



September 15, 2020

David Romine
Alcohol Beverage Specialist
357 Castleton View Road
Castleton, VA 22716
on behalf of CK Mondavi Wine
VIA E-MAIL

RE: CK Mondavi Wine Instant Rebate Coupons

Dear Mr. Romine:

ISSUE: This correspondence is in response to your e-mail dated August 30, 2020, wherein you request approval to conduct three instant rebate promotions in Pennsylvania.

According to the first sample coupon you provided, consumers will receive an instant \$2.00 rebate on the purchase of any two CK Mondavi wines. The rebate promotion was scheduled to begin on September 1, 2020 and ends on December 31, 2020. The rebate is only open to adults who are at least twenty-one years of age at the time of purchase. There is a limit of one offer per purchase.

According to the second sample coupon you provided, consumers will receive an instant \$1.00 rebate on the purchase of any two magic seasoning blends (two ounces or larger) and CK Mondavi wine. The rebate promotion is scheduled to begin on September 1, 2020 and ends on December 31, 2020. The rebate is only open to adults who are at least twenty-one years of age at the time of purchase. There is a limit of one offer per purchase.

According to the third sample coupon you provided, consumers will receive an instant \$1.00 rebate on the purchase of a five-pound bag of Idaho[®] Potatoes and CK Mondavi wines. The rebate promotion is scheduled to begin on September 1, 2020 and ends on December 31, 2020. The rebate is only open to adults who are at least twenty-one years of age at the time of purchase. There is a limit of one offer per purchase.

OPINION: With regard to the first rebate coupon, 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.

With regard to the second and third rebate coupons, this office has reviewed the proposed rebate offers and has determined that they do not comport with the applicable liquor laws and regulations, specifically subsection 493(24)(i) of the Liquor Code, 47 P.S. § 4-493(24)(i), and are **not acceptable** for use in this Commonwealth.

Section 493(24)(i) of the Liquor Code generally prohibits licensees from offering anything of value to induce the purchase of alcoholic beverages. 47 P.S. § 4-493(24)(i). Although section 493(24)(i) provides an exception for manufacturers and agents of manufactures to offer monetary rebates on purchases of wine and spirits through the Pennsylvania Liquor Control Board's ("PLCB") Fine Wine & Good Spirits stores, there is no exception allowing coupons to offer discounts on non-alcoholic products with the purchase of alcohol. Therefore, if a promotion requires a consumer to purchase alcohol in order to receive a discount on a non-alcoholic product, it would be an unlawful inducement under section 493(24)(i). If, however, no alcohol purchase is required to obtain the coupon, then such promotion is not subject to the Liquor Code's inducement prohibition.

In this case, the purchase of a bottle of wine is required to obtain the rebate on the spices and potatoes. Therefore, the rebates would be considered an unlawful inducement to purchase alcohol in violation of section 493(24)(i) and **would not be permitted** because an alcohol purchase is required to receive a rebate or coupon on a non-alcoholic product.

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 Fine Wine & Good 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).

Therefore, with regard to the **first** rebate coupon, it would be permissible to conduct the proposed instant promotion in the Commonwealth in reference to the area checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- the PLCB's Fine Wine & Good Spirits 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.

Sincerely,



RODRIGO J. DIAZ
CHIEF COUNSEL

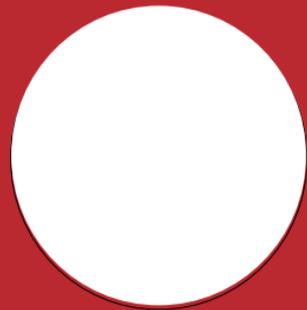
cc: Pennsylvania State Police, Bureau of Liquor Control Enforcement
Michael Demko, Executive Director
Elizabeth Brassell, Director of Policy & Communications
Stacy Kriedeman, Director, Marketing Communications
Thomas Bowman, Director, Bureau of Product Selection
Ra-lbpromo@pa.gov

LCB Advisory Opinion No. 20-217

Manufacturer's Coupon • Valid September 1 – December 31, 2020 • Wine Purchase Required
Redeem at Checkout ©2020 CK Mondavi and Family, St. Helena, CA. Please enjoy our wines responsibly.



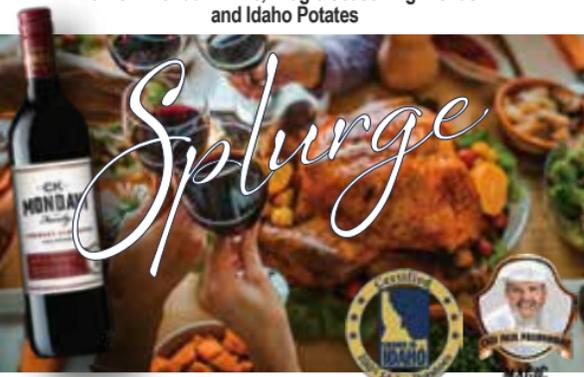
ckmondavi.com



—CK—
MONDAVI
AND
Family

SAVE up to \$4 NOW

On CK Mondavi Wine, Magic Seasoning Blends
and Idaho Potatoes



Happy Holidays from the Mondavi Family

SAVE \$2 NOW

On any two CK Mondavi wines



SAVE \$1 NOW

Magic Seasoning Blends and CK Mondavi wine



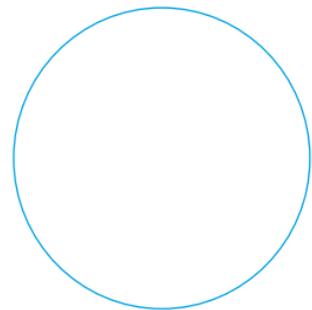
Wine purchase required

SAVE \$1 NOW

On 5 lb. Bag of Idaho® Potatoes and CK Mondavi wine



Wine purchase required



“ Good Cooking, Good Eating, Good Loving.”

- CHEF PAUL PRUDHOMME

TURKEY REX

by Chef Paul Prudhomme

Pair with CK Mondavi and Family Chardonnay

Servings: Makes 6-8 servings

Ingredients

- 1 pound diced turkey or chicken breast (fresh or leftover – just add at end)
- 2 tablespoon + 1 teaspoon Poultry Magic®
- 4 tablespoons unsalted butter
- 1 cup diced onions
- ¾ cup diced green bell peppers
- ¾ cup diced yellow bell pepper
- ¾ cup diced red bell pepper
- 3 cups sliced mushrooms
- 1 cup unsalted chicken stock
- 2 cups heavy cream
- ½ cup cream cheese

How To Prepare: <https://bit.ly/2CH4jxx>

For more recipes go to www.magicseasoningblends.com/recipes

SAVE \$1 on 5lb. Bag of IDAHO® POTATOES and CK MONDAVI WINE
WINE PURCHASE REQUIRED. VALID SEPTEMBER 1 THROUGH DECEMBER 31, 2020

Retailer: Redeem by purchasing one 5lb. bag of Idaho® Potatoes and CK Mondavi wines. WPI will reimburse you the face value of this coupon plus 8 cents handling, provided you and your customer have complied with the terms of this offer. Coupons not properly redeemed will be void and held. Invoices proving purchase of sufficient stock to support coupon submissions must be provided upon request. Reproduction of this coupon is expressly prohibited. Any other use constitutes fraud. Must be 21 years or older. Coupon cannot be doubled. Consumers are limited to one coupon per purchase and are responsible for all taxes. Cash value is .0001 cents. Redemption or handling of this coupon not according to its terms constitutes fraud. All coupons must be received by two weeks after expiration of offer; all coupons received after two weeks of expiration will not be honored. Offer not valid to C. Mondavi & Family employees, distributors, retailers, wholesalers or their respective employees. Coupon expires December 31, 2020.

Send all coupons to: WPI/CK Mondavi – Idaho® Potatoes #010796 Holiday 2020, 558 Westchester Avenue, Rye Brook, NY 10573.

0638307-010796



CK021104

SAVE \$1 ON ANY TWO MAGIC SEASONING BLENDS (2oz. or larger)
and CK MONDAVI WINE

WINE PURCHASE REQUIRED. VALID SEPTEMBER 1 THROUGH DECEMBER 31, 2020

CONSUMER: Redeem only by purchasing the two Magic Seasoning Blends (2oz. or larger) and CK Mondavi wines. May not be reproduced. Void if transferred to any person, firm, or group prior to store redemption. LIMIT ONE COUPON PER PURCHASE. You must be 21 years or older.

RETAILER: Magic Seasonings Blend will reimburse you the face value of this coupon plus 8 cents handling in accordance with our redemption policy (copy available upon request). Offer not valid to C. Mondavi & Family employees, distributors, retailers, wholesalers or their respective employees. Consumer must pay any sales tax. Send all redeemed coupons to: Magic Seasoning Blends. Mandlik & Rhodes, PO Box 490 Dept #2073, Tecate, CA 91980
Cash value: 1/100¢.

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0047997-124190



CK021103

SAVE \$2 ON ANY TWO CK MONDAVI WINES. WINE PURCHASE REQUIRED.
VALID SEPTEMBER 1 THROUGH DECEMBER 31, 2020

CONSUMER: Take this coupon to the checkout stand and save \$2.00 instantly on any two CK Mondavi wines. Limit one coupon per purchase. You must be 21 years or older. Reproduction, purchase, sale or trade of coupon, proof of purchase, or cash register receipt is prohibited. No doubling of coupons. Void where prohibited or restricted by law.

RETAILER: You will be reimbursed the face value plus 8 cents if submitted in compliance with our redemption policy which is available upon request. ANY OTHER USE CONSTITUTES FRAUD. Offer not available to C. Mondavi & Family employees, distributors, retailers, wholesalers or their respective employees. Consumer must pay sales tax. Invoices proving purchase of stock to cover coupons must be submitted upon request. Cash value 1/20 cent. Coupons received after 3/1/2021 will not be honored. Fraudulent submissions could result in federal prosecution under mail fraud statutes (18 U.S.C. § 1341-1342). Mail to: INMAR Offer CK021102, CMS Dept. 86012, One Fawcett Drive, Del Rio, TX 78840. Void where prohibited by law.

0086012-021102



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Unmatched Quality for
Four Generations

Celebrate
with CK Mondavi and Family

Unmatched Quality for
Four Generations

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with CK Mondavi and Family

From our Family to Yours for 75 years

From our Family to Yours for 75 years

AWARD
WINNING WINES
OVER 150
MEDALS

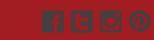
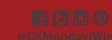
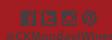
AWARD
WINNING WINES
OVER 150
MEDALS

AWARD
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MEDALS

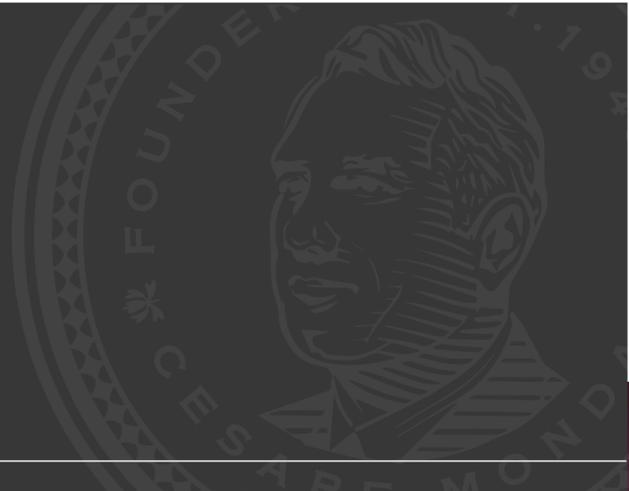


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CK MONDAVI AND *Family*



Celebrate
with an Everyday

Splurge



For Recipe &
Entertaining
Ideas



From our family to yours.
CK Mondavi and Family.



   
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with an Everyday

Splurge

For Recipe &
Entertaining Ideas

Open  and tap  for ideas



From our family to yours.
CK Mondavi and Family.

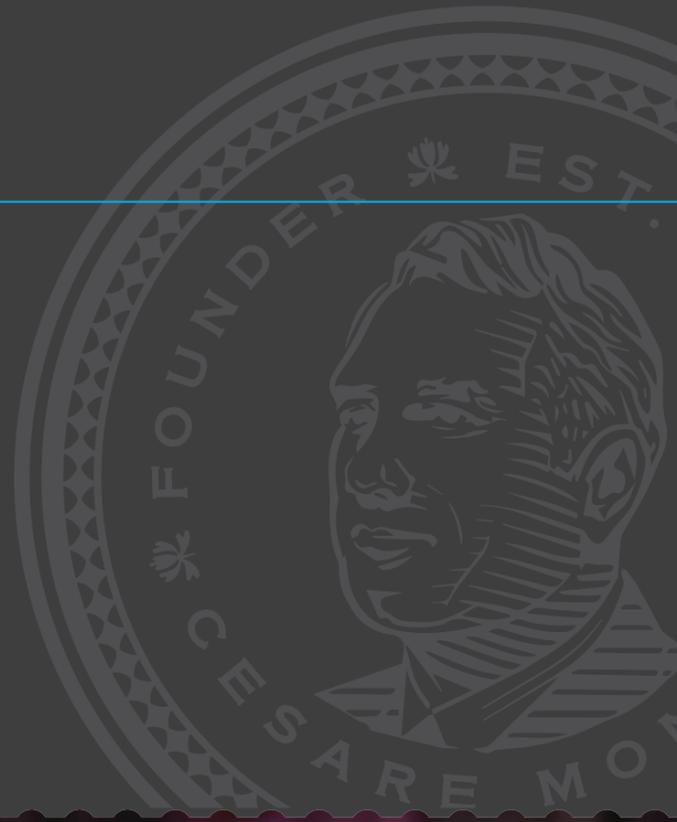


   
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