

Brewery Participation at Events



Have you been asked to participate in an event where alcoholic beverages are served?

Here are some questions you should be asking the event host:

- Is the event at a licensed on-premises establishment?
- Is the event a catered event?
- Is the event a special permit event?
- Does the event host want you to donate beer?
- Does the event host want you to deliver beer to the event?
- Does the event host want you to stay and help serve?

Asking these questions and knowing how the event is being held will determine how you can participate in certain events.

IMPORTANT NOTE: If the events are NOT at a licensed premises, a catered event, or a special permit event, there is NO lawful way to participate.

Events AT a Licensed On-Premises Establishment

The licensed on-premises retailer must purchase the beer by following the proper distribution channels.

ALLOWED

✓ Delivering

Small breweries (producing less than 60,000 barrels) may deliver their beer directly to the licensed retail establishment as provided in [16-3-214](#), MCA.

✓ Serving

You and/or your employees may serve with the licensed on-premises retailer's permission.

You and your employees must be current with the Responsible Alcohol Sales and Service Act, provided in [16-4-1005](#), MCA before the commencement of the catered event.

NOT Allowed

✗ Selling Beer to Participants

You may not sell your beer to event attendees.

✗ Donating Beer

You must sell your beer to the licensee.

✗ Consignment Sales of Beer

You must invoice the licensee for the full amount of the sale of your beer. You may not have an "open invoice" or accept returns.

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CATERED Events such as a brewfest, a festival in the park, etc.

The events must be catered by a licensed on-premises retailer with a catering endorsement (Look for a catering endorsement posted. Licensees must post their catering endorsement at the event, along with any other required signage).

The licensed on-premises retailer holding a valid catering endorsement must purchase the beer by following the proper distribution channels.

ALLOWED

✓ Delivering

Small breweries (producing less than 60,000 barrels) may deliver their beer directly to the licensed retail establishment (for them to take to the event) or to the catered event to the licensee with the catering endorsement as provided in [16-3-214](#), MCA.

✓ Serving

You and/or your employees may serve with the licensee's permission.

You and your employees must be current with the Responsible Alcohol Sales and Service Act, provided in [16-4-1005](#), MCA before the commencement of the catered event.

NOT Allowed

✗ Selling Beer to Participants

You may not sell your beer to event attendees.

✗ Donating Beer

You must sell your beer to the licensee.

✗ Consignment Sales of Beer

You must invoice the licensee for the full amount of the sale of your beer. You may not have an "open invoice" or accept returns.

SPECIAL PERMIT Events such as a brewfest, a festival in the park, etc.

The event must be conducted by a nonprofit organization with an approved special permit (Look for the special permit posted. Special permit holders must post their special permit at the event along with any other required signage).

The nonprofit organization approved with the special permit must purchase the beer by following the proper distribution channels.

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ALLOWED

✓ Delivering

Small breweries (producing less than 60,000 barrels) may deliver their beer directly to the special permit event area as provided in [16-3-214](#), MCA.

✓ Serving

You and/or your employees may serve with a special permit holder's permission.

You and your employees must be current with the Responsible Alcohol Sales and Service Act, provided in [16-4-1005](#), MCA, before the commencement of the event.

NOT Allowed

✗ Selling Beer to Participants

You may not sell your beer to event attendees.

✗ Donating Beer

You must sell your beer to the permit holder.

✗ Consignment Sales of Beer

You must invoice the permit holder for the full amount of the sale of your beer. You may not have an "open invoice".

Questions? [Contact an Alcohol Licensing Specialist](#)

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

SECTIONS [16-3-101](#), [16-3-214](#), [16-4-204](#), [16-4-111](#), [16-4-301](#), [16-4-1005](#), MCA and ARM [42.12.128](#), [42.12.323](#), [42.13.601](#)

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