

May 31, 2016

Gordon Boe
Lansdale VFW Canteen Manager
VIA E-MAIL:

Re: RAMP Signage

Dear Mr. Boe:

ISSUE: This is in response to your e-mail of April 13, 2016, wherein you advised that your club has posted, on the club walls, four signs pursuant to the requirements of the Responsible Alcohol Management Program (“RAMP”). You note, however, that your canteen also has a monitor that displays announcements, important messages and the like. You advise that the images on the monitor rotate every thirty to sixty seconds and can be read by all patrons in the canteen. You ask if posting the RAMP signs exclusively on the monitor, and removing the hardcopy signs from the walls, will satisfy the signage posting requirements for RAMP certification.

Records of the Pennsylvania Liquor Control Board (“PLCB”) indicate that the Lansdale Veterans of Foreign Wars, Post 32 Canteen/Home Association Inc., holds Catering Club Liquor License No. CC-2696 (LID 3326) for the premises located at 805 West Second Street, Lansdale, Pennsylvania.

OPINION: Section 471.1 of the Liquor Code provides for voluntary RAMP certification with incentives for licensees who participate in the program. 47 P.S. § 4-471.1. The program consists of five parts: new employee orientation, alcohol beverage server training, manager/owner training, the posting of responsible alcohol service signage and certification compliance inspection by a representative of the PLCB’s Bureau of Alcohol Education. The signs are provided by the PLCB and must be prominently displayed so as to be readily observed by patrons.

Section 5.261 of the PLCB’s Regulations allows a licensee to use its own signs, “provided that they are equivalent in size and content to the Board’s signs.” 40 Pa. Code § 5.261. The PLCB’s Regulation requires that the design of the sign must allow for the sign to be legible from a distance of ten feet. Id. Furthermore, the sign

must be located where patrons will easily see it. Id. Finally, the licensee is responsible for not only the posting but also the maintenance of the sign. Id.

Having the sign information displayed only on the monitor would not be sufficient to meet the RAMP requirements, since only one sign could be displayed at a time. If other information is displayed on the monitor, then there would be times that none of the RAMP signage would be displayed. It is recommended that you keep the four RAMP signs posted on the club's walls.

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.

Sincerely,



RODRIGO J. DIAZ
CHIEF COUNSEL

cc: Pennsylvania State Police, Bureau of Liquor Control Enforcement
Jerry W. Waters, Director of Office of Regulatory Affairs
Tisha Albert, Director, Bureau of Licensing
Leslie Coombe, Director, Bureau of Alcohol Education
Lori Rizzo, Chief, RAMP Division

LCB Advisory Opinion No. 16-203