



## Creating Successful Brewers Events & Knowing What Permits You Need

- **Non-profit vs profit event**
- **What is a Special Occasion license and why should you know this?**
- **Things you should understand about Promoters & NP's**
  - **Manufacturers and Non-profits**
  - Do's and Don'ts**
- **Permits & Endorsements for non-retail licensees**



## How Can You be Present at a Public Event?

There are only two (2) ways for alcohol to be present at an event open and advertised to the public.

- 1) A NPO applies for and receives a Special Occasion license (SOL)
- 2) A NPO who is sponsoring the events hires a liquor caterer



## What is a Special Occasion License (SOL)

- ✓ Allows a registered non-profit to sell or serve alcohol to raise funds, up to 12 times per year.
- ✓ Examples of events include fundraising dinners, gala events, auctions, and alcohol tastings.
- ✓ NP's must be registered with IRS as a 501©3 or 6 in order to solicit donations of alcohol from you, but don't need to be registered with IRS to buy at wholesale from you.
- ✓ If a beer tasting event, the NP may pay you directly after the event, but still on the same day.



## Nonprofit vs Not a Non-profit?

- Who is approaching you to do an event?
  - NP vs Promoter/for-profit entity?
    - Is the event legal?
- A non-profit may obtain a special occasion license (SOL) and invite you to an event.
- Is the event open or advertised to the public?
  - A "for" profit entity or promoter may not hire you to sell at their event open to the public.



## Working with Promoters and SOL's

- Non-profits may have a 3<sup>rd</sup> party entity promote their event.
- A promoter or for-profit company **may not** "buy" a NP's license in order to have alcohol at an event.
- Promoters are considered employees of the non-profit.
- The non-profit is responsible for what the promoter does.
- Tickets to the event are sold and monies collected by the non-profit, not the promoter or for-profit company.



## Working with Promoters and SOL's

- Breweries (or any manufacturer) may not give funds directly or indirectly to the Special Occasion Licensee or their employees.
- Since promoters are considered employees of the NP retail liquor license holder they may not accept sponsorship dollars for the Special Occasion licensee holder.
- Promoters may not accept alcohol product.



## Can Do's for Manufacturers and Distributors

- **May** accept returns and refunds of unused product after the event, if you so choose.
- **May** receive payment for product immediately following an event (winery/brewery/distillery).
- **May** pay booth fees to SOL (winery/brewery/distillery).
- **May** provide product education at event (must have Agent's license if distributor, brewery, distillery, COA or winery's indirect employees).
- **May** provide branded promotional items (of nominal value).



# Cannot's for Manufacturers and Distributors

- **Cannot** have on-duty employees drink during the event.
- **Cannot** have brand naming rights to beer garden.
- **Cannot** sell to the public.
  - **Number one violation for manufacturers is giving away swag directly to customers at retail events or locations.**



## Goods or Services

Manufacturers or distributors may not provide goods, services or money to special occasion licensees, **except for:**

- Draft beer or wine dispensing equipment.
- Advertising services paid to a 3<sup>rd</sup> party.
- Wineries and distilleries may pour at special occasion events.
- However...breweries may only pour at tasting events with three or more manufacturers in attendance.
- Distributors may never pour at events.



# Permits

- Class 5 Permit – Allows manufacturers to import or purchase alcohol or malt within the state to use in the production of liquor
- Class 8 – Donate or serve liquor without charge to licensed WSLCB delegates and guests at a trade association convention
- Class 9 - Liquor donation by a manufacturer, importer or wholesaler for a trade association meal or reception event
- Class 10 - Liquor service without charge or donation at an international trade fair, show or exposition



## Permits Continued

Special Brewery Permits – Sample/Sell own production

- Private invite only event
- Must be submitted 10 Days before event
- No advertising to public such as printed material, social media postings or public websites



# Endorsements for Breweries

Endorsement application is available at [www.lcb.wa.gov](http://www.lcb.wa.gov)

## **Contract Packaging Services \$100**

RCW 66.24.248; WAC 314-20-350

Allows a licensed brewery to contract with other breweries, wineries, distilleries, and with other non-liquor licensed businesses if the contract does not include alcohol products, to provide certain packaging services, such as canning, bottling, bagging, mixing, and repacking. Must provide documentation from the TTB showing authorization to pack the intended type of alcohol product.

## **On-Premises Consumption \$200**

RCW 66.24.246; WAC 314-20-019

Allows a licensed domestic brewery or microbrewery to sell wine produced in Washington by the single serving for on-premises consumption. A domestic brewery or microbrewery is limited to three offerings of wine.

## **Sale at Farmers Market \$75**

RCW 66.24.240; 244; 175; WAC 314-20-018

Allows a licensed domestic (in-state) brewery or microbrewery to sell bottled beer of its own production for off-premises consumption at qualifying farmers markets. Samples of beer must be two ounces or less with a maximum of 2 ounces per consumer per day.



***Thank you...  
we wish you success!***

