

August 10, 2015

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

**RE: Crown Royal Crown Worthy Contest**

Dear Mr. Schleifstein:

ISSUE: This correspondence is in response to your letter of July 31, 2015, in which you request legal review of a proposed contest promotion to be conducted in Pennsylvania by your client, Diageo Americas, Inc.

According to the official rules you provided, the “Crown Royal ‘Crown Worthy’ Contest” promotion is scheduled to run from August 1 through December 31, 2015. Consumers may participate by nominating someone via text message or by mail. One (1) nominee will be selected to receive the grand prize of a trip to Canton, Ohio, including round-trip airfare, lodging for three (3) nights, ground transportation, tickets to attend the National Football League Hall of Fame game in August 2016 and other events, and a commemorative football. The promotion is open only to adults of legal drinking age, and no purchase is necessary to enter.

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 dropoff 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 promotion and determined that it comports with applicable liquor laws and regulations, specifically section 493(24)(i) of the Liquor Code and section 5.32(h) of the Board's Regulations [47 P.S. § 4-493(24)(i); 40 Pa. Code § 5.32(h)].

Therefore, it would be permissible to conduct this 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  
Dale Horst, Director of Marketing and Merchandising  
Joseph Puhalla, Director, Bureau of Product Selection

LCB Advisory Opinion No. 15-334