



2016 Licensee Seminar

Welcome to the 2016 PLCB Licensee Seminar

PLCB+ | Bobbi Peifer, Licensing Manager

E-Commerce, SLO and Limited-Release Lottery |
Dale Horst, Director of Marketing & Merchandising

LOOP and LDP | Jeff Rensch, Director of Consumer Relations

RAMP | Lori Rizzo, RAMP Chief

Legal and Regulatory updates | Rodrigo Diaz, Chief Counsel

Panel Q&A



PLCB+
Online Regulatory System

Bobbi Peifer
Licensing Manager

New Regulatory System – PLCB+

- The PLCB – through the Office of Regulatory Affairs – is getting ready to implement a completely new system called PLCB+.
- PLCB+ will allow you to do everything with regard to your license online.
- No more paper applications, renewals or validations.
- We implemented PLCB+ for brand registration for malt or brewed beverages in October 2015.

New Regulatory System – PLCB+

- So far, for 2016, we have 7,574 labels approved for our brand registrants.
- License applications, renewals and all other license transactions are expected to be available in May 2016.
- Responsible Alcohol Management Program (RAMP) and Alcohol Education will be added in the third quarter of 2016.

Benefits of New System – PLCB+

- Single gateway for businesses and individuals to apply for and manage beverage alcohol licenses and permits
- 24/7 system access
- Real-time application status updates
- Easy online application process for new, transfer, renewal, validation, etc., you would need to file to support your license. This includes extensions of premises, adding additional permits, changing officers and managers, corrections to license, etc.

Benefits of the New System – PLCB+

- Refunds back to your credit card – you no longer have to wait six to eight weeks for a check to be sent
- Pay outstanding fees
- Print your license and purchase permit cards anytime
- Submit outstanding documentation as soon as you are notified it is required
- Dedicated help desk during business hours, and an email resource account for your questions anytime!

Next Steps

- Working to collect the remaining valid, monitored email addresses.
- Licensee communication
 - Email blasts/mailings with important dates and information. This includes the access code you will need to register.
 - The current online renewal/validation system will be inaccessible starting May 5 to get ready for PLCB+ implementation.

Sample PLCB+ Public Website Login Screen



Online Regulatory System

Login to your account:

Email:

Password:

[Forgot password?](#)

Login

Need an account? [Register here](#)

Apply for a Special Permit as a Guest

Click [here](#) to apply for a Special Occasion Permit or a Wine Auction Permit without registering an account above.

Search for issued Licenses

Click [here](#) to search for licenses that have been issued.

Search for Registered Brands

Click [here](#) to search for registered malt or brewed beverage brands.

[PRIVACY POLICY](#) | [SECURITY POLICY](#) | [CONTACT US](#) | [RIGHT TO KNOW LAW](#)

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Sample PLCB+ Registration Screen

Online Registration

Please register online. All fields with asterisks must be filled out in order to proceed. Once the information on this screen has been provided, the system will send a confirmation email with a link to this website, where you can confirm your registration.

* Email:
* Confirm Email:
* Password: Password must:
* Confirm Password: - be at least 8 characters
- contain uppercase letters, lowercase letters and numbers

YOUR INFORMATION

* First Name:
* Last Name:
* Phone Number: () -

ONLINE ACCESS CODE

If you have existing Licenses or Brands with the state, please enter your Online Access Code below.

* Do you have an Online Access Code? It was provided to you in a letter and/or email from the PLCB. Yes No

In order to ensure you can access all of your active licenses / brands, please enter your Online Access Code below.

* Online Access Code:

SECURITY QUESTION FOR PASSWORD RESET

The security question is used in case you forget your password. You will need to know the answer to this question in order to regain access to the system.

* Security Question:
* Security Answer:

Sample PLCB+ Screen

PLCB+

Online Regulatory System

MAIN MENU | MY PROFILE | SIGN OUT

Main Menu Need Help? ?

NEW LICENSE APPLICATIONS

- [Apply for a New License](#)
- [Apply for a Special Permit](#)
(Special Occasions, Wine Auction Permits)

BRAND REGISTRATION

- [Apply for / Manage / Renew Brands](#)

EXISTING LICENSES

- [Transfer a License to a new Owner](#)
- [Add a Permit](#)
(e.g. Amusement Permit, Farmer's market, etc.)
- [Apply for Events / Functions](#)
(Catering, Wine)
- [Other License Changes / Amendments](#)
(e.g. Extensions, Manager, Officers, Place to Place transfer, Safekeeping, etc.)

OTHER

- [Search for issued Licenses](#)
- [Search for Registered Brands](#)
- [Notify the PLCB of a bad check](#)

⚠️ OUTSTANDING FEES

The fees below are outstanding on your account and must be paid.

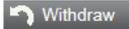
Fee	Legal Entity / Customer	Description	Fee Date	Balance
 License Fee (Non-Municipality)	Bobbi Peifer13523698	New Application #10533 (Approved) LID: 80100 (G) - Bobbies Lounge (Bobbi Peifer)	Dec 9, 2015	\$1,068.75

[Pay All Fees](#)

Sample PLCB+ Screen

MY APPLICATIONS UNDER REVIEW

The applications listed below have been submitted and are being processed.

File #	Application Type	Description	Entered Date	
 12327	Notification of Returned Check	Kennethswords llc	Feb 4, 2016	(Payment Pending Review)
 11927	Full Renewal	Restaurant (Liquor) License R30038 Peifer's Pub	Feb 1, 2016	

MY APPROVED LICENSES

See below for a list of your approved Liquor licenses.

LID #	License Number	License Type	Licensee / Premises	Effective	Expires	Status	
 80065	R30038	Restaurant (Liquor)	Peifer's Bar, Inc Peifer's Pub	Dec 10, 2015	Feb 29, 2016	(Renewal in progress)	 Print License
Permits / Secondary Licenses							
Amusement Permit (Liquor) Sunday Sales Permit							
 80008	LK30010	Limited Winery	Peifer's Bar, Inc Bobbi's Bar	Dec 8, 2015	Dec 31, 2016	Active	 Print License
Permits / Secondary Licenses							
Farmers Market Permit							
 80100	G30053	Brewery	Bobbi Peifer Bobbies Lounge	Jan 1, 2016	Dec 31, 2016	Active	 Print License
Permits / Secondary Licenses							
Sunday Sales Permit (W)							

Screen ID: 1397781

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Sample PLCB+ Screen

Send

To...

Cc...

Subject: FW: PLCB+ | License Renewal approval notice * Test Email *

Attached:  License R30045.pdf (498 KB)

From: donotreply@plcbplus.pa.gov [mailto:donotreply@plcbplus.pa.gov]
Sent: Tuesday, February 16, 2016 3:08 PM
To:
Subject: PLCB+ | License Renewal approval notice * Test Email *

Your renewal has been approved



Renewal #11281 for License #R30045 (SMITH'S HOME COOKING) has been approved. See attached for your new license certificate.

Pennsylvania Liquor Control Board

Sample PLCB+ Screen



MUNICIPALITY: Burlington
COUNTY: Bradford County
DISTRICT: District 12

LICENSE NO: G30053
LID: 80100

EFFECTIVE: Jan 01, 2016
EXPIRES: Dec 31, 2016

ADDITIONAL PERMITS

Sunday Sales Permit (M)

Bobbi Peifer
Bobbies Lounge
123 A ST
Harrisburg PA 17124

NOW, THIS IS TO CERTIFY, that the below named is hereby granted a MANUFACTURER OF MALT OR BREWED BEVERAGES LICENSE, for the premises designated, effective on the date shown above and continuing until and including the expiration date specified, unless sooner surrendered, cancelled, transferred, suspended or revoked.

WITNESS THE FACSIMILE SIGNATURES AND
THE SEAL OF THE LIQUOR CONTROL BOARD

ATTEST:



MASTER LICENSE

Toni Holden **CHAIRMAN**

W. R. ... **MEMBER**

... **MEMBER**

The License is NOT ASSIGNABLE and is valid for use only by the Licensee at the above designated location, where it must be conspicuously displayed, suitably framed under a transparent substance.



Sample PLCB+ Screen



HOME

Search for Registered Brands

Use the search below to find brands that have been registered with the PLCB. Enter as much information as you know, and press the "Search" button.

Search

Name of Brand:

Manufacturer / Franchisee:

Search

Screen ID: 1675673

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Sample PLCB+ Screen

BOULEVARD BARK FRONT STOUT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD DEEP DIVE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD DOUBLE WIDE IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD FUNKY PUMPKIN	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD GINGER LEMON RADLER	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD HARVEST DANCE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD HEAVY LIFTING IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD HIBISCUS GOSE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD IMPERIAL STOUT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD IMPERIAL STOUT X - COFFEE ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD IMPERIAL STOUT X-AZTEC CHOCOLATE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD IMPERIAL STOUT X-TART CHERRY STOUT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD IRISH ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD KC PILS	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD LAST SPLASH WET HOPPED ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD LONG STRANGE TRIPEL	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD LOVE CHILD #4	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD LOVE CHILD NO 6 SOUR ALE	DUVEL MOORTGAT USA LTD	View	Download
BOULEVARD LOVE CHILD NO. 5	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD MID-COAST IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD NUTCRACKER ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD OATMEAL STOUT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD PALE ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD POP-UP IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD RED IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD RYE-ON-RYE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD SAISON BRETT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD SILVER ANNIVERSARY ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD SINGLE WIDE IPA	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD SIXTH GLASS	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD SNOW & TELL	DUVEL MOORTGAT USA LTD	View	Download
BOULEVARD SPRING BELLE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD TANK 7 FARMHOUSE ALE	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD TELL TALE TART	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD THE CALLING	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD TWO JOKERS DOUBLE WIT	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD UNFILTERED WHEAT BEER	DUVEL MOORTGAT USA LTD	View	Request
BOULEVARD WHITE IPA	DUVEL MOORTGAT USA LTD	View	Download
BOULEVARD ZON	DUVEL MOORTGAT USA LTD	View	Request

Sample PLCB+ Screen

Contains water, barley malt, hops, and yeast. 12 FL OZ | 6.3% ALC/VOL

CT HI IA ME MA NY OR VT 5c DEP
MI 10c DEP CA REDEMPTION VALUE OK+

7 26959 90735 0

SINCE **BOULEVARD** BREWING CO. 1989

SNOW

BEER

OAK AGED SCOTCH ALE

BOULEVARD  BREWING CO

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



E-Commerce, SLO and Limited-Release Lottery

Dale Horst, Director of Marketing and Merchandising

E-Commerce

- FWGS online store contains more than 1,500 unique wines and spirits – www.FineWineAndGoodSpirits.com
- Top categories: bourbons, whiskies, gins, cordials, bitters and tequilas/mescal
- Extended products, exclusive, limited & niche
- FWGS online ordering for licensees started in 2014
- 300+ licensees currently using the site
- Set up accounts online, then contact ra-lbpawineandspirits@pa.gov with LID
- 10% discount is applied to online product orders
- Home store vs. licensed business address delivery

The screenshot shows the homepage of Fine Wine & Good Spirits. At the top, there is a navigation bar with links for LOGIN, MY ACCOUNT, WISH LIST, SHOPPING CART, LOCATE STORE, and DELIVERY INFO. Below this is the main header with the company name and navigation menus for SHOP WINE BY and SHOP SPIRITS BY. A search bar and a LIVE CHAT button are also present. The main content area features a promotional banner for the 'Taste' magazine, which is available for free in stores. Below the banner, there are sections for 'Featured Selection' and 'Other Featured Selections'. The 'Featured Selection' section highlights 'Juslyn Vineyards Perry's Blend Spring Mountain District 2011' as an online exclusive. The 'Other Featured Selections' section lists several wines with their prices and 'Learn More' links. On the right side, there are several promotional boxes: 'Coupons of the Month', 'January Sweepstakes!', 'Ask a Wine Specialist', and 'Premium Collection Spirits'. At the bottom right, there is a section for 'E-mail Alerts'.

Featured Selection

Juslyn Vineyards Perry's Blend Spring Mountain District 2011
 Online Exclusive!!!
 "The medium-bodied, pure 2011 Perry's Blend Estate is primarily Cabernet Sauvignon blended with Merlot, Cabernet Franc and Petit Verdot. It offers up notes of licorice, black cherries, blackcurrants and spring flowers in..."
[Learn More](#)

Other Featured Selections

Check out Chairman's Selection® wines. [View All Chairman's Selection® Wines](#)

	Bodegas Quaderna Via QV Red Navarra 2009 \$17.99 Learn More		Berton Vineyards The Black Shiraz South Eastern Australia 2014 \$10.99 Learn More		Bodegas Borebo AYA Malbec San Juan Argentina 2012 \$12.99 Learn More		Chateau Saint Louis Cuvee Gravieres Fronton 2012 \$12.99 Learn More
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Explore

Coupons of the Month
 Get additional savings off our already great prices with these in-store coupons.
[Print coupons>](#)

January Sweepstakes!
 Enter to win great prizes from gift cards for your next party to travel or enjoy drinks from your own personalized, 2-L barrel! [Learn more>](#)

Ask a Wine Specialist
 Get to know the Wine Specialist at your local Fine Wine & Good Spirits Premium Collection store>

Premium Collection Spirits
 Spirits connoisseurs rejoice! We've gathered some of the finest niche spirits from around the world. [Shop now>](#)

E-mail Alerts

Bitters

Extended categories include but are not limited to bitters

	<p>Bittermens Orange Cream Citrate</p> <p>Online Exclusive!!!</p> <p>"We've really been less than satisfied with the... More</p> <p>Size: 147ML Product Code: 34083</p>	Online Exclusive		147ML	Reg: \$18.99	<p>BUY NOW</p> <p>Add to Wish List</p>
	<p>Bittermens Orchard Street Celery Shrub Bitters</p> <p>Online Exclusive!!!</p> <p>"Though we love pickles here at Bittermens Central, we... More</p> <p>Size: 147ML Product Code: 34161</p>	Online Exclusive		147ML	Reg: \$18.99	<p>BUY NOW</p> <p>Add to Wish List</p>
	<p>Bittermens Xocolatl Mole Bitters New Orleans</p> <p>Online Exclusive!!!</p> <p>"Xocolatl Mole™ Bitters - Our original combination... More</p> <p>Size: 147ML Product Code: 34084</p>	Online Exclusive		147ML	Reg: \$18.99	<p>BUY NOW</p> <p>Add to Wish List</p>
	<p>Bitter Truth Jerry Thomas' Own Decanter Bitters</p> <p>Online Exclusive!!!</p> <p>Fruit, cinnamon, gentian, yarrow,... More</p> <p>Size: 200ML Product Code: 30521</p>	Online Exclusive	60	200ML	Reg: \$21.99	<p>BUY NOW</p> <p>Add to Wish List</p>
	<p>Dr Adam Elmegirab's Boker's Aromatic Bitters</p> <p>Online Exclusive!!!</p> <p>"Founded by John G. Boker in 1828, Boker's Bitters... More</p> <p>Size: 100ML Product Code: 36466</p>	Online Exclusive	63	100ML	Reg: \$23.99	<p>BUY NOW</p> <p>Add to Wish List</p>

Irish Whiskey



West Cork Distillers The Pogues Irish Whiskey

Online Exclusive

80

750ML

Reg: \$39.99

Online Exclusive!!!

West Cork Distillers, one of only three independent whiskey... [More](#)

Size: 750ML

Product Code: 34702

[BUY NOW](#)

[Add to Wish List](#)



West Cork Original Irish Whiskey 80 Proof

Online Exclusive

80

750ML

Reg: \$25.99

Online Exclusive!!!

"A delicate blend of grain and malt whiskey matured in... [More](#)

Size: 750ML

Product Code: 34538

[BUY NOW](#)

[Add to Wish List](#)



West Cork Single Malt Irish Whiskey 10 Year Old

Online Exclusive

80

750ML

Reg: \$41.99

Online Exclusive!!!

"After years of toiling the sea as deep sea fishermen,... [More](#)

Size: 750ML

Product Code: 34536

[BUY NOW](#)

[Add to Wish List](#)



Wild Geese Irish Soldiers and Heroes Irish Whiskey The Wild Geese Irish Soldiers & Heroes Collection

Online Exclusive

86

750ML

Reg: \$67.99

... [More](#)

Size: 750ML

Product Code: 30462

[BUY NOW](#)

[Add to Wish List](#)

Bourbon



Filibuster Bourbon Triple Cask Sherry Barrels

Online Exclusive

80

750ML

Reg: \$84.99

Online Exclusive!!!

Limited Release! Triple Cask. Finished in... [More](#)

Size: 750ML
Product Code: 34469

[BUY NOW](#)

[Add to Wish List](#)



Fingerlakes Distilling McKenzie Bourbon Whiskey
Online Exclusive!!!

Online Exclusive

91

750ML

Reg: \$44.99

Distiller's Notes: ... [More](#)

Size: 750ML
Product Code: 30825

[BUY NOW](#)

[Add to Wish List](#)



Five and 20 Spirits Bourbon New York

Online Exclusive

[BTI/90](#)

90

750ML

Reg: \$49.99

Online Exclusive!!

"Deep amber color. Fruity, earthy, inviting aromas of... [More](#)

Size: 750ML
Product Code: 34518

[BUY NOW](#)

[Add to Wish List](#)



Haas Brothers Cyrus Noble Small Batch Bourbon

Online Exclusive

90

750ML

Reg: \$31.99

Online Exclusive!!!

"A 90 Proof straight Bourbon produced in Nelson County,... [More](#)

Size: 750ML
Product Code: 34030

[BUY NOW](#)

[Add to Wish List](#)

Tequilas

	<p>Casa Noble Tequila Anejo Reserve Santana Single Barrel</p> <p>Online Exclusive!!!</p> <p>"The Santana Barrel Reserve is a truly exceptional... More</p> <p>Size: 750ML Product Code: 34474</p>	<p>Online Exclusive</p>	<p>80</p>	<p>750ML</p>	<p>Reg: \$399.99</p>	<p>BUY NOW</p>	<p>Add to Wish List</p>	
	<p>Cazadores Extra Anejo Tequila</p> <p>Limited Availability Premium Collection Spirit</p> <p>Made in the Highlands of Jalisco,... More</p> <p>Size: 750ML Product Code: 49018</p>	<p>Limited Availability</p>	<p>80</p>	<p>750ML</p>	<p>Reg: \$59.99</p>	<p>BUY NOW</p>	<p>Add to Wish List</p>	
	<p>Del Maguey Single Village Mezcal Chichicapa</p> <p>Ron Cooper, founder of Del Maguey Single Village Mezcal, found these unique artisan agave distillates over a... More</p> <p>Size: 750ML Product Code: 10867</p>	<p>Online Exclusive</p>	<p>92</p>	<p>750ML</p>	<p>Reg: \$73.99</p>	<p>BUY NOW</p>	<p>Add to Wish List</p>	
	<p>Del Maguey Single Village Mezcal Vida</p> <p>Online Exclusive!!!</p> <p>"This clear and... More</p> <p>Size: 750ML Product Code: 30316</p>	<p>Online Exclusive</p>	<p>WE/85</p>	<p>84</p>	<p>750ML</p>	<p>Reg: \$37.99</p>	<p>BUY NOW</p>	<p>Add to Wish List</p>
	<p>Dos Amadillos Tequila Anejo</p> <p>Online Exclusive!!!</p> <p>Tasting notes: ... More</p> <p>Size: 750ML Product Code: 30414</p>	<p>Online Exclusive</p>	<p>80</p>	<p>750ML</p>	<p>Reg: \$69.99</p>	<p>BUY NOW</p>	<p>Add to Wish List</p>	



Deanston Single Malt Scotch Highlands 12 Year Old

Online Exclusive

[WKA/82](#)

92

750ML

Reg: \$57.99

Online Exclusive!!!

"Bottling at a higher proof without chill-filtering has... [More](#)

Size: 750ML
Product Code: 34672

[BUY NOW](#)

[Add to Wish List](#)



Glendronach Grandeur Single Malt Scotch 24 Year Old

Online Exclusive

92

750ML

Reg: \$579.99

Online Exclusive!!!

"The whisky, bottled as 'Grandeur', has been... [More](#)

Size: 750ML
Product Code: 34513

[BUY NOW](#)

[Add to Wish List](#)



Glendronach Single Malt Scotch Allardice 18 Year Old

Limited Availability

92

750ML

Reg: \$138.99

Limited Availability Premium Collection Spirit

"The famous GlenDronach 18 year... [More](#)

Size: 750ML
Product Code: 49008

[BUY NOW](#)

[Add to Wish List](#)



Glenfarclas 105 Cask Strength

Online Exclusive

120

750ML

Reg: \$84.49

"Complex, oaky, apples and pears, and a tempting dark toffee sweetness. Dry and assertive... [More](#)

Size: 750ML
Product Code: 10856

[BUY NOW](#)

[Add to Wish List](#)



Glenfarclas 25 Year Old Reserve Scotch

Online Exclusive

86

750ML

Reg: \$157.99

Online Exclusive!

"Complex, yet refined, delicately peated, with... [More](#)

Size: 750ML
Product Code: 10855

[BUY NOW](#)

[Add to Wish List](#)

Limited-Release Lottery

Lottery is conducted when we receive very limited quantities for products in high demand

- 25% of allocation is set aside for licensees
- Limit 1 unit per product line
- Need to have a PLCB E-Commerce account
- 10% discount applies

2015 lotteries – Pappy Van Winkle, Buffalo Trace collections

Special Liquor Order (SLO)

- What is SLO?
 - Items not available in stores.
- More than 50,000 wine & spirit items, \$77M in 2015
- Ordering SLO items – At FWGS stores, vendors submit through Order Management Portal online with fixed deposit
- Deposit – PA Code, Fixed deposit for licensees is \$100 one time for orders placed electronically by the vendor, otherwise a 50%-per-order deposit required.

Special Liquor Order (SLO)

- SLO products are vendors' inventory, not PLCB
- Suppliers deliver SLO directly to designated store
- 15-day pick-up window at the designated store or the order is automatically cancelled.
- Incorrect product – notify a FWGS store
- Returns need to be approved by vendor
- Rules, regulations and fixed deposit info at www.lcb.state.pa.us: Licensees --> SLO
- Email questions to www.RA-LBslo@pa.gov or SLO hotline, 800.332.7522, opt.1

LOOP and Licensee Delivery Program

Jeff Rensch, Director of
Consumer Relations

Licensee
Online
Order
Portal



Most operating systems and devices



Mobile/Tablet Friendly

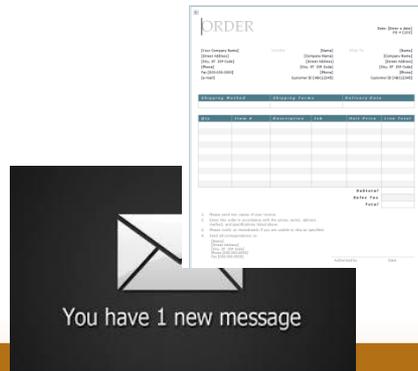
plcbloop.pa.gov

Self-Registration

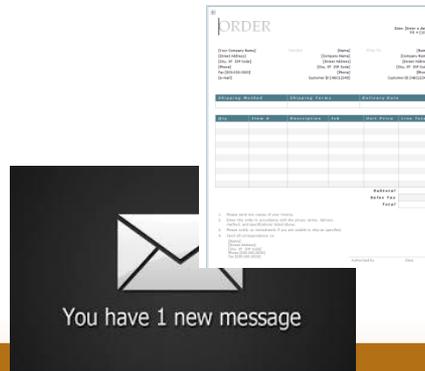


plcbloop.pa.gov

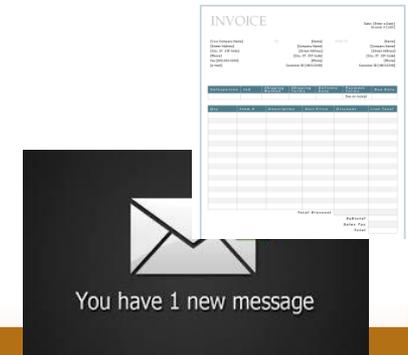
Email Confirmations



**Order
Submission**



**Ready for Pickup
(including final
quantities and amount)**



Final Invoice

Variety of search criteria

Apply **Reset**

All Products >

> Regular Spirits

> Regular Wine

Promotions >

Current
Ends 05.31.2015

Upcoming
Begins 04.07.2016

Advanced >

Size:

350 ML 750 ML

1 L 1.5 L

1.75 L 2 L

Volume Range:

Price Range:

In Stock at store

Browse Products

45 Results Viewing: Current Promotion

Product Name Search by product name, Sort by Alphabetical

Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.18 \$1.02	\$29.99 \$25.99 (Valid 03.03.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.18 \$1.02	\$29.99 \$25.99 (Valid 12.31.2008 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.18	\$29.99 \$25.00	
Chambord Liqueur 7457 750 ML 12/Case Cost per ounce: \$1.26 \$1.10	\$31.99 \$27.99 (Valid 12.01.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.26 \$1.10	\$31.99 \$27.99 (Valid 09.29.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.26 \$1.10	\$31.99 \$27.99 (Valid 03.31.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.18 \$1.02	\$29.99 \$25.99 (Valid 06.30.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.26 \$1.10	\$31.99 \$27.99 (Valid 07.28.2014 - 05.24.2015)	
Alexander Grappa Di Cabernet 4292 750 ML 6/Case Cost per ounce: \$1.14 \$.98	\$28.99 \$24.99 (Valid 08.25.2014 - 05.24.2015)	

Item details, including cost per ounce

Easily identify sale items

Savings

Sale items

Product Name

[Import Template](#) [Import Spreadsheet](#)

ITEM CODE	QTY	PAR ?	IN STOCK	PRODUCT NAME	VOLUME	CASE PACK	UNIT PRICE	TOTAL
1	<input type="text" value="7973"/>	<input type="text" value="1"/>	15	Dewar's White Label Scotch	200 ML	48	\$8.99	\$8.99 <input type="checkbox"/>
2	<input type="text" value="7564"/>	<input type="text" value="1"/>	10	Dewar's White Label Scotch	375 ML	24	\$15.99	\$15.99 <input type="checkbox"/>
3	<input type="text" value="5602"/>	<input type="text" value="1"/>	12	Famous Grouse Scotch	750 ML	12	\$24.99 \$19.99	\$19.99 <input type="checkbox"/>
4	<input type="text" value="4911"/>	<input type="text" value="1"/>	11	Famous Grouse Scotch	1.75 L	6	\$41.99	\$41.99 <input type="checkbox"/>
5	<input type="text" value="5292"/>	<input type="text" value="1"/>	8	Grand Macnish Scotch 3 Year Old	1.75 L	6	\$18.99	\$18.99 <input type="checkbox"/>
6	<input type="text" value="4210"/>	<input type="text" value="1"/>	7	Grant's Scotch	750 ML	12	\$15.99	\$15.99 <input type="checkbox"/>
7	<input type="text" value="3647"/>	<input type="text" value="1"/>	8	Grant's Scotch	750 ML	6	\$28.99	\$28.99 <input type="checkbox"/>

Immediate savings notice

You saved \$63.00 on promotional items!

Subtotal \$2,394.91
 Licensee Discount -\$239.49
 Tax \$129.33

Units 60 Total \$2,284.74

Order Templates

Welcome, Mark Daniel

FINE WINE & GOOD SPIRITS

Order Templates for **31462** Ruby Tuesday - New Nidhi

Order Templates provide a useful way to manage all the products you order regularly, or for special occasions. Maintain a complete list of product names, codes, par levels, and custom SKU's. You can print or export templates to excel to assist with inventory management.

[New Template](#)

TEMPLATE NAME	TYPE	COUNT	EDIT DATE	EDITED BY
TestTempCart	Store Pickup	21	03.20.2015	...
LetsSee	PLCB Delivery	12	03.20.2015	...
TemplateTestFromCart	PLCB Delivery	113	03.20.2015	...
Second One	Store Pickup	10	03.20.2015	...

Ability to save both PAR and Custom Item Number

Use for...
Repeat Orders
Special Events
Holidays

Welcome, Mark Daniel

FINE WINE & GOOD SPIRITS

Order Template for **31462** Ruby Tuesday - New Nidhi [Delete this Template](#)

Template Name * Type Store Pickup

Created By on 03.20.2015 Last Edited By: on 03.20.2015

Product Name Search by product name, PLCB code, or UPC code [Import Spreadsheet](#) [Export Spreadsheet](#)

ITEM CODE	QUANTITY	PAR	CUSTOM SKU	PRODUCT NAME	VOLUME	CASE PACK
<input type="text" value="4597"/>	<input type="text" value="10"/>	<input type="text" value="3"/>	<input type="text" value="500"/>	Smirnoff Pomegranate Prepared Cocktail	1.75 L	6

[Save](#) [New Order From Template](#)

Order History

My Orders for **31462** RUBY TUESDAY, INC.

Filters

Order Name/Number Product Code

Order Type Status Pickup/Delivery **Apply**

[Export Spreadsheet](#)

ORDER #	PICKUP/DELIVERY	ORDER DATE	TYPE	STATUS	AMOUNT	
# Order Entry 5	3/16/2015	3/5/2015	PLCB Delivery	Processing	\$ 0.00	...
# 51765	3/26/2015	3/5/2015	PLCB Delivery	Processing	\$414.49	...
# TEST	3/17/2015	3/5/2015	PLCB Delivery	Processing	\$3,469.92	...
#	3/19/2015	3/5/2015	PLCB Delivery	Processing	\$ 0.00	...
# NB Test 1	3/24/2015	3/6/2015	PLCB Delivery	Processing	\$ 0.00	...

Search past orders

Export function

Two years of purchase history available

PLCB - LOOP Licensee Reports
plcbloop@pa.gov
October 20, 2015

- My Orders
- Browse
- Order Templates
- Manage LID
- Manage Users
- Reports**

-  **Sales by Category: Quarterly**
View total units and purchase amounts by product category (i.e. vodka, bourbon) for the last four promotional quarters. [Download](#)
-  **Regular Sales by Product: 52 Week Total**
View total units and purchase amounts for each product for the last 52 weeks. [Download](#)
-  **SLO Sales by Product: 52 Week Total**
View total SLO units and purchase amounts for each product for the last 52 weeks. [Download](#)
-  **Units Purchased by Product: Weekly**
View total units purchased for each product, per week, over the last two years. [Download](#)
-  **Regular Sales by Product: Weekly**
View total purchase amounts for each product, per week, over the last two years. [Download](#)
-  **SLO Sales by Product: Weekly**
View total SLO purchase amounts for each product, per week, over the last two years. [Download](#)

Sample Report

PLCB / LOOP Licensee Reporting:

Date Extracted: 2-18-2016 - Total Item Purchases Rolling 52 Weeks - Regular/Luxury

Item Rank	Code#	Description	Department Name	Class	Sub Class	Unit Size	Case Pack	Units Purchased	Cases Purchased	Average Unit Price	Purchase Amount
1	6698	Stolichnaya Vodka	Regular Spirits	Vodka	Unflavored	1 L	12	1488	124	\$22.72	\$33,801.12
2	7981	Jack Daniel's Tennessee Whiskey Old Number 7	Regular Spirits	Whiskey	American	1 L	12	1288	105.67	\$26.52	\$33,624.32
3	6971	Grey Goose Vodka	Regular Spirits	Vodka	Unflavored	1 L	6	716	119.34	\$34.99	\$25,052.84
4	5664	Grey Goose Vodka	Regular Spirits	Vodka	Unflavored	1.75 L	6	456	76	\$49.99	\$22,795.44
5	6841	Captain Morgan Original Spiced Rum	Regular Spirits	Rum	Flavored	1 L	12	1086	90.49	\$20.99	\$22,795.14
6	4302	Fireball Cinnamon Whisky	Regular Spirits	Whiskey	Canadian	750 ML	12	1276	106.32	\$17.66	\$22,537.24
7	9709	Patron Silver Tequila	Regular Spirits	Tequila	Silver or Blanco	750 ML	12	425	35.41	\$49.99	\$21,245.75
8	7052	Bacardi Superior Rum	Regular Spirits	Rum	Unflavored	1 L	12	1053	87.75	\$17.99	\$18,943.47
9	6479	Jack Daniel's Tennessee Whiskey Old Number 7	Regular Spirits	Whiskey	American	1.75 L	6	420	70	\$44.36	\$18,631.80
10	3401	Barefoot Riesling	Regular Wine	White Table Wine	California Other White	1.5 L	6	1452	242	\$12.38	\$17,979.48
11	4766	Captain Morgan Original Spiced Rum	Regular Spirits	Rum	Flavored	1.75 L	6	636	106	\$28.13	\$17,891.64
12	6847	Crown Royal Canadian Whisky	Regular Spirits	Whiskey	Canadian	1 L	12	574	47.82	\$30.99	\$17,788.26
13	7508	Kamchatka Vodka PET	Regular Spirits	Vodka	Unflavored	1.75 L	6	1488	248	\$11.55	\$17,193.72
14	5164	Crown Royal Canadian Whisky	Regular Spirits	Whiskey	Canadian	1.75 L	6	276	46	\$51.69	\$14,265.24
15	4960	Allure Bubbly Pink Moscato	Regular Wine	Sparkling	California	750 ML	12	1537	128.08	\$8.71	\$13,384.63
16	6109	Three Olives Cherry Vodka	Regular Spirits	Vodka	Flavored	750 ML	12	894	74.5	\$14.71	\$13,155.06
17	5310	Three Olives Vodka	Regular Spirits	Vodka	Unflavored	750 ML	12	861	71.75	\$15.28	\$13,152.39
18	8739	Hennessy Cognac VS	Regular Spirits	Brandy/Cognac	Cognac	1.75 L	6	129	21.51	\$74.45	\$9,603.71
19	8376	Jagermeister Liqueur	Regular Spirits	Liquor or Cordials	Schnapps	750 ML	12	461	38.44	\$19.99	\$9,215.39
20	6989	Ketel One Vodka	Regular Spirits	Vodka	Unflavored	1 L	12	296	24.67	\$30.99	\$9,173.04
21	6275	Hennessy Cognac VS	Regular Spirits	Brandy/Cognac	Cognac	1 L	12	238	19.83	\$37.99	\$9,041.62
22	6321	Stolichnaya Vodka	Regular Spirits	Vodka	Unflavored	1.75 L	6	282	47	\$31.76	\$8,955.18
23	6836	Tanqueray Dry Gin	Regular Spirits	Gin	Unflavored	1 L	12	268	22.35	\$30.39	\$8,145.82
24	7352	Belvedere Vodka	Regular Spirits	Vodka	Unflavored	1 L	6	229	38.19	\$33.99	\$7,783.71
25	5587	Grand Marnier Liqueur	Regular Spirits	Liquor or Cordials	Nut	750 ML	12	222	18.52	\$34.74	\$7,711.78
26	8734	Ketel One Vodka	Regular Spirits	Vodka	Unflavored	1.75 L	6	180	30	\$42.02	\$7,564.20
27	9285	Ciroc Vodka	Regular Spirits	Vodka	Unflavored	1 L	12	199	16.58	\$36.99	\$7,361.01
28	9091	Sailor Jerry Spiced Rum	Regular Spirits	Rum	Flavored	750 ML	12	404	33.67	\$17.41	\$7,031.96
29	9325	Jameson Irish Whiskey	Regular Spirits	Whiskey	Irish	1 L	12	223	18.56	\$30.99	\$6,910.77
30	8454	Maker's Mark Bourbon	Regular Spirits	Whiskey	American	750 ML	12	237	19.74	\$28.13	\$6,667.63
31	6223	Baileys Irish Cream Liqueur	Regular Spirits	Liquor or Cordials	Cream	1 L	12	235	19.55	\$27.99	\$6,577.65
32	5576	1800 Reposado Tequila	Regular Spirits	Tequila	Reposado	750 ML	12	258	21.5	\$25.25	\$6,513.42
33	7965	Maker's Mark Bourbon	Regular Spirits	Whiskey	American	1.75 L	6	112	18.67	\$57.99	\$6,494.88
34	4464	Kahlua Coffee Liqueur	Regular Spirits	Liquor or Cordials	Coffee	1 L	12	243	20.27	\$25.99	\$6,315.57
35	8196	Jameson Irish Whiskey	Regular Spirits	Whiskey	Irish	1.75 L	6	117	19.5	\$52.43	\$6,133.83
36	4376	Tanqueray Dry Gin	Regular Spirits	Gin	Unflavored	1.75 L	6	139	23.17	\$42.45	\$5,900.61

Payment Methods



ACH



Cash, Check, Credit Card On File (CCOF) available for use at the store
ACH targeted for mid-2016

Licensee Delivery Program

Direct delivery of wine and spirits to licensed establishments at unbeatable prices!

Benefits Include:

- 24/7 system availability for placing orders online
- Promotional and sale items clearly identified
- Order history and sales reports available upon demand
 - Dedicated customer support

Minimum order size reduced –
now with even more attractive delivery rates!

ORDER SIZE	DELIVERY CHARGE PER CASE	\$30 to deliver 20 cases, or \$37.50 to deliver 50 cases – remarkable value and convenience!
20 to 49 full cases	\$1.50	
50 to 499 full cases	\$.75	
500 to 1,000 full cases	\$.50	

Order weekly, monthly or only when you need to replenish stock.

"In total, Rivers has saved more than \$50,000 year-over-year on our orders. We would highly recommend other businesses sign up. It is a powerful, easy-to-use tool that delivers a tremendous impact to your business' bottom line."

~Craig Clark, General Manager, Rivers Casino, Pittsburgh

Create an account at plcbloop.pa.gov or contact us for more information:

800.332.7522 (option 5) | plcbloop@pa.gov

FINE WINE & GOOD SPIRITS

- ✓ PLCB home page:
www.lcb.state.pa.us
- ✓ Licensees > Licensee Ordering
- ✓ Click "Order Now"
- ✓ Create Account

Or simply go to

plcbloop.pa.gov

How to Register

The screenshot shows the 'Licensee Online Order Portal' sign-in page. At the top, there is a dark red banner with the text 'FINE WINE & GOOD SPIRITS'. Below this, the page title is 'Licensee Online Order Portal' with 'Sign In' underneath. A welcome message reads: 'Welcome to the Licensee Online Order Portal (LOOP) – an improved, efficient, user-friendly way for licensees to order wine and spirits in Pennsylvania.' The main content area is a white box containing two input fields: 'Email' and 'Password'. Below these fields are two buttons: a dark red 'Sign In' button and a gold 'Create Account' button. A link for 'Forgot Password?' is located between the two buttons. At the bottom of the page, there is a disclaimer: 'By creating an account, you agree to the Pennsylvania Liquor Control Board's Terms of Use.' and the email address 'PLCBLOOP@PA.GOV'.

FINE WINE & GOOD SPIRITS

"Rivers Casino is a 24/7 operation, so our Food & Beverage department appreciates the instant notifications regarding sales, stock and delivery. In total, Rivers has saved more than \$50,000 year-over-year on our orders."

"LOOP's interface is easy to use and a powerful business tool for our Food & Beverage team."

"We would highly recommend other businesses sign up for the LOOP program. It is a powerful, easy-to-use tool that delivers a tremendous impact to your business' bottom line."

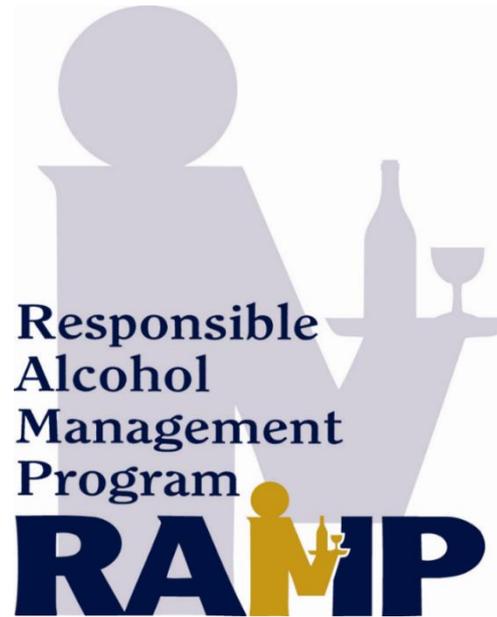
– Craig Clark
General Manager, Rivers Casino

LOOP Customer Support

plcbloop@pa.gov

800.332.7522, option 5

Break



Lori Rizzo
Division Chief, RAMP

RAMP – Responsible Alcohol Management Program

- RAMP (Responsible Alcohol Management Program) is a training and certification program through the PLCB's Bureau of Alcohol Education.
- RAMP was created to help licensees and their employees to serve alcohol responsibly.
- RAMP offers practical advice for licensees operating restaurants, hotels, clubs, distributors, and even special occasion permit holders.

What is RAMP Certification?

- RAMP was created as a voluntary certification that applies to the licensed establishment.
- Consists of five steps: Owner/Manager Training, Server/Seller Training, New Employee Orientation, Signage, and Affidavit Request for RAMP Certification.
- Must complete all five steps for the establishment to become RAMP-certified. Certification is valid for two years, as long as the establishment remains in compliance with all components.
- Licensees may also be mandated to complete the program.

Mandated Licensed Establishments

- RAMP certification is mandatory for licensees found guilty of the following Liquor Code violations:
 - Service to Minors
 - Service to Visibly Intoxicated Patrons
- A licensed establishment may also be mandated to complete RAMP certification as part of a conditional licensing agreement (CLA).

RAMP Certification – The Five Parts:

- Owner/Manager Training
- Server/Seller Training
- New Employee Orientation
- Signage
- Affidavit Request for RAMP Certification

A licensee must complete all five components for the establishment to become RAMP-certified!

Manager Training Requirement

Act 113 of 2011

- Requires newly approved managers of certain license types complete this training within 180 days of approval by the PLCB, unless training was successfully completed within the previous two years.
- RAMP will notify the licensee of this requirement and due date.

Incentives to Licensed Establishments

- Knowledgeable, well-trained staff
- Recognition as responsible licensee in the community
- Possible reduction in fines and penalties
- Possible discount on liquor liability insurance

RAMP and Resources

The screenshot shows the Pennsylvania Liquor Control Board website. At the top left is the logo with 'PA' in a yellow shape and 'pennsylvania LIQUOR CONTROL BOARD' in blue. To the right, it says 'CONTACT 717.783.7637'. Below that are links for 'PA STATE AGENCIES', 'ONLINE SERVICES', and a search bar with the placeholder '--search PA--'. A red button says 'shop online FINE WINE & GOOD SPIRITS'. A dark blue navigation bar contains links: 'ABOUT US', 'CONSUMERS', 'EDUCATION', 'LICENSEES', 'INDUSTRY PARTNERS', 'WORK WITH US', and 'LEGAL'. The 'EDUCATION' link is expanded to show 'Programs', 'Resources', and 'RAMP'. The 'RAMP' link is further expanded to show 'RAMP Certification', 'RAMP Training', and 'RAMP Instructor Resources'. The main content area features a dark blue background with a smartphone image and the text: 'BEFORE YOU GO OUT plan YOUR RIDE'. The smartphone screen shows buttons for 'GET TAXI', 'CALL FRIEND', and 'WHEEL'.

For More Information

Contact your regional RAMP office:

Western
412.723.0109

Central
866.275.8237

Eastern
610.940.1217

www.lcb.state.pa.us





Legal and Regulatory Updates

Rodrigo Diaz, Chief Counsel

How to access Advisory Opinions from
www.lcb.state.pa.us

PLCB+ | Tisha Albert, Director of Licensing

E-Commerce, SLO and Limited-Release Lottery |
Dale Horst, Director of Marketing & Merchandising

LOOP and LDP | Jeff Rensch, Director of Consumer Relations

RAMP | Lori Rizzo, RAMP Chief

Legal and Regulatory | Rodrigo Diaz, Chief Counsel

Store Operations | Carl Jolly, Director of Regional Operations
| Terri Lehigh-Welsh, Manager, Store Operations

Panel Q&A

- How do we handle keg beer for outings and beverage carts on golf course?
- How may I wholesale directly to local PLCB wine & spirit shops?
- Are there plans for restaurants to sell wine for takeout, as in the case of six packs of beer?
- How does one administrator handling multiple licenses & LID manage licensing and renewal process?
- Beer delivery with a R License
- Regarding online license renewal – how can payment be made if there is no organization (business) credit card.

Panel Q&A

- If open to the public, say for breakfast – can alcohol be available to members?
- Licenses needed for hard cider production
- Where do Limited Wineries fall in relation to article '§ 13.53. Bar spending/free drinks.' of the Liquor Code. Either on the road or a store front when giving free samples?
- On the Catering License, the Responsible Officer assigned – can they be sued and lose everything they own if there is a problem?
- Address part-time employees and gambling. If employee works one day a week, can they gamble in off days?

Panel Q&A

- We will be losing our property to eminent domain later this year. What do we need to do about the alcohol and our license?
- If not at this seminar is there going to be any seminars that deal with the Small Games of chance and these new gambling machines that I am hearing are legal because of a loophole in the law?
- I would like to know why the beer lines have to be cleaned weekly when the LCB has allowed sound waves to "clean" the lines for 8 weeks and only flush them every 2 months. Do you really think the sound wave "cleaners" do as good a job flushing the lines every other month as the people who flush the lines weekly? What would it take to amend the rules?

Panel Q&A

If you have a question, please come up to the microphones at the front of each row.

Please state your name, the name of your establishment, LID number, and where you're from before asking your question.

If you still have questions...

There are cards outside the auditorium. Please take a card and write your name, establishment name, LID number, where you're from, phone number and/or email address and question, then hand it in to one of our staff members so it may be addressed after the conference.