



September 16, 2020

Amanda Paventi  
Marketing Project Coordinator  
Avid Marketing Group  
100 Corporate Place, Suite 200  
Rocky Hill, CT 06067  
on behalf of Angry Orchard Cider Company, LLC  
**VIA E-MAIL**

**RE: Halloween and Angry Orchard Digital Rebate**

Dear Ms. Paventi:

ISSUE: This correspondence is in response to your e-mail dated August 27, 2020, wherein you request approval to conduct a digital rebate promotion in Pennsylvania.

According to the terms and conditions you provided, consumers can save \$5.00 on the purchase of Halloween decorations and costumes, as further defined in the terms and conditions. Residents from Pennsylvania are exempted from purchasing alcohol. The rebate may be redeemed by capturing a picture of the receipt proving purchase requirements and consumers will be refunded via PayPal. The rebate promotion was scheduled to begin on September 1, 2020, and ends on October 31, 2020. The rebate is open only to adults who are at least twenty-one years of age at the time of purchase. There is a limit of two rebates per individual, e-mail address, and receipt.

OPINION: 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 manufacturers to offer monetary rebates on purchases of wine and spirits through the Pennsylvania Liquor Control Board's ("PLCB") Fine Wine & Good Spirits stores or purchases of malt or brewed beverages through distributors and importing distributors, there is no exception allowing coupons offering discounts on non-alcoholic products. 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). However, if no purchase

is required to obtain the rebate, then such a promotion is not subject to the Liquor Code's inducement prohibition.

In this case, the promotion makes clear to consumers that no alcohol purchase is necessary for Pennsylvania residents to obtain or access the rebate. Therefore, the promotion would not be prohibited under the Liquor Code because section 493(24)(i) would not apply.

**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

LCB Advisory Opinion No. 20-220

# Halloween and Angry Orchard Cross Merch SSE – User Journey



**GET \$5 BACK**  
Halloween Decor and/or Adult Costumes.

ANGRY ORCHARD HARD CIDER

ANGRY ORCHARD HARD CIDER CRISP APPLE

You must be 21 or older to enter.

DATE OF BIRTH

MM DD YYYY

STATE

STATE

By clicking verify, I agree to the website [Terms of Use](#) and acknowledge the [Privacy Policy](#).

 **VERIFY**

[Privacy Policy](#) [Terms of Use](#)

PLEASE DRINK RESPONSIBLY  
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Landing Page



**GET \$5 BACK**  
off Angry Orchard & Halloween Essentials.

ANGRY ORCHARD HARD CIDER

ANGRY ORCHARD HARD CIDER CRISP APPLE

 **SHOP.**  
Purchase TWO (2) 6 packs or ONE (1) 12 pack or FOUR (4) 16oz cans of Angry Orchard Hard Cider AND a minimum of \$5.01 on Halloween décor and/or adult costumes to receive \$5 back. [Click here for details.](#)

 **SNAP.**  
a photo of your receipt\*

 **EARN.**<sup>SM</sup>  
cash back via PayPal or Venmo!

**LET'S DO IT!**

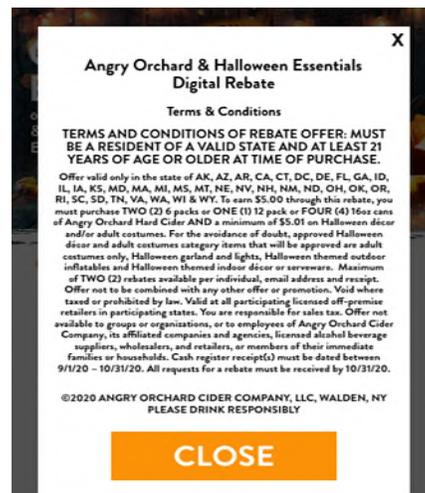
[Having trouble? Contact us!](#)

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\*Receipts must be itemized (include product name, package size, and price). Credit card receipts are not valid. One receipt per image.

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Offer Page



**Angry Orchard & Halloween Essentials Digital Rebate**

Terms & Conditions

**TERMS AND CONDITIONS OF REBATE OFFER: MUST BE A RESIDENT OF A VALID STATE AND AT LEAST 21 YEARS OF AGE OR OLDER AT TIME OF PURCHASE.**

Offer valid only in the state of AK, AZ, AR, CA, CT, DC, DE, FL, GA, ID, IL, IA, KS, MD, MA, MI, MS, MT, NE, NV, NH, NM, ND, OH, OK, OR, RI, SC, SD, TN, VA, WA, WI & WY. To earn \$5.00 through this rebate, you must purchase TWO (2) 6 packs or ONE (1) 12 pack or FOUR (4) 16oz cans of Angry Orchard Hard Cider AND a minimum of \$5.01 on Halloween décor and/or adult costumes. For the avoidance of doubt, approved Halloween décor and adult costumes category items that will be approved are adult costumes only, Halloween garland and lights, Halloween themed outdoor inflatables and Halloween themed indoor décor or serveware. Maximum of TWO (2) rebates available per individual, email address and receipt. Offer not to be combined with any other offer or promotion. Void where taxed or prohibited by law. Valid at all participating licensed off-premise retailers in participating states. You are responsible for sales tax. Offer not available to groups or organizations, or to employees of Angry Orchard Cider Company, its affiliated companies and agencies, licensed alcohol beverage suppliers, wholesalers, and retailers, or members of their immediate families or households. Cash register receipts must be dated between 9/1/20 - 10/31/20. All requests for a rebate must be received by 10/31/20.

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PLEASE DRINK RESPONSIBLY

**CLOSE**

 **EARN.**<sup>SM</sup>  
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**LET'S DO IT!**

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Offer Page - Details



**GET \$5 BACK**  
off Halloween Essentials.

ANGRY ORCHARD HARD CIDER

ANGRY ORCHARD HARD CIDER CRISP APPLE

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Offer Page - NPR

# Halloween and Angry Orchard Cross Merch SSE – User Journey

## Angry Orchard & Halloween Essentials Digital Rebate

Terms & Conditions – No Purchase Required States

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Offer Page – NPR Details

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Offer Page

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CLOSE

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Offer Page - Details

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Offer Page - NPR

# Halloween and Angry Orchard Cross Merch SSE – User Journey

**Angry Orchard & Halloween Essentials Digital Rebate**

**Terms & Conditions – No Purchase Required States**

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PLEASE DRINK RESPONSIBLY

**CLOSE**

**EARN.**<sup>SM</sup>  
cash back via PayPal or Venmo!

**LET'S DO IT!**

Having trouble? Contact us!

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Offer Page – NPR Details

**SNAP**  
a pic of your receipt

In order to receive cash back, please ensure the following:

1. One receipt per image  
If your receipt is too long, click "Add Section"
2. Receipt is vertical in the image  
(TOP TO BOTTOM)
3. Retailer, product, date and total are legible

**TAP TO SNAP**

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Snap

Can you read the text? If you can't, we can't either 😊 Tap retake to snap again!

Top Shelf Wine & Liquors  
267 Oakland Rd.  
South Windsor, CT  
860-644-6107

**Transaction**

|                    |               |            |
|--------------------|---------------|------------|
| 00933 PACK         | 6PK BOTTLES   |            |
| 1 24048            | @ \$8.99      | \$8.99     |
| 00933 PACK DEPOSIT |               |            |
| 1 24048            | @ \$0.30      | \$0.30 DEP |
|                    | CASH TENDERED | \$20.00    |

# Items 1  
Subtotal \$9.29  
Sales Tax \$0.57  
Total Sale \$9.86  
Tendered \$20.00  
Change Due \$10.14

Long receipt? Tap 'Add Section' to capture it all.

**RETAKE** **ADD SECTION** **NEXT**

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Image Confirmation

**GREAT!**

Now we just need your email

How do you want your rebate?

**PayPal** **Venmo**

**EMAIL\***

Enter your email so we can send your money via PayPal. You must have a valid PayPal email address.

By checking this box, I agree to the [terms of this offer](#) and acknowledge the [Privacy Policy](#) of this website.\*

\*Required Fields

**SUBMIT**

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Entry Page - PayPal

# Halloween and Angry Orchard Cross Merch SSE – User Journey



## GREAT!

Now we just need your email

How do you want your rebate?

PayPal Venmo

EMAIL\*

PHONE NUMBER\*

Please enter the phone number associated with your Venmo account. This must be a valid mobile phone number, standard messaging rates may apply.

By checking this box, I confirm that I have provided the phone number associated with my Venmo account. I understand if the phone number is incorrect I am at risk of not receiving my rebate.\*

By checking this box, I agree to the [terms of this offer](#) and acknowledge the [Privacy Policy](#) of this website.\*



## SUBMIT

[Having trouble? Contact us!](#)

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Entry Page - Venmo



## SUCCESS!



Your submission has been received.  
We will verify your purchase and send your rebate via PayPal within 48 business hours.

Your PayPal rebate will be sent via email from Avid Inc. once this is complete.



SHARE WITH YOUR FRIENDS



[Having trouble? Contact us!](#)

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Thank You - PayPal



## SUCCESS!



Your submission has been received.  
We will verify your purchase and Venmo your rebate to you within 48 business hours.

You will receive a Venmo payment from Avid, Inc. once this is complete.



SHARE WITH YOUR FRIENDS



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Thank You - Venmo

## Halloween and Angry Orchard Cross Merch SSE – User Journey



**HELLO!**

**Your submission for Angry Orchard has been approved!  
You should receive an email from PayPal shortly with  
information about how to accept your payment of \$5.**

PLEASE DRINK RESPONSIBLY  
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Submission Approval - PayPal



**HELLO!**

**Your submission for Angry Orchard has been approved!  
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Submission Approval - Venmo

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