



## **MESSAGE FROM THE DIRECTOR OF WHOLESALE OPERATIONS**

Welcome to the third issue of the Wholesale Operations newsletter!

This edition shares information that helps licensees update and maintain their Licensee Online Order Portal (LOOP) account, use recent upgrades to LOOP and learn about new and top-selling products.

We are committed to:

- Ensuring your LOOP account is up to date with the correct users and payment method on file.
- Enabling your ability to submit store or delivery orders.
- Assisting you with finding new or existing products at Fine Wine & Good Spirits or from one of the 13 Licensee Service Centers (LSCs) statewide.

Whatever your needs or questions, Wholesale Operations is prepared to help.

Call (800) 332-7522, ext. 5 or email [PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov) to get started today.

Thank you.

Doug Hitz, PLCB Director of Wholesale Operations

### **THIS ISSUE FEATURES INFORMATION ABOUT:**

- 👉 **New and improved features to the Licensee Online Ordering Portal (LOOP)**
- 👉 **What can Wholesale Operations do for you and your business?**
- 👉 **Licensee Order Management and Support**
- 👉 **Ready-to-Drink (RTD)**
- 👉 **Top 10 Wines & Spirits of 2020**

# UPDATES TO LOOP

Updates to the Licensee Online Ordering Portal include the following:

1

## **PDF Attachments for LOOP Over/Short/Damage (O/S/D) Claims**

Wholesale Operations has implemented a new policy that requires delivery customers to include a bill of lading when submitting a return request in LOOP. As such, the portal has been updated to enable licensees to upload a PDF file in conjunction with all return requests.

2

## **System-Generated Password Reset Email Template Change**

This upgrade provides a licensee more detailed instructions on issues that may cause difficulties when trying to reset a user's password — specifically password keeper applications.

3

## **Licensee Order Names Not Displaying in LOOP for Store Pickup Orders**

Licensees can name their store pickup orders in the Order Name field under the Order Settings header found when selecting the New Order tab in LOOP. This makes it easier to search an order by name or number when viewing order history in the My Orders page.

4

## **Number of LIDs Visible on Dashboard**

Licensees can easily navigate between locations by using the search box visible in the upper right-hand corner of LOOP. Registered users who have access to more than one account but less than 25 will see the drop-down box as their option to change between different accounts. Registered users who have access to more than 25 accounts will have a search bar option to type in their desired location.

5

## **Order Return Tab**

LOOP has updated the Dashboard to add an Order Return tab to allow licensees the ability to view return history.

6

## **Licensee-Only Products for Home Store Displaying on Home Page**

Licensees can see featured products of licensee-only items at their designated Home Store.

7

## **Licensee Delivery Program (LDP) Return Final Invoice**

LDP customers can request a finalized return invoice, in PDF format, by selecting the Order Returns tab, navigating to a closed return and clicking on Email Invoice.

8

## **Delivery Out of Stock (OOS) Email Notification**

A licensee has an option to select the email notifications that the user should receive for delivery orders. As such, delivery customers can now opt-in to receive the OOS email.

**If you have a suggestion  
for improvement to LOOP,  
email [PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov).**



## WHAT CAN WHOLESALE OPERATIONS DO FOR YOU AND YOUR BUSINESS?

### BUSINESS DEVELOPMENT

- Sales development via assortment review, distribution opportunities and collaborative portfolio development.
- Business communication and updates.
- Monthly sales items, new and discontinued items, cost/price changes and one-time buys (OTBs).

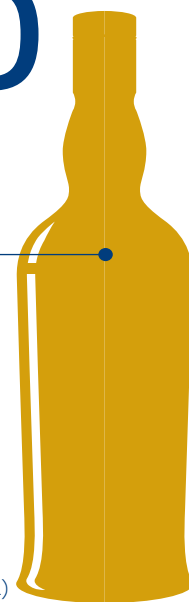
### LICENSEE ORDER MANAGEMENT AND SUPPORT

- Front-line customer service to all licensees regarding LOOP registration and licensee training.
- Assistance with LOOP functions and features including updating users, passwords, payments and general information requests.
- Assistance for licensees enrolled in the LDP program with the allocation of OTBs, the adjustment of delivery orders and dates, provision of product information and general information requests.
- LOOP Customer Service is available at (800) 332-7522, ext. 5 from 8 a.m. - 5 p.m. Monday through Friday, or by email to [PLCBLOOP@pa.gov](mailto:PLCBLOOP@pa.gov).

# TOP 10

## TOP 10 SPIRITS purchased in 2020

- 1 Tito's Handmade Vodka  
Code 2153 (1 L)
- 2 Patrón Tequila Silver  
Code 9709 (750 mL)
- 3 Jameson Irish Whiskey  
Code 7303 (750 mL)
- 4 Jack Daniel's Old No 7 Black Label  
Tennessee Whiskey Code 4291 (750 mL)
- 5 Tito's Handmade Vodka Code 9359 (750 mL)
- 6 Captain Morgan Spiced Rum Code 8865 (750 mL)
- 7 Jameson Irish Whiskey Code 9325 (1 L)
- 8 Hennessy Cognac VS Code 4405 (750 mL)
- 9 Tito's Handmade Vodka Code 6152 (1.75 L)
- 10 Crown Royal Regal Apple  
Canadian Whisky Code 8327 (750 mL)



## TOP 10 WINES purchased in 2020

- 1 La Marca Prosecco Code 3636 (750 mL)
- 2 Apothic Winemaker's Blend Red  
Code 3400 (750 mL)
- 3 Kendall-Jackson Vintner's Reserve  
Chardonnay Code 7184 (750 mL)
- 4 Cavit Pinot Grigio Delle Venezie  
Code 4275 (1.5 L)
- 5 Barefoot Pinot Grigio Code 9910 (1.5 L)
- 6 Woodbridge by Robert Mondavi  
Chardonnay Code 5629 (1.5 L)
- 7 Barefoot Moscato Code 6759 (1.5 L)
- 8 Black Box Cabernet Sauvignon  
Code 9935 (3 L)
- 9 Barefoot Pink Moscato Code 5984 (1.5 L)
- 10 Woodbridge by Robert Mondavi  
Cabernet Sauvignon Code 7634 (1.5 L)



# ▶ READY TO DRINK

## WHAT ITEMS ARE HOT RIGHT NOW?

Look no further than the items in the ready-to-drink (RTD) category. RTD capitalizes on offering consumers convenience by allowing them to purchase prepared beverages ready for consumption. Venues big and small, restaurants, hotels and airlines are also jumping in on the action. High-quality RTDs are proving to save businesses and consumers time and money.

The Pennsylvania Liquor Control Board (PLCB) offers multiple licensee-only products in the RTD category that are affordable, come in a variety of sizes and contain low alcohol by volume.

## Some of the products offered include:



### Rancho La Gloria Strawberry Margarita Wine Cocktail

(1.5 L) Code 0774

Original Price: \$12.99

Licensee Discount Price: \$11.69

Crafted with fresh lime, ripe strawberry juice and agave wine, this refreshing margarita is a convenient cocktail for barbecues and beach days.

### Rancho La Gloria Peach Margarita Wine Cocktail

(1.5 L) Code 98835

Original Price: \$12.99

Licensee Discount Price: \$11.69

Crafted with the natural flavors of juicy peaches, fresh lime juice and 100% Blue Weber agave, this cocktail is the perfect balance of sweet and tart.



### Rancho La Gloria Watermelon Margarita Wine Cocktail

(1.5 L) Code 98836

Original Price: \$12.99

Licensee Discount Price: \$11.69

Made with 100% Blue Weber agave, lime juice and watermelon bringing a tangy, sweet and refreshing burst of flavor to your margarita.

### Rancho La Gloria Mango Margarita Wine Cocktail

(1.5 L) Code 0773

Original Price: \$12.99

Licensee Discount Price: \$11.69

The perfect balance of tangy and sweet in this margarita will send your taste buds on a tropical holiday.



### Rancho La Gloria Lime Margarita Wine Cocktail

(1.5 L) Code 0775

Original Price: \$12.99

Licensee Discount Price: \$11.69

100% Blue Weber agave and fresh lime juice.

In addition to wine-based RTD cocktails, there are also spirit-based products readily available to licensees.

Please visit [FWGS.com](http://FWGS.com) or email [RA-LBWHOLESALE@pa.gov](mailto:RA-LBWHOLESALE@pa.gov) for more information on RTD products.

## CONTACT US!



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