

January 26, 1999

Karla J. Carey
Regulatory Compliance Administrator
Monarch Import Company
55 East Monroe Street
Suite 1700
Chicago, IL 60603

RE: "Dine in '99 and Win with Tsingtao" Sweepstakes

Dear Ms. Carey:

ISSUE: This is in response to your inquiry of January 6, 1999 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 Liquor Code section 493(24) [47 P.S. §4-493(24)]. Therefore, it is permissible to conduct such event(s) in the Commonwealth on the areas checked below:

retail licensed premises.

distributor licensed premises.

both retail and distributor licensed
premises.

wine & spirits shoppes, subject to the approval of
the Bureau of Logistics.

other, provided an entry is not disqualified for failure to
include a guess as to the number of rabbits.

KARLA J. CAREY

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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: Bureau of Liquor Control Enforcement,
Pennsylvania State Police

Enclosure

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

LCB Advisory Opinion No. 99-022