

# SHOPPING IN PENNSYLVANIA IT'S GETTING BETTER ALL THE TIME



Wine drinkers in Pennsylvania have seen a sea change in their state stores over the last decade. From the introduction of “Specialty Stores” with extended wine selections to the addition of Sunday hours and new locations embedded in grocery stores, from a new ecommerce website to the launching of three major fine wine festivals, it’s clear that the PLCB is becoming more wine-conscious and is making an effort to bring Pennsylvania wine consumers what they want.

Of course, all wine drinkers want the same thing – **better wine at lower prices**. Luckily for Pennsylvania residents, the state-run PLCB has recently begun using its massive buying power to bring in top wines at deep discounts. Combined with their aggressive training program and a commitment to customer service, these developments have ushered in a new era for Pennsylvania wine drinkers. Now, the state-wide system is beginning has a wealth of tools and programs designed to help consumers locate the wines they want and to introduce them to world-class wines at bargain basement prices.

## DID YOU KNOW?

- **THE PLCB HAS A CONSUMER HOTLINE** to help answer questions, locate products and process orders. They can even help transfer products from one store to another.  
Call **1-800-332-PLCB**
- **THE MAIN WEBSITE FEATURES ‘REAL-TIME’ INVENTORY** where you can search your area’s stores for a particular item or compare prices online.  
Visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us) and click on ‘Product Search’
- **THE ECOMMERCE WEBSITE PROVIDES ACCESS TO RARE, COLLECTOR’S ITEMS** purchased at auction and carefully stored at proper cellar temperature.  
Visit [www.pawineandspirits.com](http://www.pawineandspirits.com) and click on ‘Cellar Collection’
- **CONSUMERS CAN BUY ANY WINE A RESTAURANT CAN BY SPECIAL ORDER** with very few exceptions. While a deposit is required and the process takes a few days, most are available with no ‘case minimum’ requirement.  
Call **1-800-332-PLCB**, or ask the manager of your local **Wine & Spirits Shoppe**
- **THE PLCB OFFERS A WINE CLUB FOR THOSE EAGER TO EXPLORE NEW WINES** where membership can be tailored to any budget and any tastes.  
Call **1-800-332-PLCB**, or visit [www.pawineandspirits.com](http://www.pawineandspirits.com), click on ‘Wine Club’



# CHAIRMAN'S SELECTIONS

## DEEP DISCOUNTS ON WORLD CLASS WINES

Even five years ago, the idea that out of state wine collectors might drive into Pennsylvania for deals on luxe wines was unthinkable, but much has changed. Stunning bargains on wines sold as '**Chairman's Selections**' are sparking border crossing in reverse. This project, led by Liquor Control Board Chairman Jonathan Newman, uses the state's massive buying power to squeeze trophy wines into everyday budgets.



The Chairman's Selection program brings prestige wines into select state stores at **prices that are the lowest in the country**. Emphasis is firmly on reserve level California red wines, the biggest selling category among super-premium wines in Pennsylvania, but the percentages of whites, imports and specialty styles are growing. The project's runaway success has led the PLCB to increase capacity



to meet demand. In this, the program's 3rd year, 20 new Chairman's Selections arrive in select stores every month.

Luxe \$85 Reserve Cabernets for \$24.99? \$30 boutique Chardonnays for \$9.99? Deep discounts from **30% to 80% off recommended retail** are achieved by purchasing in volume, in

some cases buying a winery's entire vintage lot of a particular wine. Since the PLCB's markups are uniform, all price concessions come from wineries and suppliers.

### CHAIRMAN'S SELECTIONS ARE ...

- ... sold only in the state's **Premium Collection Stores**, formerly known as 'Specialty Stores', those magnet stores with an extended selection. However, consumers anywhere in PA may get access to these deals by calling 1-800-332-PLCB, or speaking to their store manager.
- ... stacked out by the case with distinctive green signage detailing their accolades and scores, as well as their regular retail prices. These wines are always **premium tier wines from solid producers**, backed up by excellent scores from mainstream wine magazines.
- ... posted on the PLCB's website at [www.lcb.state.pa.us](http://www.lcb.state.pa.us) Click on the '**Chairman's Selections**' banner to find what's currently available and which upcoming Chairman's Selections will arrive in state stores in the next month.
- ... easy to find using the PLCB's real-time searchable inventory database. A quick click on the blue code-link can identify which stores near you had these items in stock as of the previous day.