



**ADVISORY NOTICE NO. 1**

**POINT OF SALE INCENTIVE PROGRAM  
JULY 2, 1990**

TO: All Breweries, Distributors and Importing Distributors

Point-of-Sale (POS) incentive programs for Distributors and Importing Distributors sponsored by Manufacturers or Importing Distributors, as well as sweepstakes, liquidator's offers, POS materials and special activities, should be submitted to the Pennsylvania Liquor Control Board Investigative Unit for review and approval prior to implementation.

Manufacturers or Importing Distributors proposing incentive programs are advised of the following guidelines:

1. Approval will not be granted to any POS incentive program which provides a gift or prize to every participant and approval will not be granted to any program where the incentive to participate is substantial.
2. The focus of all POS incentive programs must be aimed primarily at consumers and associated display materials and novelty items are to be directed at and available for consumers.
3. POS display incentive programs incorporating a payment to licensees based on the number of cases displayed will not be approved.

Manufacturers and Importing Distributors submitting POS incentive programs for review will be notified of approval/disapproval. Licensees may be subject to prosecution by the PSP, Bureau of Liquor Control Enforcement for the commencement of any POS incentive program, sweepstake, liquidator's offer, POS material and/or activities not approved specifically by the Board.

**All licensees are hereby advised that approval of specific POS incentive programs, sweepstakes, liquidator's offers, POS materials and special activities in the past or present shall not be construed as approval of a same or similar future program by the Board.**

Sincerely,

A handwritten signature in black ink that reads "John D.W. Reiley". The signature is written in a cursive, flowing style.

JOHN D.W. REILEY  
Secretary to the Board