



## **News for Immediate Release**

**Jan. 10, 2013**

### **Pennsylvania Liquor Control Board Partners with Pennsylvania Winery Association to Offer Consumers PA Preferred® Wines in Local PA Wine & Spirits Stores**

**Harrisburg** – In an effort to support local wineries, the PLCB announced a partnership with the Pennsylvania Winery Association that will allow PA Preferred® wineries to place a limited number of varietals in select PA Wine & Spirits Stores.

PA Preferred is the official brand of agricultural products grown or made in Pennsylvania.

“We are happy to work with the Pennsylvania Winery Association to expand the selection of Pennsylvania wines offered in our PA Wine & Spirits Stores and in the process, support local businesses,” Robert S. Marcus, PLCB board member said. “Greater selection will give consumers more opportunity to buy local.”

“By selecting the stores, the wineries will be able to reach consumers who may already be familiar with their name and products, increasing the likelihood of the wineries’ success,” Joseph E. Brion, PLCB chairman said. “In addition, a whole new group of customers will have the chance to try something produced close to home.”

Under the program, which is set to begin early this summer, PA Preferred wineries will be allowed to submit up to 10 varietals to sell at a select number of PA Wine & Spirits stores. To participate, the wineries must be part of the Department of Agriculture’s PA Preferred program. Currently, there are approximately 75 wineries designated as PA Preferred.

“This is an exciting opportunity for PA Preferred wineries to share their best wines with a wide audience,” Agriculture Secretary George Greig said. “When consumers purchase wine from local wineries, it makes a difference to local farmers, communities and our future.”

According to the Pennsylvania Winery Association, the commonwealth has more than 150 wineries, infusing more than \$2 billion into the economy.

Established in 1933, the Pennsylvania Liquor Control Board regulates the distribution of beverage alcohol and also operates more than 600 Wine & Spirits Stores statewide. Taxes and store profits are returned to the state’s General Fund,

helping to pay the cost of essential services such as education, health care, infrastructure and public safety.

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