

DOING BUSINESS WITH THE PLCB, OCTOBER 2023

- Post session relevant information -

FWGS.com

- If you have bottle(s) in our stores and/or available to purchase online, make sure they have a bottle shot on our website. If you notice a bottle shot is missing, send it to the Digital Asset Manager, at ra-lbdigitalassets@pa.gov, with the code number and item name.

Social Media

- Handles for all the channels are below. Please use only if posting about a wine/brand we already carry in our stores and/or online.
 - Facebook: @PAWineSpirits
 - Twitter: @PAWineSpirits
 - YouTube: Fine Wine & Good Spirits
 - Pinterest: @PAWineSpirits
 - Instagram: @PAWineSpirits
- If you'd like to submit graphics for potential use in our social media, the graphics should be high resolution and 300dpi.
 - The size for reels is 1080 x 1920 px or a 9:16 ratio.
- Our social media manager's name is Deb Frisco. Her email is dfrisco@pa.gov. Feel free to reach out to her with ideas and assets regarding the specific wines we carry, but product availability plays a large part in what she promotes. An example: if a wine is in the majority of stores and available online, then she can probably promote it. If the wine has limited availability and/or not available online to buy, then she's not able to promote it in social media. Of course, no promises she'll use any of what's offered, but it never hurts to put it out there for her!

Events

- Vendors interested in setting up in-store tastings should refer to our [webpage here](#) for all information and instructions.
 - Questions about in-store tastings should be directed to ra-lbtastingcalendar@pa.gov.
- Wine festivals – there must be sufficient inventory of your item(s) to pour at events.
 - To receive event invitations, please email Brandi Smith, at bnsmith@pa.gov, and Gwen Weihbrecht, at gweihbrech@pa.gov, to be added to the vendor email list.

Organic Info and Annual Report

- Fiscal Year Annual Report 2021-22 is [here](#), but annual reports dating back to fiscal year 2012-13 are located [here on our website](#).
- Questions specifically about organic wine were posed. [Here](#) is what our analytics team was able to pull together. A couple notes:
 - FY = fiscal year, which runs July 1 to June 30 every year
 - YOY = year over year
 - Table 1 compares the percent of Organic Wines as compared to All Wines in stores AND Argentina Organic Wines as compared to Organic Wines in stores
 - Table 2 compares the growth year over year in the category
 - Wine is broken out into 2 subcategories – Regular (or “Listed”) and Luxury. Luxury items are one-time buys (vintage-specific, only a certain quantity available, etc.) whereas Regular items are on the shelf year-round (always taste the same, no vintage, etc.)
 - Table 3 shows growth year over year in the various appellations. “Not Specified” is used for an appellation we don’t have in our system or is unknown/not specified on the label.
 - Tables 4-7 break out the information from Tables 1-3 into dollar sales and unit sales.
 - Table 7 breaks it out according to organic wines sold by the appellation.

Contact Info

If you’re visiting Pennsylvania please feel free to contact us to organize a tasting together in our office:

- **Marissa Yohe**

Chairman’s Programs - Bureau of Product Selection - Fine Wine & Good Spirits

Email address: maryohe@pa.gov

- **Jacqueline Spironello**

Luxury Wine Buyer Product Management Division and Pricing Categories | Africa, Argentina, Australia, Chile, New Zealand, Tasmania

Email address: jspironell@pa.gov

Session recording link

https://drive.google.com/file/d/1FD3RLcupJUPuEPkJqRoM_7FC_UbXJ1mD/view?usp=sharing