

May 20, 1999

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

RE: Point-of-Sale for Miller Genuine Draft Brands

Dear Ms. Gilleran:

ISSUE: This is in response to your inquiry of March 30, 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 4-493(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, (subject to \$140 limit on total P.O.S. and \$70 limit on one item).
- wine & spirit shoppes, subject to approval of Bureau of Logistics.
- Manufacturers may not sponsor or participate in events, tournaments or contests on retail licensed premises.

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. 99-183