



CITY AND COUNTY OF DENVER

DEPARTMENT OF EXCISE AND LICENSE

OFFICE OF DIRECTOR
201 West Colfax Avenue, Dept. 206
Denver, Colorado 80202

TASTINGS PERMITS

I. Requirements

- a) Tastings may not be conducted without a valid tastings permit.
- b) Tastings permits may be issued only to:
 - Liquor Licensed Drug Stores
 - Retail Liquor Stores
- c) Applications must be filed no less than 14 days prior to the date of the first tasting.
- d) Registered Neighborhood Organizations **must be notified the same day an application** for tastings **is filed** with the Department of Excise and Licenses.
- e) Registered Neighborhood Organizations have ten (10) days from the date on the letter of notification from Excise and Licenses to file any concerns they have regarding the creation of a public safety risk to the neighborhood should the tastings permit be approved.
- f) Copies of all approved tastings permit applications must be sent to the Vice Bureau via facsimile transmission.

II. Application

- a) May not be filed unless a valid liquor licensed drug store or retail liquor store license exists.
- b) Application fee: \$25.00 Permit fee: \$75.00 annually
- c) Tastings permit application must include a complete schedule of the dates and times all tastings will be held.
- d) Additions or changes to the schedule of dates and times for tastings must be filed no less than 14 days prior to the dates added or changed.
- e) Evidence that the person conducting the tastings has completed a server training program that meets the State Liquor Enforcement standards. (A copy of the valid completion certificate must be filed with the application.)
- f) Other information may be provided that would satisfy the Director that the tastings will be conducted in compliance with the law and will not create a public safety risk to the neighborhood.

III. Limitations and Restrictions

- a) May be conducted only by a person who has completed a server training program that meets the State Liquor Enforcement standards. (A copy of the completion certificate must be filed with the application.)
- b) The alcohol used at tastings must be purchased from a licensed wholesaler, brew pub, or winery.
- c) Alcohol samples may not exceed one (1) ounce for malt or vinous liquor or (1/2) one-half of one (1) ounce for spirituous liquor.
- d) Tastings may not exceed a total of 5 hours per duration per day; however, the hours do not have to be consecutive.
- e) Tastings may not be conducted earlier than 11 a.m. or later than 7 p.m. and may only occur during the operating hours of the establishment.
- f) Tastings may only four out of the six days, Monday through Saturday and no more than 104 days per year.
- g) No more than four individual samples may be served to a patron during a tasting.
- h) No samples shall be provided to persons under 21 years of age or to a person who is visibly intoxicated.
- i) Samples must be in open containers and may not be sold.
- j) No samples may leave the licensed premises.
- k) After the tastings event, the licensee shall promptly remove all opened and unconsumed alcohol samples from the premises or destroy them immediately following the completion of the event.
- l) Manufacturers may not induce licensees through free goods, etc., into using the manufacturer's product for sampling. The retail licensee shall bear the cost and other responsibilities for the tastings.
- m) No licensee may display any exterior advertising regarding tastings.

IV. Violations

- a) No application will be approved if a licensee has had its license suspended or revoked or had any action held in abeyance, paid a fine, during the year immediately preceding the application.
- b) Any violations are the responsibility of the liquor licensed drug store or the retail liquor store licensee.
- c) A liquor licensed drug store or retail liquor store conducting tastings is subject to enforcement, suspension, and revocation that otherwise apply to the licensee.