

November 20, 2013

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MacKenzie Carruth  
Avid Marketing Group  
The Meadows  
1344 Silas Deane Highway, 5th Floor, Suite 510  
Rock Hill, Connecticut 06067  
**RE: Jägermeister Shotmeister Sweepstakes**

Dear Ms. Carruth:

ISSUE: This correspondence is in response to your e-mail of November 12, 2013, in which you request approval on behalf of Sidney Frank Importing Co. to conduct a sweepstakes promotion in Pennsylvania.

According to the official rules you provided, the “Jägermeister Shotmeister Sweepstakes” promotion is scheduled to run from March 3 to April 30, 2014. Consumers may participate by text message or by mail. One hundred eighteen (118) grand prize winners will be randomly selected to each receive a Jägermeister Shotmeister machine with an approximate retail value (“ARV”) of two hundred dollars (\$200.00). One thousand four hundred seventy-five (1,475) first prize winners will also randomly be selected to each receive a Jägermeister prize kit including a bucket, a ball cap, a bandana, and a lanyard, with a total ARV of four dollars and seventy cents (\$4.70). Alcoholic beverages will not be part of the prizes. The promotion is open to legal residents of the United States 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.
- 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. 13-495