



## **News for Immediate Release**

**Jan. 8, 2015**

### **Sales of Pennsylvania Wines Up 31 Percent at Fine Wine & Good Spirits Stores during Pennsylvania Wine Month**

**Harrisburg** – The Pennsylvania Liquor Control Board (PLCB) today announced that sales of Pennsylvania wines increased by 31 percent in October 2014, the month designated as Pennsylvania Wine Month, when compared to October 2013.

Fine Wine & Good Spirits stores sold more than 41,600 bottles of Pennsylvania wine, totaling approximately \$466,000.

“We took a very proactive approach this year in partnering with the Pennsylvania Winery Association to promote Pennsylvania wine during Pennsylvania Wine Month, and it clearly made a difference,” said PLCB Chairman Joseph E. Brion. “We’re thrilled with the results and will continue to look for ways to support in-state wineries. It’s good for the overall economy and it’s good for our consumers.”

During the month-long celebration, Fine Wine & Good Spirits Premium Collection stores held special tastings and featured dedicated signage and product displays to draw attention to Pennsylvania wines. In addition, a map of in-state wineries and information about in-state wine trails provided by the Pennsylvania Winery Association was available at select Fine Wine & Good Spirits stores.

In 2013, the Pennsylvania Liquor Control Board partnered with the Pennsylvania Winery Association and the state Department of Agriculture to promote PA Preferred™ wines. PA Preferred is the Department of Agriculture’s branding program for products made and grown in Pennsylvania. In order to be called a Pennsylvania product under this program, at least 75 percent of the grapes must be from Pennsylvania and the wine must have “Pennsylvania” on the label.

During the Pennsylvania Wine Month promotion in October 2014, the PLCB sold more than 4,350 bottles of PA Preferred wines – a 179 percent increase over the approximately 1,500 bottles of PA Preferred wines sold in Fine Wine & Good Spirits stores in October 2013.

“While overall sales of Pennsylvania products increased, we saw the most dramatic increase in the number of PA Preferred wine products sold in our stores,” said Board member Tim Holden. “The PA Preferred program promotes wines produced in-state

with grapes grown in-state. Our sales results indicate that consumers are more than willing to buy local when given the opportunity.”

The PLCB is also in the process of adding a special “Made in PA” section for Pennsylvania wine and spirits products in prominent locations within newly rebranded stores. In the online store, [FineWineAndGoodSpirits.com](http://FineWineAndGoodSpirits.com), a Pennsylvania tab was created to help customers more easily find Pennsylvania products.

“As a Board, we understand the significant impact that local wineries have on the economy, said Mike Negra, PLCB member. “We’ve increased our selection to give consumers a variety of choices. As a result of these expanded choices, we expect sales of Pennsylvania wines to continue to grow.”

In 2014, the agency sold more than 506,700 bottles of Pennsylvania wines generating approximately \$5.5 million in sales at Fine Wine & Good Spirits stores.

For more information about Pennsylvania wines, visit [www.FineWineAndGoodSpirits.com](http://www.FineWineAndGoodSpirits.com).

The PLCB regulates the distribution of beverage alcohol and also operates more than 600 wine and spirits stores statewide. Taxes and store profits are returned to Pennsylvania’s General Fund. For more information about the Liquor Control Board, visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

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