

October 8, 1999 Telephone: 717-783-9454  
FAX: 717-787-8820

Tara L. Heath

Regulatory Specialist - Alcoholic Beverages

The Boston Beer Company

75 Arlington Street

Boston, MA 02116

**RE: Samuel Adams Go to Sundance With E! Sweepstakes**

Dear Ms. Heath:

ISSUE: This is in response to your inquiry of September 28, 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), 493(24) and 498 of the Liquor Code. [47 P.S. Sections 4-493(20)(i),

4-493(24), and 4-498]. Therefore, it is permissible to conduct such event(s) in the Commonwealth on the areas checked below:

- retail licensed premises (restaurants, hotels clubs, retail dispensers).
- distributor licensed premises.
- both retail and distributor licensed premises.
- wine and spirits shoppes, subject to approval of the Bureau of Logistics.
- internet entry. Merchandise may be sold to Pennsylvania residents of legal drinking age who request/solicit information.

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

c.c. Pennsylvania State Police  
Bureau of Liquor Control Enforcement  
R. Kaskiel

LCB Advisory Opinion No. 99-336