

STATE OF NEW YORK
LIQUOR AUTHORITY

To: Manufacturers, wholesalers and importers authorized to conduct tastings and bottle sales

Subject: Authorized agents for tastings and bottle sales

As part of the license privilege, pursuant to a permit expressly set forth in the Alcoholic Beverage Control Law (“ABCL”), or pursuant to a Marketing Permit issued under ABCL section 99-b(1)(k), manufacturers, wholesalers and importers have the ability to conduct tastings and bottle sales of their products at certain events. They may conduct these events themselves, or through a representative.

In two situations, a brewer’s tasting permit issued under ABCL 51(8) or the Marketing Permit, a licensed beer wholesaler may not serve as a representative for a brewer. In all other situations a licensed manufacturer or wholesaler may serve as the representative for another licensed manufacturer or wholesaler, or the holder of a Marketing Permit. For example, a licensed farm winery holding a Marketing Permit may appoint another licensed farm winery to serve as its representative and conduct tastings and bottle sales on its behalf under the Marketing Permit.