

October 29, 2013

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Hal Cashman
Director of Brand Development
Palm Bay International

RE: Northern Italy Trip Sweepstakes

Dear Mr. Cashman:

ISSUE: This correspondence is in response to your e-mail of October 23, 2013, wherein you request approval to run a sweepstakes promotion in Pennsylvania.

According to the official rules you provided, the “Northern Italy Trip Sweepstakes” promotion is scheduled to run between December 2, 2013, and January 5, 2014. Consumers may enter the sweepstakes by mail or by following the instructions online at CavitItalySweeps.com. On or about January 6, 2014, one (1) entrant will randomly be selected to receive the grand prize tour of Italy for two (2), including round-trip airfare, hotel accommodations for three (3) nights, and ground transportation. The sweepstakes is limited to Pennsylvania residents who are twenty-one (21) years of age or older, and no purchase is necessary to enter.

OPINION: Section 5.32(h) of the Pennsylvania Liquor Control Board’s (“Board”) Regulations states that a manufacturer or licensee may sponsor sweepstakes promotions subject to the following conditions:

- i. No purchase is necessary to enter.
- ii. Entrants shall be twenty-one (21) years of age or older.
- iii. Retail licensed premises may only be involved as pick-up or drop-off points for entry forms and not for the conducting of drawings or the awarding of prizes.
- iv. Alcoholic beverages may not be part of the prize.

[40 Pa. Code § 5.32(h)].

This office has reviewed the promotion as described in the official rules and determined that it comports with applicable liquor laws and regulations, specifically section 493(24)(i) of the Liquor Code and section 5.32(h) of the Board’s Regulations [47 P.S. § 4-493(24)(i); 40 Pa. Code § 5.32(h)].

Therefore, it would be permissible to conduct this promotion in the Commonwealth in reference to the areas checked below:

- ___ retail licensed premises.
- ___ distributor licensed premises.
- ___ both retail and distributor licensed premises.
- ___ the Board's wine and spirit stores, subject to approval of the Bureau of Product Selection.
- X other – Internet, text messaging.

While you do not indicate any intention to utilize point-of-sale (“POS”) material to support the sweepstakes, please be advised that prior approval of malt or brewed beverages POS material and retail licensed premises POS material is no longer required. However, the requirement for prior approval of POS material intended for use in the Board's wine and spirits stores from the Bureau of Product Selection remains. The total cost of all POS advertising material relating to any one (1) brand of any one (1) manufacturer at any one (1) time may not exceed three hundred dollars (\$300.00) on a retail licensed premises. [47 P.S. § 4-493(20)(i)].

THIS OPINION APPLIES ONLY TO THE FACTUAL SITUATION DESCRIBED HEREIN AND DOES NOT INSULATE THE LICENSEE OR OTHERS FROM CONSEQUENCES OF CONDUCT OCCURRING PRIOR TO ITS ISSUANCE. THE PROPRIETY OF THE PROPOSED CONDUCT HAS BEEN ADDRESSED ONLY UNDER THE LIQUOR CODE AND REGULATIONS. THE LAWS AND POLICIES ON WHICH THIS OPINION IS BASED ARE SUBJECT TO CHANGE BY THE LEGISLATURE OR THE PENNSYLVANIA LIQUOR CONTROL BOARD.

Very truly yours,

FAITH S. DIEHL
CHIEF COUNSEL

cc: Pennsylvania State Police, Bureau of Liquor Control Enforcement
James Short, Director of Marketing and Merchandising
Michelle Bonsick, Director, Bureau of Marketing Communications,
Branding & Design
Pamela Bernd, Product Selection

LCB Advisory Opinion No. 13-467