

January 27, 2017

Mariana Antonison
Palm Bay International, Inc.
492 Aviation Avenue NE
Palm Bay, FL 32907
VIA E-MAIL

RE: Santa Rita Secret Reserve Mail-In Rebate Offer

Dear Ms. Antonison:

ISSUE: This correspondence is in response to your e-mail dated January 9, 2017, wherein you request approval to conduct a mail-in rebate promotion in Pennsylvania.

According to the sample rebate coupon you provided, consumers can save \$1.00 on the purchase of any one bottle of Santa Rita Secret Reserve wine. This coupon expires on May 31, 2017.

To redeem the rebate coupon, consumers must submit the original rebate form to the designated mailing address. The rebate is available only to consumers who are at least twenty-one years of age at the time of purchase.

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

LCB Advisory Opinion No. 17-007