

March 16, 1999

Annie Lowry  
COORS BREWING COMPANY  
311 10<sup>th</sup> Street  
P.O. Box 4030, NH300  
Golden, CO 80401

**RE: 1999 Memorial Day POS and Sweepstakes [25]**

Dear Ms. Lowry:

**ISSUE:** This is in response to your inquiry of February 8, 1999 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. §4-493(24)]. Therefore, it is permissible to conduct such event(s) in the Commonwealth on the areas checked below:

- retail licensed premises (alternate method of entry only - no purchase necessary).
- distributor licensed premises (both methods of entry are acceptable).
- both retail and distributor licensed premises.
- wine & spirit shoppes, subject to approval of Bureau of Logistics.
- other.

Annie Lowry  
March 16, 1999  
Page Two

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. 99-097