

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 ABCD 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](#)

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