



News for Immediate Release

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Fine Wine & Good Spirits Stores Celebrate Pennsylvania Wine Month

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) today marked the beginning of Pennsylvania Wine Month by kicking off a month-long celebration in Fine Wine & Good Spirits stores to encourage consumers to enjoy wine produced in the commonwealth.

“Pennsylvania wineries are producing wine for a variety of palates and pocketbooks,” said PLCB Chairman Joseph E. Brion. “At a time when more and more people are buying local, the PLCB wanted to give people the information they need and the product they want to meet that growing demand. We’re extremely pleased to work with the Pennsylvania Winery Association to promote that ‘buy local’ message and support state-made wines.”

During the first week of October, Fine Wine & Good Spirits Premium Collection stores will host special tastings of Pennsylvania wines for consumers who are at least 21 years old. Call your local Premium Collection Store for dates and times.

In addition, wine and spirits stores will feature specialized signage and product displays drawing attention to Pennsylvania wines. A map of in-state wineries and information about in-state wine trails provided by the Pennsylvania Winery Association will be available at select Fine Wine & Good Spirits stores, while all store locations will receive informational inserts directing consumers to a dedicated website, m.pennsylvaniawine.com.

“Pennsylvania wineries are an important part of the state’s economy,” said Robert S. Marcus, PLCB member. “Many people don’t realize that Pennsylvania ranks fifth in the nation in grapes grown, and seventh in the country in wine production. We will continue to look for opportunities to promote and assist this ever-growing and vital industry.”

The Pennsylvania Liquor Control Board has a long-standing relationship with many in-state wineries. In 2013, the agency sold 175 different Pennsylvania wines generating nearly \$5 million in sales at Fine Wine & Good Spirits stores. The agency also partnered with the Pennsylvania Winery Association and the Department of Agriculture to give PA Preferred™ wineries the opportunity to sell 10 products in up to 10 Fine Wine & Good Spirits stores of their choosing. The PA Preferred™ program

is a state program that promotes products produced in Pennsylvania. In its first year, the PLCB sold almost 9,000 bottles of PA Preferred wine at Fine Wine & Good Spirits stores.

“Over the last 30 years, the number of Pennsylvania wineries has grown substantially – from a little more than two dozen to more than 200,” PLCB Member Tim Holden added. “Pennsylvania has more wineries now, and those wineries are getting more and more recognition for their quality and value.”

For more information about Pennsylvania wines, visit www.FineWineAndGoodSpirits.com.

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