

June 2, 2015

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

**RE: Hess Select Rebate Promotions**

Dear Ms. Borrero:

ISSUE: This correspondence is in response to your e-mail of May 27, 2015, wherein you request approval to run four (4) different rebate promotions on Hess Select wine products in Pennsylvania.

Through the first rebate promotion, consumers can save three dollars (\$3.00) by mail on the purchase of one (1) seven hundred fifty milliliter (750ml) bottle of Hess Select Treo. 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 run from March 1, 2015 to June 30, 2015. The rebate offer is limited to adults of legal drinking age, and there is a limit of twelve (12) rebates per household.

Through the second rebate promotion, consumers can save three dollars (\$3.00) by mail on the purchase of one (1) seven hundred fifty milliliter (750ml) bottle of Hess Select Sauvignon Blanc. 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 run from March 1, 2015 to June 30, 2015. The rebate offer is limited to adults of legal drinking age, and there is a limit of twelve (12) rebates per household.

Through the third rebate promotion, consumers can save two dollars (\$2.00) instantly on the purchase of one (1) seven hundred fifty milliliter (750ml) bottle

of Hess Select Treo. The rebate coupon must be redeemed at the time of purchase. The rebate promotion was scheduled to run from March 1, 2015 to June 30, 2015. The rebate offer is limited to adults of legal drinking age, and there is a limit of twelve (12) rebates per household.

Through the last rebate promotion, consumers can save two dollars (\$2.00) instantly on the purchase of one (1) seven hundred fifty milliliter (750ml) bottle of Hess Select Sauvignon Blanc. The rebate coupon must be redeemed at the time of purchase. The rebate promotion was scheduled to run from March 1, 2015 to June 30, 2015. The rebate offer is limited to adults of legal drinking age, and there is a limit of twelve (12) rebates per household.

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

Therefore, it would be permissible to conduct the proposed rebate promotions 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 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

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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  
Joseph Puhalla, Director, Bureau of Product Selection

LCB Advisory Opinion No. 15-240