

Providing Samples to Licensees/Agency Liquor Stores:

- Liquor **sample cases** may only be purchased through agency liquor stores by a registered liquor representative (vendor rep). The posted price for a sample liquor case is \$12.00.
- The vendor rep may bring sample bottles from the sample case that was purchased at the agency liquor store directly to a licensed retail establishment.
- An agency liquor store agent may taste samples at an on-premises licensee's place of business or take the bottle home to sample.
- A vendor rep may not give more than three liters of a distilled spirit or a fortified wine as samples to an all-beverages retailer or agency liquor store agent.
 - On-premises consumption of samples may only take place at a licensed all-beverages establishment, or a department-approved industry trade show event
- The following rules apply:
 - Sample products must be in their original containers and may only be given to licensed all-beverages licensees or agency liquor store agents
 - Samples may not be given to a licensed all-beverages retailer or an agency liquor store agent who has purchased the brand within the last 12 months
- Sample products must meet the following criteria:
 - Samples are limited to bottles containing no more than 750 milliliters
 - If a vendor does not produce a product in a size of 750 milliliters or less, then the next largest size may be substituted for the 750 milliliters
 - Samples are limited to an **annual maximum of 200 liters per product**
- **Alcohol Consumption Is Not Allowed at an Agency Liquor Store**

Providing Samples at a Department-Approved Industry Trade Show event:

- You may serve samples at a department-approved Industry Trade Show event where you pour and serve liquor samples to attendees (not open to the public) for the following purposes:
 - promote your product
 - negotiate a sale
 - determine the quality and character of a product
- Employees or agents serving must have a current vendor rep permit.
- The vendor rep may:
 - bring sample bottles from the distillery
 - bring trade show cases purchased from an agency liquor store directly to the licensed retail establishment
- May only provide a maximum of nine thousand milliliters of each product per industry trade show.

- After an industry trade show, any remaining liquor must be retained by the licensee or manufacturer, its employees, or vendor rep.
- Opened bottles may not be returned to the Distillery.
- See the [Department-Approved Industry Trade Show Fact Sheet](#) for more specifics.

Liquor Manufacturing Industry-Specific Catered Event (i.e., a Distillers Guild Event):

- A Montana-licensed distillery must apply to the Cannabis & Alcohol Regulation Division (CARD) to sponsor a liquor manufacturing industry-specific catered event with an all-alcoholic beverages licensee having a catering endorsement.
- All liquor provided for on- or off-premises consumption at the catered event must be purchased by the all-beverage licensee from an agency liquor store.
NOTE: the distillery may **NOT** bring any bottles to the event.
- Allows for the sale of liquor, by the all-beverage licensee, in original packaging for off-premises consumption at a liquor manufacturing industry-specific catered event. **NOTE:** The distillery may **NOT** sell the bottles. The sale must occur with the retailer.

“Public” Tasting Events

- Distilleries may participate in public tasting events to serve and promote their product to the public only at the following:
 - An on-premises licensed establishment
 - An event catered by an on-premises licensee
- A registered vendor rep may only serve the members of the public with the licensed on-premises retailer’s permission.
- The distillery’s vendor rep must purchase the product from the retailer at not less than the ordinary retail price and never under the posted price.
- See the [Public Tasting Event Fact Sheet](#).
- **NOT Allowed at “Public” Tasting Events:**
 - Bringing the product directly to the event
 - Bringing the product back to the distillery

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

16-1-307, 16-2-107, MCA and ARM [42.11.211](#), [42.11.213](#), [42.11.243](#), [42.11.244](#), [42.12.150](#)
CFR Title 27 Chapter I Subchapter A Part 6 Subpart D § 6.91 Samples

5.2024 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 any Department of Revenue communication, please contact us.

