Do

Pocument 0280
' Frequent Drinker ' Offer Stirs Up Spirited Debate
[20280002]
(verb_ARG2)
TO GRAB a bigger piece of the declining scotch market , Seagram Co. has launched a controversial "frequent drinker" promotion for its Chivas Regal brand .
[20280003] [prep_ARG]
(cerb_ARG) (usx_ARG)
Under the program , dubbed Chivas Class , customers who send in two labels from Chivas bottles will receive an upgrade in seating class on some Trans World Airlines flights .
[20280004] (verb_ARG) (sep(prep_ARG)) (verb_ARG) (prep_ARG) (prep_ARG)
[20280005] (conj_ARGI) (grep_ARGI)
(verb_ARG3) (verb_ARG3) (verb_ARG3) (verb_ARG3) (poss_ARG4)
But at a time of mounting concern over alcohol abuse , some liquor marketers consider Seagram 's frequent buyer promotion risky .
[20280006] (revb_ARG2)
wij ARG) wert ARG) woun ARG) w
[20280007]
(verb_ARG3)
(verb_ARG) (punct_ARG) (punct_
[20280008] (prep_ARG1) (prep_ARG2)
(verb_ARGI) (verb_
[20280009] (verb_ARG2) (verb_ARG2) (det_ARG1) (det_ARG1) (moun_ARG1) (moun_ARG1) (moun_ARG1) (moun_ARG1)
"It 's really bizarre , " says Albert Lerman , creative director at the Wells Rich Greene ad agency .
[20280010] [punct_ARG]
(verb_ARG)
[20280011] (verb_ARG2) (det_ARGI)
Chivas Class is n't the first such promotion .
[20280012] Corp. ARG Count. ARG Cou
Last year , J&B Scotch offered 500 TWA frequent flier miles in exchange for a label . [20280013]
(verb_ARG2) (verb_ARG3)
And Dewar 's gave discounts on Scottish merchandise to people who sent in bottle labels .





