

Pennsylvania Distilled Spirits Brand & Marketing Promotion Program

• Program at a Glance

Spirits of PA is a state-funded initiative authorized under **Act 57 of 2024** and administered through the **Pennsylvania Department of Agriculture's Industry Promotion Board**. The program's mission is to position Pennsylvania as the distilled spirits capital of the East Coast by building a unified brand that supports the Commonwealth's 110+ craft distilleries, growers, suppliers, and hospitality partners across all 11 tourism regions. The grant budget for the first twelve months is **\$527,450**.

The program, which officially launched in May 2026, is built on a **hub-and-spoke model** where a centralized Spirits of PA website ([SpiritsofPA.com](https://spiritsofpa.com)) and content engine serves as the hub, while DMOs and Heritage Areas serve as the spokes—delivering marketing assets and engaging visitors at the local level through their already established tourism channels, events, and existing pour tours.

• Why DMOs are Central to This Strategy

Sale of craft distilled spirits in 2024 generated **\$386M in gross revenue**, **40%** of which was through **tourism-related activities**. DMOs are the established, trusted channels **through** which visitors discover and experience Pennsylvania's regions. Rather than building a parallel tourism infrastructure, the Spirits of PA program works through existing DMO networks to amplify reach without duplicating effort. The result is a model where DMOs receive high-value, ready-to-use materials and paid media exposure at no cost, and the program gains local distribution it could not achieve independently. The goal would be to drive visitation in your areas through consumer education and engaging experiences featuring distillers already within your destinations.

Context: The Kentucky Bourbon Trail attracts 2.7 million visitors annually and generates an estimated \$9 billion in economic impact. 62% of bourbon trail visitors earn \$100,000 or more and stay 3–5 days. Pennsylvania's distilling sector has emerged as a significant player in the national craft spirits market, ranking fourth in the number of federally licensed distilleries. What's more, all the necessary elements to tell this story already exist—Pennsylvania's 250+ years of distilling heritage, the authenticity of its craft distillers, the resurgence of Pennsylvania Rye, and an existing network of established pour tours. This is a unique opportunity for Pennsylvania tourism.

What DMOs Receive

What You Get	Why It Matters
Ready-to-use campaign materials (social posts, blog content, itineraries, design assets)	Experience-focused messaging aligned with how today's travelers actually plan trips
Access to a centralized Spirits of PA hub website with DMO portal (In Development)	State grant-funded program—all materials provided at no cost to your organization
Support for existing pour tours and regional events	Coordination with VisitPA and DMOs statewide strengthens collective visibility
Assistance creating or enhancing distillery trail experiences	Attract high-value overnight visitors through authentic heritage tourism
Professional photography, video content, and storytelling assets	Content you can repurpose across your own channels with minimal adaptation

What We're Asking – And What We're Not

What We Ask

- ✓ Share #SpiritsOfPA content through your existing channels when it fits your editorial calendar
- ✓ Include local distilleries in regional itineraries and trail promotions
- ✓ Follow the Brand Style Guide standards and read the Brand Strategy Intent document in the partner portal found under the About section of the website
- ✓ Connect us with your events calendar for co-promotion opportunities
- ✓ Provide feedback on what materials would be most useful for your needs

What We Don't Ask

- ✗ No budget commitment or financial contribution
- ✗ No new staffing or dedicated personnel
- ✗ No changes to your existing brand or messaging
- ✗ No exclusive commitments—this complements what you already do

Program estimated timeline

PHASE 1 (May 2026 Start)

Foundation

Months 1–3

Stakeholder coalition building, regional DMO assets and needs assessment, hub website development, brand toolkit creation

PHASE 2

Launch

Months 3–6

Marketing toolkit rollout to DMO partners, multi-channel content publishing, initial regional activations, consumer study launch

PHASE 3

Growth

Months 6–9

Partnership expansion, regional online tour maps, new channel activation based on performance data

PHASE 4

Sustainability

Months 9–12

Consumer impact study, economic evidence compilation, 3-to-5-year strategic plan proposal



Ready to Learn More?

We'd welcome a brief conversation to discuss how the Spirits of PA program can support your region.

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Visit SpiritsOfPA.com

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