

January 28, 2016

Sarah Abney  
Jackson Family Enterprises, Inc.  
421 Aviation Boulevard  
Santa Rosa, CA 95403  
**VIA E-MAIL**

**RE: La Crema Ultimate Wine Cart Sweepstakes**

Dear Ms. Abney:

ISSUE: This correspondence is in response to your letter of January 7, 2016, in which you request legal review of a proposed sweepstakes promotion to be conducted in Pennsylvania by La Crema Winery and Wisteria.

According to the official rules you provided, the “La Crema Ultimate Wine Cart Sweepstakes” promotion was scheduled to run from January 14 through January 27, 2016. Consumers could participate online via various websites. One entrant will be randomly selected to receive the grand prize of a mixer’s bar cart and a marble cutting board with a total approximate retail value of \$548.00. Alcohol will not be included in the prize. The promotion was open only to adults of legal drinking age, and no purchase was necessary to participate.

OPINION: 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 areas 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,

RODRIGO J. DIAZ  
EXECUTIVE DEPUTY CHIEF COUNSEL

cc: Pennsylvania State Police, Bureau of Liquor Control Enforcement  
Dale Horst, Director, Marketing and Merchandising  
Stacy Kriedeman, Director, Marketing Communications  
Joseph Puhalla, Director, Bureau of Product Selection

LCB Advisory Opinion No. 16-0004