

§1505. Participation in tasting events

A sales representative holding a license under section 1502 may participate in a tasting event permitted under section 460; section 1051, subsection 8; section 1205; or section 1207 subject to the provisions of this section. [PL 2015, c. 329, Pt. D, §2 (RPR); PL 2015, c. 329, Pt. D, §4 (AFF).]

1. Educational presentations. A sales representative participating in a tasting event pursuant to this section may provide written or oral educational presentations and materials relating to the brands and products being offered for tasting at the event, as long as no cost is imposed for the presentations or materials on the licensee or the consumer.

[PL 2009, c. 459, §5 (NEW).]

2. Complimentary food or snacks. A sales representative participating in a tasting event pursuant to this section may provide and distribute, at no cost to the consumer or the licensee, complimentary food or snacks to be offered and consumed in conjunction with the products to be tasted, as long as the total cost for the food or snacks does not exceed \$200 per event. Any remaining food or snacks provided in conjunction with a tasting event must be removed from the licensee's premises by the sales representative at the conclusion of the tasting event.

[PL 2009, c. 459, §5 (NEW).]

3. Records and invoices. A sales representative participating in a tasting event pursuant to this section shall keep and maintain records and invoices showing the costs for any food, snacks or educational or informational materials provided at any approved tasting event.

[PL 2009, c. 459, §5 (NEW).]

4. Pour, provide or distribute. A sales representative participating in a tasting event pursuant to this section may not pour or distribute to consumers the products being offered for tasting during the event unless the sales representative was listed on a request submitted to the bureau by a licensee to conduct a taste testing in accordance with section 460; section 1051, subsection 8; section 1205; or section 1207. A sales representative who pours or distributes products to consumers at a tasting event under section 460; section 1051, subsection 8; section 1205; or section 1207 must have successfully completed an alcohol server education course approved by the commissioner. A sales representative may purchase or provide liquor for a consumer tasting event in compliance with section 460, section 1205 or section 1207 if the sales representative has successfully completed an alcohol server education course approved by the commissioner.

[PL 2023, c. 349, §7 (AMD).]

The bureau may adopt rules to implement this section. Rules adopted pursuant to this section are routine technical rules as defined in Title 5, chapter 375, subchapter 2-A. [PL 2013, c. 476, Pt. A, §32 (AMD).]

SECTION HISTORY

PL 2009, c. 459, §5 (NEW). PL 2013, c. 368, Pt. V, §47 (AMD). PL 2013, c. 476, Pt. A, §32 (AMD). PL 2015, c. 129, §§9, 10 (AMD). PL 2015, c. 184, §§5, 6 (AMD). PL 2015, c. 329, Pt. D, §§2, 3 (AMD). PL 2015, c. 329, Pt. D, §4 (AFF). PL 2023, c. 349, §7 (AMD).

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