

Barrel programs

In a barrel program, an entire barrel of product, such as Bourbon, is hand-selected at a distillery by a liquor store, bar, or restaurant, and bottled with their name on it, giving them a unique product to sell to the public.

Selling the product:

- Barrels may be pre-selected by the distillery to match the customer's request.
- Bars, restaurants, or liquor store representatives may also select their own barrel in order to look for particular notes within a brand's flavor profile.
- Customers may taste at barrel strength and decide what proof (including barrel strength) they would like bottled. Any samples tasted by a person will count towards the sample room limit of two ounces per person per day.
- The customer may choose to purchase the entire contents of the barrel, including the empty barrel.

Distribution of the product:

- The product still must go through the normal product approvals and distribution channels.
- The barrel and the bottles must be put on the pallet, shrink-wrapped, and readied for delivery.
- A liquor store must purchase the distilled spirits product, and the bar, restaurant, or customer would then purchase it from the liquor store.

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