

May 12, 1998

Connie Vorhis
COORS BREWING COMPANY
311 10th Street
P.O. Box 4030 NH 554
Golden, CO 80401

RE: Original Coors Rock'n Win Sweepstakes [46]

Dear Ms. Vorhis:

ISSUE: This is in response to your inquiry of April 10, 1998 to Robert Kaskiel that was forwarded to this office in which you request an opinion as to the legality of conducting certain activities in Pennsylvania as described in the enclosed correspondence.

OPINION: This office has reviewed the proposed promotion (and accompanying point-of-sale materials) and determined that it comports with applicable liquor laws and regulations, specifically section 493(24) of the Liquor Code. [47 P.S. Section 4-493(24)]. Therefore, it is permissible to conduct such events(s) in the Commonwealth on the areas checked below:

retail licensed premises.

distributor licensed premises.

both retail and distributor licensed premises.

wine & spirit shoppes, subject to approval of Bureau of Logistics.

coasters and stadium cups are considered equipment, therefore, they are not approved.

the total cost of all point-of-sale items of any brand of malt or brewed beverages may not exceed \$140.00. [47 P.S. Section 4-493(20)(i)]. (T-shirts and beverage wrench are considered separately as novelty items and are not included in the \$140.00 limit.) [PLCB Advisory Notice No. 10 (4th Revision)].

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

Refer to: (717) 783-9454
Fax: (717) 787-8820

Advisory Opinion No. 98-155