

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

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 its 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.
- 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.

Serving at a public event not at a licensed premises (e.g., farmers market, festival in the park, 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 explicit consent.
- 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).

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

SECTIONS [16-2-106](#), [16-2-203](#), [16-3-101](#), [16-3-214](#), [16-3-411](#), [16-3-418](#), [16-4-311](#), [16-4-312](#), [16-4-1005](#), MCA and ARM [42.13.405](#)

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