

September 15, 2016

Janis A. Carlow
Assistant to Mike Guldin
Vice President, Off Premise
Lantern Division
Southern Glazer Wine & Spirits
VIA E-MAIL

RE: The Food & Wine Classic in Aspen Sweepstakes

Dear Ms. Carlow:

ISSUE: This correspondence is in response to your e-mail dated August 25, 2016, in which you seek legal review, on behalf of Sweepstakes Consulting, LLC, of a proposed sweepstakes promotion to be conducted in Pennsylvania.

According to the official rules you provided, the “Food & Wine Classic in Aspen” sweepstakes promotion was scheduled to begin on November 1 and runs until December 31, 2016. Consumers may enter the sweepstakes online or via text message. To enter the sweepstakes online, consumers must go to wine.social/ASPEN to complete the required online registration form. Consumers may receive one additional entry for each friend he or she invites to enter the sweepstakes. To enter the sweepstakes via text message, consumers must text “ASPEN” to 47464, and fill out the required sweepstakes information. Two entrants will be randomly selected to receive the grand prize of a trip for two to the Food & Wine Classic in Aspen, Colorado including airfare, lodging for four days, two event tickets, and \$500.00 in spending money. The approximate retail value of each grand prize is \$7,850.00 and does not include alcoholic beverages. The promotion is only open 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 (“PLCB”) Regulations states that a manufacturer, manufacturer’s representative, or licensee may sponsor sweepstakes promotions subject to the following conditions:

- i. No purchase is necessary to enter.
- ii. Entrants shall be twenty-one years of age or older.

- iii. Retail licensed premises may only be involved as pick-up or drop-off 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).

This office has reviewed the sweepstakes promotion and determined that it comports with applicable liquor laws and regulations, specifically section 493(24)(i) of the Liquor Code, 47 P.S. § 4-493(24)(i), and section 5.32(h) of the PLCB's Regulations, 40 Pa. Code § 5.32(h), so long as no alcoholic beverages are awarded as part of the grand prize.

Although the official rules do indicate alcoholic beverages are not part of the grand prize, please be advised that to the extent that any part of the trip being awarded as the grand prize will involve sampling, taste testing, or the provision of alcoholic beverages at no additional cost to the winner and/or his or her guest, this would be construed as awarding alcoholic beverages as part of the prize and is not permitted.

Furthermore, please be advised that prior approval of malt or brewed beverages point of sale ("POS") material and retail licensed premises POS material is no longer required. However, the requirement for prior approval of POS material intended for use in the Board's wine and spirits stores from the Bureau of Product Selection remains. The total cost of all POS advertising material relating to any one brand of any one manufacturer at any one time may not exceed \$300.00 on a retail licensed premises. 47 P.S. § 4-493(20) (i).

Therefore, so long as alcoholic beverages are not included in the prize package, it would be permissible to conduct the sweepstakes in the Commonwealth in reference to the areas checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- the PLCB's wine and spirit stores, subject to approval of the Bureau of Product Selection (POS only).

X (POS only.)

X 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.

Sincerely,



RODRIGO J. DIAZ
CHIEF COUNSEL

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

LCB Advisory Opinion No. 16-351