



*Advocating the views of convenience stores, supermarkets,
independent grocers, wholesalers and consumer product vendors.*

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Pennsylvania Food Merchants Association Members Have An Outstanding Record for Alcohol Sales Compliance

Camp Hill, PA — Pennsylvania Food Merchants Association (PFMA) members currently selling adult beverages in the Commonwealth have an exceptional record for compliance. The association recently polled members who currently have a license to sell alcohol in Pennsylvania and found those companies have exemplary records and policies in place to ensure the lawful sale of adult beverages.

These supermarket and convenience store retailers are currently licensed to sell adult beverage products in Pennsylvania with an “E” — Eating place deli license or an “R” — Restaurant license.

“Pennsylvania supermarket and convenience stores offering alcohol sales are clean, safe and convenient places for consumers to purchase adult beverages,” said David McCorkle, PFMA president and CEO, “These companies offer visually appealing displays, competitive prices and well-trained associates to assist shoppers.

Procedures followed by these stores include the following:

- Cashiers and other store personnel receive training through the Responsible Alcohol Management Program (RAMP), a training program created by the Pennsylvania Liquor Control Board to help licensees and their employees sell alcohol responsibly. This training gives store associates knowledge on spotting fake ID’s and acceptable forms of identification; spotting and dealing with intoxicated customers, and all aspects of the Pennsylvania liquor code.
- Many stores have a 100% age verification policy, so that they card every person who wants to make an adult beverage purchase.
- Identification is visually inspected and scanned through the register to verify the buyer’s age.
- Store cafés and restaurants are under video surveillance.

These stores are excelling in compliance with the Pennsylvania liquor control laws. Ninety-nine percent have zero infractions for alcohol sales. Theft is a non-issue at these stores. Due to the sophisticated loss prevention procedures in place, it is rare for a shopper to steal alcoholic beverages. Many organizations are trying to paint PFMA members and their industries in a negative light through sites such as pabeerrun.com. This is merely an attempt to distract from the real issue, which is providing the choice, convenience and competitive pricing consumers want and deserve and is not currently being provided by the current system.

“Theft for these products is not any more prevalent than any other product in the stores,” McCorkle said. “Supermarket and convenience stores are very familiar with selling age-restricted products. They regularly sell them in other states where they comply with the law and shoppers enjoy the convenience of purchasing adult beverages along with their groceries.”

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For more information on the Pennsylvania Food Merchants Association, visit www.pfma.org.

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