

## A guide for the public, retailers, alcohol manufacturers, wholesalers/distributors, and liquor stores

### AT THE LICENSED PREMISES: Alcoholic beverage products must be purchased by a 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 on 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.

# Public Tasting Events – Alcohol offered to the public must be done with a permit or license to be lawful



- **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.)

- These must be **catered events** or have a **special permit** for any of these types of events.
- Alcoholic beverage products served must be purchased by the licensed on-premises retailer holding a valid **catering endorsement** or **special permit holder**.
- The product must be delivered following the proper product distribution channels as outlined above to the special event.

## 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 highly recommended.

**NOTE:** If there are questions, please contact the department. Find our contact information on the website: <https://mtrevenue.gov/alcoholic-beverage-control/>

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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](#), [16-6-306](#), MCA and ARM [42.13.405](#), [27 C.F.R. § 6.95 \(2024\)](#).

[12.2024](#) Please note that the information in department communications may have been modified, superseded, or made obsolete by changes in federal or state law or the Administrative Rules of Montana. If you need to verify the current validity of this fact sheet or have any questions, please contact us at [DORABCD-O&E@mt.gov](mailto:DORABCD-O&E@mt.gov).

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