Guidelines for Tastings at the Stores

Below are the guidelines that must be followed by any Distiller Representative when holding a tasting event at a Brunswick County ABC Store per NC General Statute 18-B. Representatives must acknowledge receipt and understanding by filling out, signing below, and supplying all supplemental documentation before approval is given for any tastings occur at any store.

1) Any tasting event at any store location must first be approved by the General Manager. An application (page 3) requesting to schedule a proposed tasting must be submitted to the General Manager or Finance Officer no less than 2 weeks before the proposed event.
2) The General Manager will acknowledge approval or denial of the request as well as specify a specific location within the store for the tasting to occur and the hours of the event.
3) No Brunswick County ABC Employee will be involved in pouring the product, distributing the product/merchandise, or post event cleanup. The tasting event area will be cleaned up and left in a condition the same as before the event.
4) No loud music or sound amplification will be involved with the tasting event.
5) Flyers or posters informing the public about the tasting must be supplied by the Distiller Representative. Brunswick County ABC Staff will affix the poster at our preferred location in the Store window or around the registers.
6) Per North Carolina General Statute 18B-1114.7, the Distiller Representative shall purchase the liquor, which will be involved in the tasting, from Brunswick County ABC prior to the tasting event. Per North Carolina General Statute 18B-1114.7, the Distiller Representative pouring and distributing liquor must be at least 21 years of age.
7) Per North Carolina General Statute 18B-1114.7, the Distiller Representative is responsible for verifying that customer does not appear intoxicated and is at least 21 years of age.
8) Per North Carolina General Statute 18B-1114.7, the Distiller Representative shall not give over 0.25 oz. per pour with the tasting of a product. The consumer shall not be given more than a total of 0.5 oz. throughout the event.
9) The Distiller Representative is not permitted to sell advertising material (glasses, shirts, cups, hats) but is permitted to give such materials away.
10) The Distiller Representative will be solely responsible for any violations of North Carolina General Statute 18B1114.7 and will not hold Brunswick County ABC liable.
11) The Distiller Representative shall supply proof to Brunswick County ABC of worker's compensation insurance as well as general liability insurance, to include liquor liability, with a limit of not less than $1,000,000 per occurrence. By signing below, the Distiller Representative holds Brunswick County harmless of all responsibility associated with the event.
12) The Brunswick County ABC General Manager reserves the right to prohibit Distiller Representatives from holding any tastings for a period of time if any of these guidelines or any State Laws are violated.

By signing below, I have acknowledged that I have read both the State Statute and Brunswick County ABC rules listed above and agreed to abide by all. I understand that I must fill out the associated application and nothing is approved until notified.

_____ _____

Printed Name Company Representing

_____ _____

Signature Date

Tastings Event Application

NOTE: Each approved tasting event will need to have separate approval

Date of event: _____ Time period for event: _____ pm to _____ pm

Applicant Name and Company: _____

Phone: _____ Email Address: _____

Store Location*: (not all Brunswick County ABC locations are listed due to the limits of floor space to accommodate the event)*

STORE 1: Holden Beach	Store 2: Maco

Names of Staff Member that could potentially work the event:

_____

Name of products that will be tasted at the approved event:

Product Name	*NC Code Number*
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____

Checklist of supplemental material provided and accepted as part of the approval:

- ☐ Copy of NC ABC Commission's Special Event Permit
- ☐ Copy of Liability Insurance Rider in the amount of $1 million
- ☐ Copy of signed guidelines acknowledging receipt and understanding

The applicant receiving approval must now contact the State of North ABC Commission and notify them of Brunswick County ABC's approval by going to the following website (https://abc.nc.gov/Pricing/NoticeofTastingEvent)

Approved by:

_____ _____

Angela Boone *Date Approved*
General Manager

Additional conditions of approval:

_____