

July 21, 1999

Telephone: 717-783-9454
FAX: 717-787-8820

Michelle M. Rabe, Legal Assistant
Anheuser-Busch Companies, Inc.
Executive Offices
One Busch Place
St. Louis, MO 53118-1852

RE: Menu, Menu Insert and Table Tent File #99-316

Dear Ms. Rabe:

ISSUE: This is in response to your inquiry of July 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 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 distribute such point-of-sale materials in the Commonwealth on the areas checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine and spirits shoppes, subject to approval of the Bureau of Logistics.
- The total cost of all such point-of-sale advertising matter relating to any one brand shall not exceed \$300.00 at any one time.

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

LCB Advisory Opinion No. 99-263