

April 13, 2015

Telephone: (717) 783-9454

FAX: (717) 787-8820

Karen L. Gabriele  
Compliance Specialist  
Mark Anthony Services Inc.  
328 S. Jefferson Street, Suite 1030  
Chicago, IL 60661

**RE: Mike's® "Boot Salute" Mail-in Rebate Promotion**

Dear Ms. Gabriele:

ISSUE: This correspondence is in response to your e-mail of April 1, 2015, wherein you request approval to conduct a mail-in rebate promotion in Pennsylvania.

According to the sample coupon you provided, the promotion offers consumers a mail-in rebate of five dollars (\$5.00) on the purchase of two (2) Mike's® Hard Lemonade twelve (12)-packs. To receive a rebate, consumers must mail to a designated address the completed mail-in rebate form, the original cash register receipt with the qualifying purchases circled, and the original UPC code from the product or products purchased. The rebate is available only to residents of select states including Pennsylvania who are twenty-one (21) years of age or older, and there is a limit of one (1) rebate per address or household. The offer expires June 15, 2015.

OPINION: This office has reviewed the proposed mail-in rebate promotion and has determined that it comports with the applicable liquor laws and regulations, specifically subsection 493(24)(i) of the Liquor Code [47 P.S. § 4-493(24)(i)], and is acceptable for use in this Commonwealth.

Therefore, it would be permissible to conduct the proposed mail-in rebate promotion in the Commonwealth in reference to the area 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

LCB Advisory Opinion No. 15-158