

## Public Tasting Events

Guide for retailers, alcohol manufacturers, beer wholesalers/table wine distributors and liquor stores.

### At a Licensed Premises:

**The product must be purchased by the licensed on-premises retailer following the proper product distribution channels.**

- Breweries may deliver their product directly to the licensed retail establishment as provided in [16-3-214, MCA](#).
- Wineries may deliver their product directly to the licensed retail establishment as provided in [16-3-411, MCA](#).
- Wholesalers may deliver the beer and/or wine product directly to the licensed retail establishment.
- Distilleries may deliver their product directly to the liquor warehouse or to the agency liquor store as provided in [16-3-101](#), [16-4-311](#), and [16-4-312, MCA](#).
  - The distillery may not deliver their product directly to the licensed retail establishment.
- An agency liquor store may deliver liquor and wine products to the licensed retail establishment as provided in [16-2-203, MCA](#)
- The licensed on-premises retailer may pick up some products depending on the license type.
  - See [16-3-418](#) and [16-3-411, MCA](#) and [ARM 42.13.405](#) pertaining to wine.
  - See [16-2-106, MCA](#) pertaining to liquor.

## Serving at the licensed premises:

- Breweries – In order to serve and promote their product at a public event:
  - An owner and/or employee may serve with the licensed on-premises retailer's permission.
  - The brewery must purchase the product from the retailer at no more than the ordinary retail price.
- Wineries – In order to serve and promote their product at a public event:
  - An owner and/or employee may serve with the licensed on-premises retailer's permission.
  - The winery must purchase the product from the retailer at no more than the ordinary retail price.

## Serving at the licensed premises continued:

- Distilleries – In order to serve and promote their product at a public event:
  - A registered vendor representative may serve with the licensed on-premises retailer's permission.
  - The distillery must purchase the product at not less than the posted price from the retailer.
- Beer wholesalers/table wine distributors – In order to promote a product at a public event:
  - An owner and/or employee **cannot serve** the product.
  - An owner and/or employee **can only talk about** the product.
- Off-premises stores – In order to promote a product at a public event:
  - An owner and/or employee of the off-premises **cannot serve** the product.
  - An owner **can only talk about** the product.
- Agency liquor stores – In order to promote a product at a public event:
  - An owner and/or employee of the liquor store **cannot serve** the product.
  - An owner **can only talk about** the product.

*NOTE:* Any employee of a licensed retailer can serve any product at the licensed premises and must possess a valid alcohol server training certificate.

**At a Public Event not at a Licensed Premises (e.g. Farmers Market, Festival, etc.)**

**The product must be purchased by the licensed on-premises retailer holding a valid catering endorsement or special permit holder following the proper product distribution channels.**

**Who can serve when the event is catered by a licensed on-premises retailer holding a valid catering endorsement?**

- The licensee or licensee's employees.
- Volunteers of the licensee (not required to have server training).
- The alcoholic beverage manufacturer or vendor, its employees, or registered vendor representatives if:
  - The licensee gives their explicit consent.

**Who can serve when the event is catered by a licensed on-premises retailer holding a valid catering endorsement (continued)?**

- The alcoholic beverage manufacturer or vendor holds a current alcoholic beverage license, registration, or permit from the department, AND
- Each person listed above serving alcoholic beverages is current with the Responsible Alcohol Sales and Service Act, provided in [16-4-1005, MCA](#), prior to the commencement of the catered event.

**Who can serve when the event is a special permit holder?**

- Volunteers of the special permit holder (not required to have server training).

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\*\* All licensees must comply with all Federal and Montana alcoholic beverage laws and rules.

Catering: [16-4-111](#), [16-4-204, MCA](#) and [ARM 42.12.128](#), Public Beer and Wine Tastings: [ARM 42.12.313](#) Special Permits: [16-4-301, MCA](#), [ARM 42.12.324](#), and [42.12.323](#)

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