

PENNSYLVANIA LIQUOR CONTROL BOARD
MEETING AGENDA

WEDNESDAY, SEPTEMBER 14, 2016
NORTHWEST OFFICE BUILDING, CONFERENCE ROOM 117, HARRISBURG, PA

Tim Holden, Chairman
Michael Negra, Board Member
Michael Newsome, Board Member
John Metzger, Executive Director
Charlie Mooney, Chief Operating Officer
John Stark, Board Secretary

[Office of Chief Counsel](#)
[Bureau of Licensing](#)
[Bureau of Human Resources](#)
[Bureau of Accounting & Purchasing](#)

[Office of Retail Operations](#)
[Bureau of Product Selection](#)
[Financial Report](#)
[Other Issues](#)

Notice: Anyone who wishes to comment on a printed agenda item prior to official action being taken must make that known to the Chairman or the Board Secretary in advance.

EXECUTIVE SESSION – 10:00 A.M.

Consideration of personnel matters and to engage in non-deliberative informational discussions regarding various actions and matters which have been approved at previous public meetings.

PUBLIC MEETING – 11:00 A.M

CALL TO ORDER *Chairman Holden*

Pledge of Allegiance to the Flag

OLD BUSINESS..... *Secretary Stark*

A. Motion to approve the previous Board Meeting Minutes of the August 31, 2016 meeting.

PUBLIC COMMENT ON AGENDA ITEMS

The Board has reserved 10 minutes for Public Comment on printed agenda items.

NEW BUSINESS

From the Office of Chief Counsel *Rodrigo Diaz, Chief Counsel*

(1) **BOROUGH OF BERWICK**
Case No. 16-NE-13

Municipal Petition for Exemption
from the Statute Regarding
Amplified Sound

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

- (2) **DORIAN V. HARISTON**
Appeal No. B-16-09-C-6615
Petition for Review in
Unemployment Compensation Claim

- (3) **DERRY STREET PUB, INC.**
2312 Derry Street
Harrisburg, Pennsylvania 17104-2760
Restaurant Liquor License No. R-12671
LID 59887
Request to Rescind Conditional
Licensing Agreement

*From the Bureau of Licensing Jerry Waters, Director of Regulatory Affairs
Tisha Albert, Director, Bureau of Licensing*

- (1) **1526 Race, Inc.**
t/a Rex Pizza
E-3054 (LID No. 58988) Case No. 16-9069
1526 Race Street
Philadelphia, Philadelphia County
Request for Hearing –
Nunc Pro Tunc – Validations,
Renewals & Extension of
Safekeeping – Eating Place
Malt Beverage

- (2) **Giant Eagle, Inc.**
R-12344 (LID No. 81508)
1737 Route 228
Cranberry Township
Cranberry Township, Butler County
Double Transfer & Requests for
Interior Connections with
Another Business & to Conduct
Another Business on the
Licensed Premises – Restaurant

- (3) **Giant Food Stores, LLC**
E-4961 (LID No. 81446)
1824 Ridge Pike
Upper Providence Township
Royersford, Montgomery County
“Intermunicipal” Double
Transfer & Requests for Interior
Connections with Another
Business & to Conduct Another
Business on the Licensed
Premises – Eating Place
Malt Beverage

- (4) **Plamondon Hospitality Partners, LLC**
t/a Fairfield Inn & Suites/Towneplace Suites by Marriott
(LID No. 80519)
2915 Pleasant Valley Boulevard
Altoona, Blair County
New & Request to Sell Other
Items on the Licensed Premises –
Hotel

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

- | | |
|---|---|
| <p>(5) Wawa, Inc.
t/a Wawa
R-19720 (LID No. 72977)
721 Naamans Creek Road
Concord Township
Chadds Ford, Delaware County</p> | <p>“Intermunicipal” Double
Transfer & Request for Interior
Connections with Another
Business - Restaurant</p> |
| <p>(6) Niel Enterprises, LLC
R-509 (LID No. 66833) Case No. 16-9041
1701 Derry Street
Harrisburg, Dauphin County</p> | <p>Renewal – District 2</p> |
| <p>(7) Palermo’s of Blue Bell, Inc.
t/a Palermo’s
R-9263 (LID No. 67651) Case No. 16-9053
1016 DeKalb Pike
Whitpain Township
Blue Bell, Montgomery County</p> | <p>Renewal – District 4</p> |
| <p>(8) Sabor Latino Restaurant, Inc.
R-4382 (LID No. 52506) Case No. 15-9188
33 Garrett Road
Upper Darby Township
Upper Darby, Delaware County</p> | <p>Conditional Licensing Agreement
Renewal – District 11</p> <p>HOLD – 6/15/16 SESSION</p> |

*From the Bureau of Human Resources Jason Lutcavage, Director of Administration
Jennifer Haas, Director, Bureau of Human Resources*

Personnel Actions

*From the Bureau of Accounting & Purchasing John Stiles, Director of Finance
Koppolu Ravindraraj, Director, Bureau of Accounting & Purchasing*

- (1) **CRM/Loyalty Program Structure Consultant** – Provide assistance to the PLCB Marketing Team in their support of Act 39 by securing consulting services for a six (6) month period for the design and execution of a retail customer facing loyalty program. During this period, focus will be on delivery program structure, features/benefits, customer segmentation, tier structure, and operational models. Integration with current and planned business processes and technologies will also be critical.

Procured via Emergency Procurement – **VENDOR:** Deloitte Consulting LLP – **TERM:** Six (6) months – \$378,000.00 estimated cost.

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

From the Office of Retail Operations..... Carl Jolly, Director of Retail Operations

1. #5138 – 7204 Germantown Avenue, Philadelphia
Amendment
2. #1532 – 108 Willowbrook Lane, West Chester
New Licensee Service Center

*From the Bureau of Product SelectionDale Horst, Director of Marketing & Merchandising
Joseph Puhalla, Director, Bureau of Product Selection*

1. Regular New Items Accepted

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<u>Blue Ridge Distilling Co Inc</u> Defiant Whisky 750 ML	5
<u>The Wine Group Inc.</u> Franzia Cabernet Sauvignon 3 L	3
Franzia Chardonnay 3 L	3
Franzia Chillable Red 3 L	3
Franzia Crisp White 3 L	3
Franzia Dark Red 3 L	3
Franzia Merlot 3 L	3
Franzia Moscato 3 L	3
Franzia Pinot Grigio 3 L	3
Franzia Sunset Blush 3 L	3

RECOMMENDED ACTION: We recommend the Board approve this action

2. Regular PA New Items Accepted

<u>BRAND NAME AND SIZE</u>	<u>REASON</u>
<u>Social Still</u> Social Still Barrel Gin 750 ML	8

RECOMMENDED ACTION: We recommend the Board approve this action

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

**New Items – Recommended Listings
Reason Codes**

1. Strong marketing support
2. High brand recognition
3. Line/Size extension of successful brand
4. Trade up opportunity
5. Growing category
6. Growing segment
7. National rollout
8. Niche item / Limited distribution
9. High dollar profit potential
10. Trade out
11. High quality for the value
12. Innovative product/flavor
13. High sales through other PLCB channels (Luxury, Online, SLO)
14. Underrepresented category/segment
15. Hole in selection – consumer/store requests

3. Regular One Time Buys

BRAND NAME AND SIZE

Banfi Products Corporation

Maschio Prosecco Brut Party Pack 187 ML

Capital Wine and Spirits Inc

Freixenet Ice Cuvee Especial 750 ML

Diageo North America

Ciroc Mango Vodka 750 ML

Luxco Inc

David Nicholson Reserve Kentucky Straight Bourbon Whiskey 750 ML

Rebel Yell 10 Year Single Barrel Kentucky Straight Bourbon Whiskey 750 ML

The Quiet Man Single Malt 8 Year Old Whiskey 750 ML

Treasury Wine Estates Americas Company

19 Crimes The Banished Red Wine 750 ML

Gabbiano Chianti DOCG 1.5 L

Gabbiano Pinot Grigio 750 ML

The Wine Guy LLC

Bellissima Prosecco DOC Brut 750 ML

Bellissima Sparkling Rose Wine 750 ML

Bellissima Zero Sugar Sparkling Wine 750 ML

RECOMMENDED ACTION: We recommend the Board approve this action

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

4. Regular Recommended Delist Retail Reductions January 2017

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>
<u>Bacardi USA Inc</u> Bacardi Big Apple Rum 750 ML	9774
<u>Constellation Wines US</u> HRM Rex Goliath Pink Moscato 500 ML	7496
<u>The Wine Group Inc</u> Concannon Petite Sirah 750 ML	4014

EFFECTIVE DATES: January 2, 2017 through April 2, 2017. The transference to closeout will become effective October 3, 2016.
RECOMMENDED ACTION: We recommend the Board approve this action

5. Regular Recommended Delist Retail Reductions April 2017

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>
<u>Bacardi USA Inc</u> Bacardi Big Apple Rum 750 ML	9774
<u>Constellation Wines US</u> HRM Rex Goliath Pink Moscato 500 ML	7496
<u>The Wine Group Inc</u> Concannon Petite Sirah 750 ML	4014

EFFECTIVE DATES: April 3, 2017 through June 25, 2017.
RECOMMENDED ACTION: We recommend the Board approve this action

6. Luxury One Time Buys

<u>BRAND NAME AND SIZE</u>
<u>Capital Wine and Spirits</u> Alasia Brachetto d'Acqui 2015 750 ML Cardinale Cabernet Sauvignon Napa Valley 2013 750 ML Silver Oak Alexander Valley Cabernet Sauvignon 2012 750 ML Twomey Pinot Noir Russian River Valley 2014 750 ML Twomey Sauvignon Blanc Napa Valley 2015 750 ML

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

Diageo

Singleton 15 Year Old Scotch 80 Proof 750 ML

Fruit Of The Vines

Chateau Beychevelle Saint Julien 2014 750 ML
Chateau Cantemerle Haut Medoc 2014 750 ML
Chateau Carbonnieux Blanc Pessac Leognan 2014 750 ML
Chateau Carbonnieux Rouge 2014 750 ML
Chateau Chasse Spleen Moulis en Medoc 2014 750 ML
Chateau Clinet Pomerol 2014 750 ML
Chateau d'Angludet Margaux 2014 750 ML
Chateau Gazin Pomerol 2014 750 ML
Chateau Gruaud Larose Saint Julien 2014 750 ML
Chateau La Grange Saint Julien 2014 750 ML
Chateau Lynch Bages Pauillac 2014 750 ML
Chateau Olivier Blanc Pessac Leognan Rouge 2014 750 ML
Chateau Olivier Rouge Pessac Leognan 2014 750 ML
Chateau Pape Clement Rouge Pessac Leognan Rouge 2014 750 ML
Chateau Phelan Segur Saint Estephe 2014 750 ML
Chateau Poujeaux Moulis en Medoc 2014 750 ML
Chateau Rauzan Segla Margaux 2014 750 ML

Majestic Wine and Spirits

Garrison Brothers Texas Straight Bourbon Whiskey 94 Proof 750 ML

Southern Wine and Spirits

Dopff & Irion Crustaces Alsace 2014 750 ML
Quintessa Meritage Rutherford Napa Valley 2013 750 ML
Reata Chardonnay Carneros Napa Valley 2014 750 ML
Robert Mondavi Winery Chardonnay Reserve Napa Valley 2013 750 ML

The Wine Merchant

B-Side Napa Valley Red Blend 2014
Quilceda Creek Cabernet Sauvignon Columbia Vallet 2013 750 ML

USA Wine West

Domaine du Vacheron Sancerre 2015 375 ML

Vine Street Imports

Kieran Robinson R5 Syrah Bennet Valley 2012 750 ML
Kieran Robinson Stagecoach Viognier Napa Valley 2014 750 ML

Winebow

Di Majo Norante Sangiovese IGT 2015 750 ML
Domaine Guy Roulot Meursault 1er Cru Perrieres 2014 750 ML
Domaine Guy Roulot Meursault Les Tillets 2014 750 ML
Domaine Guy Roulot Meursault Meix Chavaux 2014 750 ML

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

Vitiano Rosso Umbria 2014 750 ML
Rombauer Vineyards Cabernet Sauvignon Diamond Select 2014 750 ML
Blackbird Vineyards Arise 2012 750 ML
The Ghost of 413 Cabernet Sauvignon 2013
Wine by Joe Pinot Gris 2015 750 ML

RECOMMENDED ACTION: We recommend the Board approve this action

7. Chairman's Selection Wines Recommended Approvals

BRAND NAME AND SIZE

Capital Wine and Spirits

Beringer Sonoma Coast Pinot Noir 2014 750 ML
Carneros Hills Pinot Noir 2013 750 ML
Chamisal Estate Chardonnay 2013 750 ML
Charles Smith Wines of Substance Super Substance Sauvignon Blanc 2014 1.5 L
Delille Cellars D2 Columbia Valley 2013 750 ML
Sbragia Gamble Ranch Chardonnay 2013 750 ML
Sbragia Godspeed Cabernet Sauvignon 2012 750 ML
Soos Creek Stampede Pass Cabernet Franc 2012 750 ML

Majestic Wine and Spirits

Clos la Chance Reserve Cabernet Sauvignon 2013 750 ML
Conway Family Pinot Noir 2013 750 ML
Flora Springs Family Select Chardonnay 2014 750 ML
Mazal Roble 2013 750 ML
Tower 15 The Jetty 2012 750 ML

Prospect Brands

House of Cards Red Wine 2014 750 ML

Southern Wine and Spirits of PA

Kim Crawford Spitfire Sauvignon Blanc 2014 750 ML
Mount Veeder Winery Cabernet Sauvignon 2013 750 ML
Ruffino Modus 2013 750 ML
Simi Landslide Vineyard Cabernet Sauvignon 2013 750 ML
Simi Winery Pinot Noir 2014 750 ML
The Hogue Cellars Reserve Columbia Valley Cabernet Sauvignon 2012 750 ML

RECOMMENDED ACTION: We recommend the Board approve this action

Note: This agenda is complete at the time of issuance but other issues may be added and others stricken without further notice.

8. Chairman’s Selection Spirits Recommended Approvals

BRAND NAME AND SIZE

Sazerac

EPIC Classic Vodka 80 Proof 1 L

RECOMMENDED ACTION: We recommend the Board approve this action

9. E Commerce Exclusive Items

BRAND NAME AND SIZE

Diageo

Singleton 18 Year Old Scotch 80 Proof 750 ML

Heaven Hill Brands

Parkers Heritage 24 Year Old Bottled in Bond Bourbon 100 Proof 750 ML

Weygandt Metzler Importing

FX Pichler Riesling Loibner Steinertal Smaragd 2013 750 ML

RECOMMENDED ACTION: We recommend the Board approve this action

FINANCIAL REPORT *Michael J. Burns, Comptroller Operations, Office of Budget*

None

OTHER ISSUES

CITIZEN COMMENT/BUSINESS FROM THE FLOOR

NEXT BOARD MEETING

The next meeting of the PLCB will be a formal meeting on Wednesday, October 5, 2016 beginning at 11:00 A.M. Prior to the public meeting, there will be an Executive Session to discuss matters of personnel and to engage in non-deliberative informational discussions, some of which are regarding actions and matters which have been approved at previous public meetings.

ADJOURNMENT