

June 3, 1999
Ann M. Paschal
Manager, Regulatory Affairs
JIM BEAM BRANDS CO.
510 Lake Cook Road
Deerfield, IL 60015-4964

RE: Old Grand-Dad Whiskey and Gilbey's Gin Rebates

Dear Ms. Paschal:

ISSUE: This is in response to your inquiry of March 9, 1999 faxed to this office on May 25, 1999 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(20)(i) and 493(24) of the Liquor Code. [47 P.S. Sections 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.
- 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 Kaskiel
Fred Hamilton
Al Connell
Margaret Kerwin
Clinton C. Rose, Jr.

Refer to: (717) 783-9454
Fax: (717) 787-8820

Advisory Opinion No. 99-206