



SPIRITS *of* PA

A STATEWIDE INDUSTRY PROMOTION PROGRAM

An invitation to join *Pennsylvania's* distilled spirits story.

Spirits of PA is a Pennsylvania Department of Agriculture initiative funded by Act 57 of 2024 to position Pennsylvania as the distilled spirits capital of the East Coast — and to reestablish Pennsylvania Rye as America's True Spirit. The first-year budget is **\$527,450**, deployed against a unified brand, a tourism distribution network, and a heritage narrative built to outlast any single campaign cycle.

The program does not ask distilleries for money, staff, or new SKUs. It asks for participation in a coordinated story the industry has not, to date, been able to tell on its own.



WHY IT EXISTS

The story stays fragmented without it.

Pennsylvania is fourth nationally in craft distilleries, the birthplace of American whiskey, and home to the Monongahela rye tradition. None of that is widely known outside the industry. Spirits of PA consolidates the narrative under one brand so producers, growers, DMOs, retailers, and legislators are pointing in the same direction.



THE OPPORTUNITY

Tourism is the distribution channel.

Distilled spirits already contribute roughly \$386M annually to the Commonwealth, with about 40% tied to tourism. PA's tourism ecosystem — 11 regions, DMOs in nearly every county, VisitPA, PRLA, PA Wilds, the Laurel Highlands — is ready to carry distillery content if a unified program supplies it.



VALUE TO YOUR DISTILLERY

Reach you could not buy alone.

Inclusion in the statewide directory and regional tourism content. Access to professional photography and video assets through GK Visual. Earned media built on the Monongahela and Rosen-rye heritage story. Legislative advocacy on PA Rye designation. All at no cost to the distillery.



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Pennsylvania
Department of Agriculture

FUNDED BY ACT 57 OF 2024

PENNSYLVANIA DEPARTMENT OF AGRICULTURE
INDUSTRY PROMOTION PROGRAM



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The numbers reveal the full story. Take a look.



PENNSYLVANIA IS...

4th

NATIONALLY IN
CRAFT DISTILLERIES

380%

JOB GROWTH
310% GSP, 10 YEARS

\$386M

ANNUAL REVENUE
40% VIA TOURISM



How the program runs

PHASE 1

Foundation

Months 1–3

Brand identity,
website hub,
coalition building,
consumer study
launch.

PHASE 2

Launch

Months 3–6

Marketing toolkit
rollout, multichannel
promotion,
DMO and Heritage
Area collaboration.

PHASE 3

Growth

Months 6–9

Expanded PLCB and
DMO partnerships,
new participating
distillers, media
activation.

PHASE 4

Sustainability

Months 9–12

Economic impact
study, governance
model, 3–5 year
strategic plan,
alternative funding.

What we ask of you

Join the directory. Be listed and mapped on spiritsofpa.com.

Contribute heritage. Share grain sourcing, recipe lineage, and on-site story moments.

Host content capture. Coordinate with GK Visual for photography and video.

Use the toolkit. Co-brand the assets we produce on your own channels.

Support PA Rye. Back the official-spirit designation and category standards.



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