

April 13, 1998

Joseph D. Holston, Jr., Esquire
Suite 300
224 Pine Street
Harrisburg, PA 17101

RE: Miller Brewing Company - MGD Nights Point-of-Sale

Dear Mr. Holston:

ISSUE: This is in response to your inquiry of March 30, 1998 to Robert Kaskiel in which you request approval of certain point-of-sale items as described in the enclosed correspondence.

OPINION: This office has reviewed the proposed point-of-sale materials and determined that they comport with applicable liquor laws and regulations, specifically section 493(20)(i) of the Liquor Code [47 P.S. §4-493(20)(i)]. Therefore, it is permissible to utilize these point-of-sale items in conjunction with the above-referenced promotion at:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine & spirit Shoppes, subject to the approval of the Bureau of Logistics.
- other.

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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.

Very truly yours,

FAITH S. DIEHL
Chief Counsel

cc: Pennsylvania State Police,
Bureau of Liquor Control Enforcement
Robert Kaskiel

LCB Advisory Opinion No. 98-098

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