

## 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 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 – 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 the ordinary retail price (whatever price offered must be offered to other retailers to avoid possible tied-house violations).
- Wineries – 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 the ordinary retail price (whatever price offered must be offered to other retailers to avoid possible tied-house violations).
- Distilleries – To serve and promote their product at a public event:
  - A registered vendor representative (vendor rep) may serve with the licensed on-premises retailer's permission.
  - The distillery must purchase the product at not less than ordinary retail price from the retailer.

- Beer wholesalers/table wine distributors – To promote a product at a public event:
  - An owner and/or employee may **not** serve the product.
  - An owner and/or employee may only talk about the product.
- Off-premises stores – To promote a product at a public event:
  - An owner and/or employee of the off-premises may **not** serve the product.
  - An owner may only talk about the product.
  - The off-premises licensee may take orders for products to be picked up and paid for at the off-premises licensee's premises.

**NOTE:** Any employee of the **licensed retailer** may serve any product at the **licensed premises** and must possess a valid alcohol server training certificate. [16-3-1005](#), MCA

## Serving at a public event and 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. The product must be shipped or delivered 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.
- An alcoholic beverage manufacturer (holding a current alcoholic beverage license, registration), its employees, or registered vendor rep with the on-premises licensee's consent.

**NOTE:** Each person listed above serving alcoholic beverages must be current with the Responsible Alcohol Sales and Service Act, provided in [16-4-1005](#), MCA, before the catered event.

## Who can serve when the event is conducted under a special permit?

Volunteers of the special permit holder. They are not required to have server training, but it is recommended.

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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](#), [27 C.F.R. § 6.95 \(2024\)](#).

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