

# Wine Festival Operations Overview

## 1. Purpose

The purpose of this procedure is to establish requirements for executing off-site wine festival participation from application through post-event analysis, ensuring regulatory compliance and maximizing return on investment.

## 2. Scope

This procedure is applicable to all off-site wine festival events where Greenhouse Winery participates as a vendor requiring PLCB exposition permits.

## 3. Responsibilities

The responsibilities for the completion of this procedure are defined in Section 5.

## 4. Definitions

**PLCB:** Pennsylvania Liquor Control Board - regulatory authority governing alcohol sales

**Exposition Permit:** Temporary permit allowing off-premise wine sales at approved events

**POS:** Point of Sale - payment processing system

## 5. Procedure

### Wine Festival Operations Process

Procedure / Form	Process Step / Activity	Responsible Function
Festival Application <i>(4-6 months before event)</i>	Research and identify target wine festivals aligned with brand positioning. Complete vendor application and submit fees before deadline.	Operations Manager
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Insurance Acquisition <i>(3-4 weeks before event)</i>	Contact Duncan Insurance with event details. Obtain certificate of insurance meeting festival requirements and submit to organizer.	Operations Manager
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PLCB Exposition Permit <i>(30 days before event)</i>	<b>CRITICAL:</b> Apply through PLCB online portal with exact event details. Download and print approved permit for prominent display. Operating without valid permit violates Pennsylvania liquor law.	Operations Manager
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Inventory Forecasting <i>(2-3 weeks before event)</i>	Analyze previous festival sales data or use comparable festival baseline. Calculate projected inventory by varietal with adjustment factors. Request projected	Operations Manager, Fulfillment Team

	attendance from organizers if new festival.	
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Event Preparation <i>(5-7 days before event)</i>	Pull and stage wine inventory by varietal. Prepare merchandise, pricing materials, and POS supplies. Inspect tent, tables, cooling equipment, and signage. Test POS hardware and backup systems.	Fulfillment Team, Event Staff
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Staffing & Loading <i>(1-2 days before event)</i>	Assign event staff and communicate shift schedules. Confirm vehicle and driver assignments. Reconfirm load-in time, parking, and weather contingencies. Load vehicle systematically and verify all documentation packed.	Operations Manager, Fulfillment Team
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Event Day Operations	<b>CRITICAL:</b> Display PLCB permit prominently at all times. Execute booth setup, verify POS connectivity, conduct sales operations with customer engagement, and track inventory in real-time.	Event Staff, Operations Manager
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Post-Event Breakdown	Dismantle booth and pack materials. Conduct physical count of remaining inventory and reconcile against sales records. Close out POS system and secure receipts.	Event Staff
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Post-Event Analysis <i>(within 5 business days)</i>	Calculate total revenue and gross profit. Analyze varietal performance and sell-through rates. Document operational successes and challenges. Update historical festival database for future planning.	Operations Manager, Finance

## 6. References - None

## REVISION HISTORY

Date	Revision #	Description of Revisions and reason for the change	Author	ISO Process Owner (Signature and Date)	Management Representative (Signature and Date)
01/29/2026	0	Initial Release	Operations Manager		