

May 27, 2015

Capricia Borrero
Coupon Specialist
Insight Resource Group
3 Altarinda Road, Suite 301
Orinda, CA 94563

RE: Castello D'Albola Mail-in Rebate

Dear Ms. Borrero:

ISSUE: This correspondence is in response to your e-mail of May 20, 2015, wherein you request approval to run a mail-in rebate promotion on Castello D'Albola wine in Pennsylvania.

Through the promotion, consumers can save five dollars (\$5.00) by mail on the purchase of two (2) seven hundred fifty milliliter (750ml) bottles of Castello D'Albola wine. In order to receive the rebate, consumers must mail a completed rebate form along with a cash register receipt with the qualifying purchases circled to the designated address. The rebate promotion was scheduled to begin on May 15, 2015, and it expires on August 31, 2015. The rebate offer is limited to adults of legal drinking age, and there is a limit of one (1) rebate per household.

OPINION: This office has reviewed the proposed mail-in rebate promotion and has determined that it comports with 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.

- X the Board's wine and spirits 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
Dale Horst, Director of Marketing and Merchandising
Michelle Bonsick, Director, Bureau of Marketing Communications
Joseph Puhalla, Director, Bureau of Product Selection

LCB Advisory Opinion No. 15-235