

January 25, 2017

David Romine
Alcohol Beverage Specialist
357 Castleton View Road
Castleton, VA 22716
VIA E-MAIL

RE: Spellbound Wine Mail-In Rebate Offer

Dear Mr. Romine:

ISSUE: This correspondence is in response to your e-mail dated January 6, 2017, wherein you request approval, on behalf of Folio Fine Wine Partners, to conduct a mail-in rebate promotion in Pennsylvania.

According to the sample rebate coupon you provided, consumers can save \$6.00 on the purchase of any three 750 ml bottles of Spellbound wine. To redeem the rebate, consumers must submit the original rebate form, along with the required information, to the designated P.O. Box. The rebate is only available to consumers who are at least twenty-one years of age at the time of purchase. The coupon expires on May 31, 2017.

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

Therefore, it would be permissible to conduct the proposed rebate promotion in the Commonwealth in reference to the area checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.

- X the Pennsylvania Liquor Control Board's ("PLCB") wine and spirits stores, subject to approval of the Bureau of Product Selection.
- ___ other – Internet, text messaging.

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 PLCB's wine and spirits stores from the Bureau of Product Selection remains. The total cost of all POS advertising materials 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).

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
Dale Horst, Director of Marketing and Merchandising
Stacy Kriedeman, Director, Marketing Communications
Joseph Puhalla, Director, Bureau of Product Selection