

August 14, 2014

Telephone: (717) 783-9454

FAX: (717) 787-8820

Scott A. Schleifstein  
Cohen Silverman Rowan LLP  
360 Lexington Avenue, 16<sup>th</sup> Floor  
New York, NY 10017

**RE: Buchanan's Latin Grammy Awards Sweepstakes**

Dear Mr. Schleifstein:

ISSUE: This correspondence is in response to your letter dated July 29, 2014, in which you seek legal review of a proposed sweepstakes promotion to be conducted by Diageo Americas, Inc., in Pennsylvania.

According to the official rules you provided, the "Buchanan's Latin Grammy Awards Sweepstakes" promotion is scheduled to run from August 1 through October 31, 2014. Consumers may participate by text message or online through the promotional Facebook page or mobile website. On or about November 3, 2014, ten (10) entrants will be randomly selected to each receive a trip for two (2) to the 15<sup>th</sup> Annual Latin Grammy Awards in Las Vegas, Nevada, including round-trip airfare, ground transportation, hotel accommodations for two (2) nights, VIP tickets to the show and after-party, and a gift card valued at one hundred fifty dollars (\$150.00). Alcoholic beverages will not be part of the prize. No purchase is necessary to enter, and the sweepstakes is open only to legal U.S. residents who are twenty-one (21) years of age or older at the time of entry.

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 promotion and has determined that it comports with applicable liquor laws and regulations, specifically subsection 493(24) of the Liquor Code [47 P.S. § 4-493(24)] and section 5.32(h) of the Board's Regulations [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 spirits stores, subject to approval of the Bureau of Product Management.
- 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  
John Metzger, Executive Director  
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. 14-456