

December 10, 1999

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Karla Carey **Amended Advisory Opinion Number**
Regulatory Compliance Administrator (**Number only amended**)
Barton Beers, Ltd.
Executive Office
55 East Monroe Street
Chicago, IL 60603

RE: Match Books

Dear Ms. Carey:

ISSUE: This is in response to your inquiry of November 22, 1999, in which you request an opinion as to the legality of providing match books containing Barton Beers, Ltd. advertising matter.

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(24) of the Liquor Code [47 P.S. Section 4-493(24)] (pertaining to giving things of value to induce the purchase of alcohol), as explained in Pennsylvania Liquor Control Board's Advisory Notice No. 10 (5th Revision)(A.6), a copy of which is enclosed. 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.
- May be distributed with or without proof of purchase by any class of licensee to trade (licensee) or consumer buyers.

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. 99-387a