



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Launches PA Spirits Program in Fine Wine and Good Spirits Stores

Harrisburg – In an effort to support local distilleries, the Pennsylvania Liquor Control Board (PLCB) is launching the “PA Spirits Program,” which grants Limited Distillery license holders in Pennsylvania an opportunity to place up to 10 products in a select number of Fine Wine and Good Spirits stores of their choosing.

“In 2012, we launched the PA Preferred Wine Program, and it has been very successful in expanding the selection of Pennsylvania products in Fine Wine & Good Spirits stores for those consumers who may want to shop local,” said Tim Holden, PLCB chairman. “The PA Spirits Program is a natural extension to make sure we’re meeting the demand, not just of local wine enthusiasts but also those consumers looking for locally made spirits as well.”

“We are providing limited distilleries a platform to showcase their products,” said Board Member Joseph E. Brion. “The distillers can personally select the stores they want to be in to make sure they’re reaching their target market. While we currently sell more than 100 Pennsylvania-based spirits in our stores, we believe this program will expand our selection even more and offer limited distilleries the ability to reach a lot more people.”

Under the program, limited distilleries may submit up to 10 spirits for consideration and provide up to 10 store locations in which they would like to sell their spirits. To be eligible to participate, all products must be distilled in Pennsylvania. Once selected, limited distilleries must sell a minimum of one case per month per store to remain in the program.

Limited distilleries can begin submitting products for consideration on May 1. Submissions will be accepted no later than May 19.

Limited Distillery licenses allow licensees to produce not more than 100,000 gallons of distilled liquor per year and possess, store, purchase, receive and sell to the Board, to licensees and to the general public that product between 9 AM and 11 PM. Currently, there are 26 active Limited Distillery licenses in the commonwealth. In 2012, there were seven licensed limited distilleries.

“The craft spirits market is booming nationally and here in Pennsylvania,” said Mike Negra, PLCB member. “Understanding the impact these businesses have, not just on their local communities but also on the state, we want to be as supportive as we can to ensure they continue to flourish. We have taken a number of steps to support Pennsylvania wine and spirits producers, including creating a special area in our rebranded stores to feature ‘Made in PA’ products; featuring them on our retail website, www.FineWineAndGoodSpirits.com; and focusing on a local distillery or winery in our quarterly magazine, *Taste*. We are committed to

continuing to look for ways to raise consumer awareness about all the great Pennsylvania wine and spirits our stores have to offer.”

For more information on the PA Spirits Program, visit www.lcb.state.pa.us and click on “Industry Partners.”

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.

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