

March 19, 2014

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Carlie Speelman
Associate Regulatory Affairs Administrator
Sutter Home Winery
Trincher Family Estates
P.O. Box 248
St. Helena, CA 94574

RE: Passion of Argentina Sweepstakes

Dear Ms. Speelman:

ISSUE: This correspondence is in response to your e-mail which was forwarded to this office on March 7, 2014, in which you request approval to run a sweepstakes promotion in Pennsylvania.

According to the official rules you provided, the "Passion of Argentina Sweepstakes" promotion is scheduled to run from May 1 through August 31, 2014. Consumers may participate by following the instructions for entry online at the promotional website. On or about September 15, 2014, one (1) entrant will be randomly selected to receive the grand prize of a trip for two (2) to Argentina, including round-trip airfare, reimbursement for ground transportation, hotel accommodations for three (3) nights, a debit card valued at four hundred dollars (\$400.00), and a winery tour at Dona Paula. No alcoholic beverages will be included in the prize. The promotion is open only 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)].

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This office has reviewed the proposed sweepstakes 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.

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
Office of the Director of Marketing and Merchandising
Michelle Bonsick, Director, Bureau of Marketing Communications,
Branding & Design
Pamela Bernd, Product Selection

LCB Advisory Opinion No. 14-093