

February 16, 1999

Barbara Gilleran  
Regulatory Compliance Specialist  
MILLER BREWING COMPANY  
3939 W. Highland Blvd.  
P.O. Box 482  
Milwaukee, WI 53201-0482

**RE: Miller Genuine Draft Music Point-of-Sale**

Dear Ms. Gilleran:

**ISSUE:** This is in response to your inquiry of January 21, 1999 to Robert Kaskiel that was forwarded to this office 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 approval of Bureau of Logistics.
- Decoder Game Tickets are not approved inasmuch as they determine winners on retail premises. [Advisory Notice No. 10 (4<sup>th</sup> Revision)].
- The following are considered equipment and, therefore, are not approved [47 P.S. §4-443(d)]:

Singles Bin Insert  
Bathroom Brew Holder  
Coaster

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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  
Robert P. Kaskiel

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

LCB Advisory Opinion No. 99-049