

March 26, 2009

S 988. LIQUOR TASTING AT ABC STORES. Filed 3/25/09. *TO ALLOW SPIRITUOUS LIQUOR TASTING AT LOCAL ABC STORES.*

Adds new GS 18B-1120 to allow the holder of (1) any commercial permit under GS 18B-1100 (includes distillers, wineries, breweries, beer and wine wholesalers and importers, among others), (2) a distiller broker representative permit, or (3) a distiller representative permit to hold a consumer tasting of spirituous liquor at an ABC store. Limits tasting to 1.5 ounces per consumer; requires that tasting be free; requires the permit holder to purchase the liquor for tasting at the ABC store where the event is to take place at regular price. Allows media advertisement of the tasting and the use of point-of-sale advertising materials at the site. Prohibits allowing participation by any person who is under age for consuming spirituous liquor. Also prohibits holding a consumer tasting event on the premises of a site where the sale of spirituous liquor is otherwise not allowed. Effective Oct. 1, 2009.

Intro. by Graham.

GS 18B