



## **News for Immediate Release**

**Nov. 18, 2014**

### **Liquor Licensees Now Able to Get 10 Percent Discount on Products Sold at PLCB eCommerce Store**

**Harrisburg** – In an effort to make shopping more convenient for licensees, the Pennsylvania Liquor Control Board announced a change to the agency’s retail website, [www.FineWineAndGoodSpirits.com](http://www.FineWineAndGoodSpirits.com), that will give licensees the ability to easily utilize their 10 percent discount as they shop online.

“Our liquor licensees are a vital part of the Pennsylvania economy and our business,” said PLCB Chairman Joseph E. Brion. “We continue to look for ways to provide them with the products they want in the most convenient and efficient way possible. This is a small change that we hope will have a sizeable impact.”

Per the Liquor Code, licensees are eligible for a 10 percent discount off the retail price of wine and spirits. It is a statutory requirement. Prior to the change, licensees were only able to receive the discount by going to one of the agency’s 600-plus brick-and-mortar stores or by calling an operator who would manually enter the order online. In addition to adding the discount option to the website, the PLCB’s Office of Information Technology improved its search functionality, making products easier to find.

“The online store carries niche products that are unique to the e-store and, on occasion, highly allocated,” said Tim Holden, PLCB member. “Licensees should be able to get those online exclusive products and get their discount. They can either have the product shipped to their business or pick it up at their registered ‘home’ store.”

In order to get the discount, licensees must create a customer account on the site and click on the link to provide the LID number associated with that account. A profile will be created in the system. To take advantage of the discount, the liquor license must be active. All licensee sales will be processed online and shipping charges will be applied. Special Liquor Orders must still be placed in a store or through the vendor.

“We remain focused on streamlining our operation to better serve all of purchasers of wine and spirits, big and small,” said Board Member Mike Negra. “The online store gives us the ability to provide consumers statewide with special one-day sales and exclusive offers such as the Chairman’s Selection® Program’s “First Taste”,

which gives online shoppers the first chance to taste certain new Chairman's Selection wines. If you haven't looked at the online store, we encourage you to do so."

FineWineAndGoodSpirits.com was completely rebranded in 2010. On average, between 2,000 and 2,500 products are available for purchase through the site that you won't typically find in the PLCB's brick-and-mortar stores. In the 2013-14 Fiscal Year, the eCommerce store reported sales of nearly \$2 million, which included sales to out-of-state customers.

For more information about the licensee registration process or to sign up for email alerts regarding new products in the eCommerce store, visit [www.FineWineAndGoodSpirits.com](http://www.FineWineAndGoodSpirits.com).

The PLCB regulates the distribution of beverage alcohol and also operates more than 600 Fine Wine & Good Spirits stores statewide. Taxes and store profits are returned to Pennsylvania's General Fund.

**Media contact:** Stacy Kriedeman, 717.783.8864

###