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February 19, 2013

Deborah D. Pryce, Chair
Ohio Liquor Control Commission
77 South High Street, 18th Floor
Columbus, Ohio 43215

Re: Proposed Ohio Administrative Code Changes

Dear Chairperson Pryce:

We write on behalf of MillerCoors to propose amendments to the Ohio's Administrative Code. As you know, MillerCoors has a strong presence in the state, including a brewery in Trenton (Butler County) that employs almost 600 Ohioans. In addition, the company is pleased to work with a robust wholesaler network and valued retailers to serve our statewide customer base. We maintain excellent relationships with state and local government partners who continue to help make Ohio a great state for us to manufacture and sell beer.

We believe these proposed changes will make Ohio's business environment even stronger while maintaining the state's appropriate oversight of the alcohol beverage industry. We summarize our proposed changes below and attach suggested language.

1. Rule 33, Tasting and Sampling: Ohio's rules regarding "consumer product instruction" and "sample servings" provide effective oversight of industry efforts to educate consumers about our products through tastings and provide modest complimentary servings (subject to certain restrictions) in "on-premise" locations. But tasting and sampling activities are currently prohibited in off-premise locations. We propose eliminating this prohibition in locations such as grocery stores, subject to the same restrictions in the current rule.
2. Rule 43, Signage: We do not propose substantive changes to Ohio's rules regarding signage. However, for ease of compliance, we recommend "cutting and pasting" certain provisions of Rule 44 (Advertising) that relate to signage (including the definition of "sign") and inserting them verbatim in Rule 43 so that all signage regulations are in one place.
3. Rule 44, Advertising: Under current rule, MillerCoors may conduct certain "promotional activities" at a retail premise, but not advertise the event in advance. This obviously dilutes the effectiveness of any event we might sponsor. Therefore, we recommend permitting manufacturers, suppliers, or distributors to "preannounce" the location of a planned promotional activity. We also recommend a technical change to merely harmonize sections (B) and (C) regarding advertising venues.

We are available at your convenience to discuss these items with the Commission and interested parties.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Paul Lucas".

Paul Lucas
Regional Director – State Government Affairs