



**Georgia Department of Revenue
Alcohol and Tobacco Division
Informational Bulletin**

**Alcoholic Beverages Tasting Events
for Retail Package Store Customers**

September 15, 2020

House Bill 879 permits retail package stores to host up to 52 tasting events per calendar year. This bulletin provides information and guidance for conducting tasting events.

A tasting event shall be held on the licensed premises of the retail package store and must comply with the following requirements:

- The licensee is not required to obtain any additional license or permit from the Department of Revenue. However, prior to hosting the tasting event, the licensee must notify the local governing authority of the county or municipality where the premises is licensed.
- Retail package stores may host one tasting event per day and the tasting event shall not exceed four hours.
- Tasting events shall only be held during times when alcoholic beverages may be lawfully sold.
- Alcoholic beverages shall only be served to consumers 21 years of age or older.
- Representatives and salespersons of manufacturers or wholesalers may attend the event, but may not:
 - Host the event
 - Pour any alcoholic beverages; or
 - Provide anything of value to the consumer, licensee or its employees.
- Only one of the following types of alcoholic beverage may be served at a tasting event:
 - Malt beverage,
 - Wine; or
 - Distilled spirits.

- The package store may offer more than one brand of the chosen type of alcoholic beverage, but no more than 4 bottles or cans may be open at one time.

For example, a package store hosts a wine tasting event and opens Brand A, Brand B, Brand C and Brand D for tasting. Brand E cannot be opened until one of the prior four brands is closed or discarded. Likewise, a brand of distilled spirits or beer may not be opened or offered at a wine tasting event.

- Tasting event quantity limits are as follows:
 - Malt Beverage – 8 ounces per person
 - Wine – 5 ounces per person
 - Distilled Spirits – 1.5 ounces per person
- Only alcoholic beverages the licensee is authorized to sell on the licensed premises may be offered as part of a tasting event, and such alcoholic beverages must be a part of the licensee's inventory.
- Any broken packages of alcoholic beverages shall be kept locked in a secure room or cabinet, except when in use during a tasting event.
- Only food that is lawful to sell on the licensed premises may be offered as part of the tasting event. There shall be no cost to the consumer for such permitted food items.
 - Permitted food items are single-serving snack items, pre-packaged by the manufacturer, that do not require any preparation for consumption.
 - Please review [Ga. Comp. R. & Regs. r. 560-2-3-.04](#) for detailed information.

FOR MORE INFORMATION

Contact the Alcohol and Tobacco Division at 1-877-423-6711 from 8:00am to 5:00pm, Monday through Friday, excluding holidays. For forms and other information, please visit our website at www.dor.georgia.gov