

July 30, 2014

Telephone: (717) 783-9454

FAX: (717) 787-8820

Carlie Speelman
Associate Regulatory Affairs Administrator
Trincherro Family Estates
P.O. Box 248
St. Helena, CA 94574
peelman@tfewines.com

RE: Sutter Home “Pink Jersey Text Sweepstakes”

Dear Ms. Speelman:

ISSUE: This correspondence is in response to your e-mail which was forwarded to this office on July 24, 2014, wherein you request approval to run the Sutter Home “Pink Jersey Text Sweepstakes” in Pennsylvania.

According to the “Official Rules” that you provided, the sweepstakes is scheduled to begin on August 15, 2014, and runs until October 31, 2014. Interested individuals may enter the sweepstakes by visiting www.shfhtw.ffmob.com and following the instructions to complete and submit an entry form. Alternatively, interested individuals may enter by texting “HOPE” to “89800” to receive the above link which can then be accessed to complete and submit an entry form.

Up to fifty (50) prizes will be awarded for the sweepstakes. The winners will be selected in a random drawing, to be conducted on or about November 3, 2014, from among all eligible entries received. Each winner will receive one (1) size large Sutter Home for Hope Jersey. The approximate retail value of each prize is thirty-six dollars and twenty-five cents (\$36.25).

The sweepstakes is open only to legal residents of the U.S. who are twenty-one (21) years of age or older at the time of entry. No purchase is necessary to enter or win the sweepstakes.

OPINION: Section 5.32(h) of the Pennsylvania Liquor Control Board's ("Board") Regulations states that a manufacturer, manufacturer's representative, 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 proposed sweepstakes promotion and determined that it comports with applicable liquor laws and regulations, specifically section 493(24)(i) of the Liquor Code [47 P.S. § 4-493(24)(i)] and section 5.32(h) of the Board's Regulations [40 Pa. Code § 5.32(h)], and is acceptable for use in this Commonwealth.

Please be advised that prior approval of malt or brewed beverages point-of-sale ("POS") material and prior approval of 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)].

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

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises (POS only).

X the Board's wine and spirit stores, subject to approval of the Bureau of Product Selection (POS only).

X 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 ADRESSED 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
Dale Horst, Interim Director of Marketing and Merchandising
Michelle Bonsick, Director, Bureau of Marketing Communications,
Branding & Design
Pamela Bernd, Product Selection

LCB Advisory Opinion No. 14-411