

March 12, 1999

Barbara Gilleran
Regulatory Compliance Specialist
Miller Brewing Company
3939 West Highland Boulevard
P.O. Box 482
Milwaukee, WI 53201-0482

RE: Molson Canadian Rocks Sweepstakes

Dear Ms. Gilleran:

ISSUE: This is in response to your inquiry of February 25, 1999, to Robert Kaskiel 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(20)(i) of the Liquor Code. [47 P.S. §4-493(20)(i). 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 & spirit shoppes, subject to approval of Bureau of Logistics.

other. Please note that manufacturers may not sponsor or conduct contests on retail (on premise) licensee locations. In addition, no display larger than 600 square inches may be located in windows or doorways.

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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 Kaskiel

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

LCB Advisory Opinion No. 99-083