

April 9, 1999

Michelle M. Rabe  
Legal Assistant  
ANHEUSER-BUSCH COMPANIES, INC.  
Executive Offices  
One Busch Place  
St. Louis, MO 63118-1852

**RE: Budweiser/Bud Light Dangler File #99-099**

Dear Ms. Rabe:

**ISSUE:** This is in response to your inquiry of March 26, 1999 to this office in which you request approval of a certain point-of-sale item as described in the enclosed correspondence.

**OPINION:** This office has reviewed the proposed point-of-sale material and determined that it comports with applicable liquor laws and regulations, specifically section 493(20)(i) of the Liquor Code. [47 P.S. Section 4-493(20)(i)]. Therefore, it is permissible to utilize this point-of-sale item at:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine & spirit shoppes, subject to approval of Bureau of Logistics.
- other.

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

Advisory Opinion No. 99-125