

June 21, 1999

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Michelle M. Rabe
Legal Assistant
Anheuser-Busch Companies, Inc.
One Busch Place
St Louis, MO 63118-1852

RE: Budweiser Big Daddy

Dear Ms. Rabe:

ISSUE: This is in response to your inquiry of June 9, 1999 to this office in which you request an opinion as to the legality of conducting certain activities in Pennsylvania as described in the above-referenced 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 section 493(20)(i) of the Liquor Code [47 P.S. Section 4-493(20)(i)], subject to the restriction listed below. 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 & spirits shoppes, subject to the approval of the Bureau of Logistics.
- joint advertising between beer manufacturers and retail licensees has been permitted where each licensee pays a proportional amount for the cost of the advertisement.

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

Advisory Opinion No. 99-219