



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Opens Entry for Pappy Van Winkle Limited-Release Lottery

More than 1,500 bottles of Pappy Van Winkle whiskeys available; deadline for entry is Dec. 12

Harrisburg – Just in time for holiday gifting and celebrations, the Pennsylvania Liquor Control Board (PLCB) will hold its fourth Limited-Release Lottery on Dec. 14, anticipating to offer 1,539 bottles of world-renown Pappy Van Winkle whiskey for purchase.

Individual consumers and licensees interested in entering the lottery must be registered customers at www.FineWineAndGoodSpirits.com with billing information on file through Quick Checkout Profiles. Participants have until 11:00 PM Saturday, Dec. 12 to opt in to this lottery following registration.

These Kentucky whiskeys, produced by Pappy Van Winkle's grandson under recipes dating back three generations, are among the most sought after in the world. *Wine Enthusiast* magazine and the World Spirits Championship have scored the 20-year-old bourbon at a rating of 99 out of 100, and the Old Rip Van Winkle distillery claims the 13-year-old rye is the first premium aged rye whiskey.

The following products, listed in the order in which they will be drawn, will be available through the lottery. Numbers of bottles offered through the Lottery are estimated based on what is anticipated to be received from the supplier this week.

- Pappy Van Winkle 23 Year, \$249.99 each – 24 bottles – 18 for retail customers, 6 for licensees
- Van Winkle Family Reserve Rye, \$99.99 each – 30 bottles – 23 for retail customers, 7 for licensees
- Pappy Van Winkle 15 Year, \$79.99 each – 111 bottles – 84 for retail customers, 27 for licensees
- Pappy Van Winkle 20 Year, \$149.99 each – 210 bottles – 158 for retail customers, 52 for licensees
- Old Rip Van Winkle 10 Year, \$49.99 each – 384 bottles – 288 for retail customers, 96 for licensees
- Van Winkle Special Reserve 12 Year, \$59.99 each – 780 bottles – 585 for retail customers, 195 for licensees

While retailers in other states often charge far more than the manufacturer's suggested retail price, Pappy Van Winkle bottles available for sale in Pennsylvania are sold at the price suggested by the supplier.

Separate drawings will be conducted for each of these limited-release whiskeys, and lottery participants may opt into one, several or all drawings. Purchase is limited to one bottle per

participant, and if a participant wins a bottle in a drawing, the participant will be removed from subsequent drawings. The drawings for the items having the smallest allocation of bottles will occur first, and will be followed sequentially by drawings for the items having larger allocations.

Because licensees constitute about one quarter of the PLCB's annual sales, 25 percent of the inventory will be available to licensees, while 75 percent will be available to individual consumers.

The lottery is open to Pennsylvania residents and licensees age 21 or older who provide both a verifiable Pennsylvania billing address and a Pennsylvania shipping/store address at registration. Any registrant with an invalid or out-of-state address will be removed from the lottery.

Because the PLCB enforces a one-bottle-per-customer policy for its rarest products, only one customer at each billing address can register. Entries will be vetted for duplicative names, addresses and other information, and duplicates will be deleted from the lottery pool. Purchase is limited to one bottle per participant. Lottery drawings will be witnessed by an independent third party, and winners will be selected at random by a computer program.

Participants will be notified by email when the lottery process is complete.

For more details regarding the Limited-Release Lottery, visit the Limited-Release Lottery web page at www.FineWineAndGoodSpirits.com, which can be found under the "Events" tab.

Future Limited-Release Lottery offerings will be announced through emails to customers registered at www.FineWineAndGoodSpirits.com and will be posted on the website.

The PLCB held its third Limited-Release Lottery in late November and early December when it awarded 603 bottles across five expressions of the Buffalo Trace Antique Collection. More than 21,700 entries were received from licensees and individual consumers, and winners were randomly selected from pools of eligible entries as high as 51 participants in a licensee drawing and as high as 3,856 participants in a drawing for individual consumers. Licensees were awarded 54 bottles of Buffalo Trace Antique Collection bourbons, and individual consumers were awarded 549 bottles.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling more than \$14.5 billion since the agency's inception – are returned to Pennsylvania's General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies, and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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