

July 23, 1999

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Norm Cramer, Esquire
Coors Brewing Company
311 10th Street, NH 335
Golden, CO 80401

RE: Coors Light, Unity Day-After Party Sweepstakes

Dear Mr. Cramer:

ISSUE: This is a response to Coors Brewing Company's letter dated July 2, 1999 to Robert Kaskiel and several follow-up conversations with this office. Coors Brewing Company requests an opinion as to the legality of purchasing 300 tickets to the Unity Day-After Party aboard the Spirit of Philadelphia, a public service liquor licensee, and conducting a consumer sweepstakes, the prizes for which are the same tickets. The Spirit of Philadelphia will be booked by WDAS radio station in Philadelphia. The 300 tickets will be purchased from The Spirit of Philadelphia. WDAS will purchase an additional 200 tickets from The Spirit of Philadelphia which will be distributed to various people associated with the radio station. Some of the tickets will be provided by WDAS to various distributor and importing distributor licensees. The tickets to the Coors Light, Unity Day-After Party will entitle each ticket holder to admission to the party and complimentary food and beverages. Alcoholic beverages are not included. Lastly no cooperative advertising will occur between Coors Brewing Company and The Spirit of Philadelphia.

OPINION: This office has reviewed the proposed promotion and accompanying point-of-sale materials and determined that they comport with sections 493(20)(i) and 493(24) of the Liquor Code [47 P.S. Sections 4-493(20)(i) and 4-493(24) (pertaining to point-of-sale materials and providing things of value as an inducement to purchase alcohol)]. The proposed promotion also comports with sections 5.30 and 5.32 of the Board's regulations. [40 Pa Code Sections 5.30 and 5.32 (pertaining to a prohibited 'event, tournament, or contest' on retail licensed premises)].

Therefore, based on the information provided by Coors Brewing Company to this office, as summarized above, it is this office's opinion that the Coors Light, Unity Day-After Party promotion is permissible. Coors Brewing Company, The Spirit of Philadelphia and attending distributor and importing distributor licensees are cautioned that compliance with all applicable liquor laws, including those not expressly discussed herein, is expected. Coors Brewing Company may also wish to contact the Bureau of Alcohol, Tobacco and Firearms to ensure compliance with other applicable laws.

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. 99-275