

MAD RIVER

— D I S T I L L E R S —

To: House Committee on General, Housing and Military Affairs
From: Mimi Buttenheim, Distilled Spirits Council of Vermont
Date: January 30, 2017
Subject: Clarification of Current Uses of Special Event Permits

After last week's testimony, there may be some confusion by committee members regarding the existing use of special event permits and how they currently function.

What is it?

- Special event permits allow manufacturers to sample and sell by the glass and/or by the bottle at events that take place outside their manufacturing premises or 4th Class Tasting rooms.
- Special event permits are available for beer, wine, cider and spirits manufacturers.
- Not all special events serve "by the glass" pours. The type of events vary greatly- see below.

How do you get one?

- Special event permits are a standardized form from the DLC. The information requested includes area (physical size) of the event/venue, name of event, location, items offered for tasting and sale, date and time. They are only valid for the date(s) of the event and may be valid for up to four (4) days.
- Special event permits are approved by both the town in which the event takes place, and the DLC. Notification of approved permits is provided to the town clerk, the manufacturer, and the local DLC enforcement agent.

Who serves at a special event?

- The servers at the event are all trained within the DLC education system and hold valid server's licenses with the state.

Where would you use a special event permit?

- Stowe and Manchester Fall Foliage Festivals
Tented craft fairs that showcase fine art, jewelry and artisan food and wine and spirits.
Tasting: YES Bottle Sales: YES Glass Pours: NO [there is no permitted area for alcohol consumption except at your 10 x 10 booth]
- Mad River Valley Craft Fair
A craft fair over Labor Day weekend that has been suffering a decline in attendance. In 2016, the organizer approached Mad River Distillers to convert 1/3 of the tent into a lounge. The area was clearly delineated 21+ space, with high-top tables, couches, and a ping pong table.
Tasting: YES Bottle Sales: YES Glass Pours: YES, within the delineated space.

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- Brattleboro “Luv Crawl”
A new event in Brattleboro that joins local businesses downtown with other Vermont producers of food and drink. Each participating wine/spirit/beer producer is assigned to a Brattleboro business for a tasting on an evening just before Valentine’s Day. Guests are encouraged to walk from business to business downtown.
Tasting: YES Bottle Sales: YES Glass Pours: NO
- “Switchback Sunday at Mt. Philo”
A group hike up Mt. Philo in partnership with Vermont State Parks. At the top, samples of Switchback and \$2.00 pours. Samples of cheese from Dakin farm and live music.
Tasting: YES Bottle Sales: NO Glass Pours: YES
- “Ropu Tiki” A Winter Tiki Party
A joint event by Mad River Distillers and Saxton’s River Distillery at the Mad River Tasting Room [Class 4 License] in Burlington. Saxton’s River wanted to promote their new gin in Burlington so they teamed up with Mad River for a tiki themed event featuring cocktails made with both Saxton’s River gin and Mad River Distillers spirits. We have found that most consumers do not enjoy straight alcohol and want to taste spirits in a way they could use them at home, in cocktails.
Tasting: YES Bottle Sales: YES Glass Pours: YES
[To note, if class 4 tasting rooms could put on events like manufacturer’s facilities, there would be no need for a special event permit in this case]