

May 20, 1999

John Manz
PITTSBURGH BREWING COMPANY
3340 Liberty Avenue
Pittsburgh, PA 15201-1394

RE: Consumer Sweepstakes (Trip to Las Vegas, NV) and Golf Novelty Promotion

Dear Mr. Manz:

ISSUE: This is in response to your inquiry of May 12, 1999 to Silvio deBien 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 sections 493(17), 493(20)(i) and 493(24) of the Liquor Code. [47 P.S. Sections 4-493(17), 4-493(20)(i) and 4-493(24)]. 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.
- the total cost of all POS advertising relating to one brand shall not exceed the sum of \$140 at any one time, and no single piece of advertising shall exceed a cost of \$70. [47 P.S. Section 4-493(20)(i)]. A sample of the tear-pad entry form should be submitted to Malt Beverage Compliance for approval.

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

Advisory Opinion No. 99-185