	Printed by: (consolidator name) *This is required for consolidator printed labels only*	1/4" H
<b>7</b>	PO: NNNN *PO number required for consolidator printed labels only	
<b>8</b>	UPC barcode and text  Barcode format: UPC-EAN, UPC-A	

**Item number definitions:**

Name	Definition	Oracle PDH field name	Oracle PDH item class	Can be found in
PA item code	<ul style="list-style-type: none"> <li>- The PLCB retail selling unit item number</li> <li>- Assigned by PLCB</li> <li>- One Item code may have multiple SCCs</li> <li>- 9 digits</li> <li>- PA Item codes created before 7/1/23 the number has not changed but requires leading zeros to make 9 digits (ex 9935 is now 000009935)</li> <li>- PA item codes created after 7/1/23 start with 1 (ex 100034687)</li> </ul>	Item	Parent	<ul style="list-style-type: none"> <li>• Oracle Printed PO "PLCB Code" field</li> <li>• PLCB web site catalog: "PLCB Item" field</li> </ul>
SCC	<ul style="list-style-type: none"> <li>- Shipping container code</li> <li>- Vendor assigned</li> <li>- 14 digits</li> </ul>	GTIN		Oracle Printed PO "Supplier Item" field
Oracle SCC  <i>*does not go on the label*</i>	<ul style="list-style-type: none"> <li>- Internal Oracle item number generated for each supplier SCC</li> <li>- Item number in Oracle for all warehouse transactions including PO and ASN.</li> </ul>	Item	SCC	<ul style="list-style-type: none"> <li>• Oracle printed PO "Item" field</li> <li>• ASN Item</li> <li>• PLCB website catalog: "PLCB SCC Item"</li> </ul>
UPC	<ul style="list-style-type: none"> <li>- Universal product code on the retail selling unit</li> <li>- Vendor assigned</li> </ul>	UPC		Oracle PDH, UPC field

Label example for an item created before 7/1/23. PA item code starts with zeros to make 9 digits.



Label example for an item created after 7/1/23. PA item code starts with a 1.



The required information may be combined into one label if assembled and placed correctly. The information may be printed directly on the cases in lieu of a label as long as the print is clear enough to read and scan. In these instructions reference will be made to "labels" but it is understood that the same information and requirements also refers to printed cases.

- The label (if printed on paper as opposed to on the case surface) must be printed on WHITE paper.
- If the retail unit displays a "freshness" date, this date and the related text must be printed on the case or the case label. Examples of a freshness date are: "Best By NN/NN/NN," "Expires on

NN/NN/NN,” and “This wine is best consumed by NN/NN/NN.” Do not print Lot codes or production dates on the case label.

The PLCB will accept Multi State and/or National Alcoholic Beverage Control Association (NABCA) labels in lieu of the PLCB/State label, as long as the information and specifications of that information is consistent with the PLCB requirements. Affix the PLCB/State case code label in the upper left-hand corner of the narrow side of the case approximately one-half (1/2) inch from the edges to prevent fringing.

- In addition to the label shown above, or the multi state label, the SCC must be printed on an adjacent side. The result being the SCC is on the case twice.

### Label Placement

- The SCC barcode must be placed on two adjacent sides of each of the case. Case labels need to be placed on two adjacent sides, in lower right-hand corner on the short side of case and the adjacent long side. Labels should not be placed on the top or bottom of the cases. Labels must be visible to the receivers on all layers of the pallet.
- Bearer bars are acceptable either at the top or bottom or encompassing the entire SCC barcode, but they must not interfere with the size and placement of the barcode. Example:



- Do not place the SCC barcode to the immediate right or left of the UPC barcode.
- Pennsylvania accepts only 14 digit Shipping Container Codes for the SCC/GTIN number. SCC must be 14 digits long, No additional prefix or suffix digits.
- It is the responsibility of the vendor to develop the SCC numbers for their items. The vendor is also responsible for notifying the proper person(s) at the PLCB with all SCC's as they are established. If a product is received with an SCC that is not in our system, the product will be relabeled as incorrect and surcharged to the vendor.
- There is only one bar code symbology for the SCC-14 that the PLCB will accept. This is Interleaved 2-of-5 (ITF). No other coding is currently scannable in the PLCB DCs.

### Consumer-legible freshness date

Any dated product where the freshness date is **visible and legible to the consumer** on the retail sale unit must also have that same date clearly visible on the exterior of each case. Consumer legible dates include “Best by”, “Use by”, “Consume by”, “Expires” or any other wording that reflects or implies freshness or expiration dates.

Freshness date case label requirements:

- Pallets of the same item (unitized) should contain only one consumer date.

- The freshness date can be a separate label on the case or integrated with the PLCB required label described above. If a separate freshness date label is printed, only one label is required on the case.
- The text should match what is printed on the retail unit ('Expire', 'Best by' etc.)
- The date format should be MM-DD-YYYY
- Font size should be minimum 3/4"
- Print on a contrasting area of the case (black ink on white label etc.).

## Surcharge/Penalty for Corrections

Refusal or Corrections to any shipment will be made by the sole discretion of the distribution center operator and on-site PLCB representative. If a shipment is received by the PLCB from a vendor bearing a PLCB/State and/or SCC label that is not formatted according to the aforementioned requirements and specifications, one bearing unrecognized coding, and/or labels not properly affixed to each case, the distribution of the merchandise to the retail locations will be withheld until the cases are properly identified and labeled.

Per case labeling charge will be applied to any labeling corrections as stated above.

Surcharges, which will include an Administration fee and may also include penalties, will be levied for failure to comply with these requirements.

## Label Placement Examples

Multi-state label on one end of the case with the SCC label on two adjacent sides via single wrap-around label.



Multi-state label and the SCC label combined into one single wrap-around label. Please note that the sticker is positioned to meet the SCC location requirements.



Multi-state label on one end of the case with the SCC label on two adjacent sides.

