



COLORADO

Department of Revenue

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BULLETIN 20-21

REFERENCE: Guidance for Retail Liquor Store and Liquor Licensed Drugstore Tastings

DATE: October 6, 2020

LED is publishing this bulletin in order to provide best practices guidance regarding alcohol beverage tastings at retail liquor stores and liquor licensed drugstores that are conducted pursuant to 44-3-301(10), C.R.S.

The COVID-19 pandemic has affected every part of our industry, and we know that business owners are struggling with balancing their business needs with the need to keep customers and employees as safe as possible. We have heard from many of our licensees that the fall and winter months are crucial for new product tastings, and there is concern over the negative impacts that blanket bans on tastings could have on the industry. Thus, retail liquor stores and liquor licensed drugstores may conduct tastings in compliance with any state and local public health orders and by following these best practices guidelines:

- Whenever possible, tastings should be conducted outside on sidewalks/thoroughfares that are part of the licensed premises. If outdoor space is not available or feasible, tasting stations should be placed as near to open doors/windows as possible to encourage maximum ventilation;
- Tasting areas should be no greater than 144 sq. ft. and such areas should be placed to allow a 6 foot distance between the tasting area and all other customer locations;
- Whenever possible, a protective screen should be installed between servers and customers;
- Customers should have their temperature checked at the entrance to the tasting line and are encouraged to complete a verbal symptom screening questionnaire;
- Any desired customer marketing information should be captured utilizing single use paper and pens/pencils; no sharing of clipboards, dry erase materials, or writing instruments;
- Lines for tastings should be socially distanced by at least 6 feet and clearly marked; the number of people waiting in a tasting line should not exceed 6 persons at any given time;
- Only one customer at a time should be at the tasting station and samples should be pre-poured into single use, disposable containers with lids;
- After tasting the product, the customer should dispose of the sample container and any napkins/paper products in a readily available hands-free receptacle;
- Hand sanitizer should be made available at all times;
- Servers should wear a mask at all times and customers should only remove masks when actually tasting product. The customer should remain at the tasting station while consuming samples and not move about the retail space. The customer should replace their mask prior to exiting the tasting area.

We thank you for your continued cooperation and diligence in working to together to keep customers and employees safe. The Division reserves the right to amend or withdraw industry bulletins at any time but will try to give as much forewarning as possible before any such amendment or withdrawal.

Please reach out to: dor_led@state.co.us with any questions you may have regarding this bulletin.

Colorado Liquor Enforcement Division