

May 6, 1999

Clare E. Schweitzer
Manager - Regulatory Affairs
MILLER BREWING COMPANY
3939 W. Highland Blvd.
P.O. Box 482
Milwaukee, WI 53201-0482

RE: Fourth of July Point-of-Sale

Dear Ms. Schweitzer:

ISSUE: This is in response to your inquiry of March 25, 1999 to Robert Kaskiel 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. Section 493(20)(i)]. Therefore, it is permissible to utilize these point-of-sale items at:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine & spirit shoppes, subject to approval of Bureau of Logistics.
re: cut out - Harley Sweeps - Please be advised that neither the coupon in-pack nor coupon near-pack are approved as copies were not submitted
- with this request. If you submitted a request for approval of the aforementioned Harley Sweeps and coupons under separate cover, they will be evaluated separately.

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. 99-150