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MAYOR**

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PERMITS & LICENSES

MEMPHIS ALCOHOL COMMISSION

BEER TASTING GUIDELINES

1. An Off-Premise Beer/Tasting Permit allows an otherwise Off-Premise Beer Permit licensee to offer complimentary samples of the products it sells for tastings to be held on the premises of the Off-Premise Beer licensee. Such tastings shall be for “sales, education and promotional purposes.”
2. Beer tastings must be conducted in accordance with all local, state and federal laws. Retailers conducting a tasting shall be subject to the same revocation, suspension, and enforcement provisions as otherwise apply to the licensee.
3. An Off-Premise Beer Permit licensee in good standing and that has not had a violation of the beer laws of the City of Memphis or the State of Tennessee within the last five (5) years may at any time obtain an Off-Premise Beer/Tasting Permit from the Permits Office but must surrender its current Off-Premise Beer Permit. There is a twenty-five dollar (\$25.00) re-issue cost reimbursement and the original expiration is not altered.
4. An Off-Premise Beer Permit licensee either not in good standing or that had any violations of the beer laws of the City of Memphis or the State of Tennessee within the last five (5) years may apply to the Memphis Alcohol Commission for an Off-Premise Beer/Tasting Permit on forms provided by the Permits Office. If approved, the licensee must surrender its current Off-Premise Beer Permit. There is a twenty-five dollar (\$25.00) re-issue cost reimbursement and the original expiration is not altered.
5. Beer tastings must be conducted by the retailer or an agent or independent contractor of the retailer and may not be conducted by a wholesaler or manufacturer or an employee, agent, or independent contractor of a wholesaler or manufacturer. Employees of a manufacturer, wholesaler, agent or independent contractor of a manufacturer may attend a tasting for purposes of providing information and offer educational materials on the products to be sampled. The products being tasted must be supplied by the retailer and may not be donated or otherwise supplied at no or reduced cost by the manufacturer or wholesaler.
6. Beer tastings may only occur in buildings of fifteen thousand (15,000) square feet or greater on one level and the tasting must be held in a designated area of the retail store on such level. The retailer shall not allow the customers to leave the sampling area with a container that was used for the sampling whether full or empty.

7. A sign informing customers that they must be twenty one (21) years of age to sample beer must be prominently displayed in the area where the tasting is conducted and servers must have a current Beer Vendor/Affidavit Card and/or a TIPS card.
8. Only customers that are twenty one (21) years of age may sample beer and the burden of proof of age is upon the retailer, operator and employees of the business.
9. Tasting events shall not exceed four hours.
10. Sample shall not be offered to, or allowed to be consumed by, an intoxicated person. A person tasting a sample may not be allowed to loiter on the store premises.
11. No more than one container of each of the products to be sampled may be open at any time. Open containers must be visible at all times and must be removed at the conclusion of the tasting. Beer sample sizes shall not exceed 3 ounces and a customer shall not be provided more than 3 samples during a tasting.
12. Tasting events shall not be conducted more than 24 times per year by a retail location. The retailer must notify the Permits Office in writing, electronically or otherwise, of each tasting at least seven (7) days prior to the event.
13. The licensee shall prohibit patrons from leaving the designated tasting area with an unconsumed sample.