

October 27, 1999

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

RE: Millennium Banner

Dear Ms. Rabe:

ISSUE: This is in response to your inquiry of October 15, 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 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 display such materials 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.
- It is unlawful to display or permit the display in the show window or doorway of a licensed premises any placard or sign advertising the brands of liquor or malt or brewed beverages, when the total display area of any such sign exceeds six hundred square inches. [47 P.S. Section 4-493(20)(i)].

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. 99-354