

LICENSING, REGULATION AND ALCOHOL STRATEGY

Liquor Tasting

These guidelines are relevant to liquor tastings and promotions where no cost is incurred by the patron. Persons holding liquor tastings or events that involve payment of any fee, including an entry fee or ticket to a fundraiser, are required to apply for a liquor licence.

Only 30mL tastings of any type of liquor can be provided to patrons. A patron may be served a sample of each different variety of a product.

One open bottle or can of product may be provided to patrons as a give away promotion for consumption on the premises.

Unopened bottles or cans of product may be provided to patrons as a give away promotion for consumption off the premises. There is no restriction on the number of bottles or cans given away to a patron.

Liquor tastings may be provided to patrons in a licensed area of a venue.

Liquor tastings may be held within the confines of a liquor store, within a supermarket or adjoining a drive through bottle shop. Acceptable venues include where the store is separate from the drive through area and patrons must enter and exit through a turnstile or past a cash register/counter. Tastings can not be conducted in the driveway of a bottle shop.

The supply of liquor tastings to drivers and passengers in vehicles in drive through bottle shops is not permitted. Approaching drivers and passengers in their vehicles to advise them of a promotion or tasting is not permitted.

However, it is acceptable to display signs inviting patrons inside to participate. It is not compulsory to provide food in conjunction with a tasting or promotion unless required by a condition in the premises' liquor licence.

Licensees are responsible for all tastings and promotions that take place on their premises. Therefore they are responsible for lodging an application to hold a tasting or promotion that is outside the scope of these guidelines.

The Responsible Service of Alcohol guidelines apply in all cases.

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