



New Mexico Regulation and Licensing Department

ALCOHOLIC BEVERAGE CONTROL DIVISION

PO Box 25101 ▪ Santa Fe, New Mexico 87504-5101

(505) 476-4875 ▪ Fax (505) 476-4595 ▪ www.rld.state.nm.us/abc

REQUIREMENTS FOR A TASTING PERMIT

One Year Permit Fee: \$100.00, fee non-refundable

To Apply for an Annual Tasting Permit, you must be the holder of a valid New Mexico Dispenser, Retailer, Resident Manufacturer, Non-Resident Manufacturer, Wholesaler, or Winegrower Master Liquor License. Non-Resident Manufacturers, attach a valid/active Manufacturer License from the issuing state.

The Master License required for a Tasting Permit to be issued by the state of New Mexico, **must remain active throughout the Term of the Tasting Permit**. All Tasting Events must cease should the Master License become inactive for any reason.

You must submit an accurate Server List that identifies the name, permit number and expiration date of the employees or agents that will be working the Events and must include a copy of each server permit. Ensure that any and all employees that may work an event are listed. This Approved List must be posted at each event with a copy of the Approved Permit.

SERVICE: All Tastes must be poured by the Permit Holder, or an Employee, agent or contractor of the licensee, with a valid server certification. Any such employee, agent or contractor must be directly paid by the licensee holding the tasting permit, not through a third party.

Tasting Permits, only authorizes the **sampling** of alcoholic beverages in accordance with ABC Rules and NM law. Samples or tastes of alcoholic beverages are defined in 15.10.51.11 D (4) NMAC as follows: **“1.5 ounces or less of beer or wine and 0.5 ounces or less of undiluted spirituous liquors.” SALE of alcoholic beverages is prohibited** while operating Tasting Permit.

RULES: Licensees and Agents are subject to all ABC Rules and the Liquor Control Act - LCA when serving alcohol under this Permit. An Agent must be a currently licensed dispenser, retailer, resident manufacturer, nonresident manufacturer, wholesaler or New Mexico Winegrower. Service of alcohol to intoxicated persons and/or persons under the age of 21 is a violation of the LCA. The Licensee may be cited for any violations of the LCA committed by any of its employees, or Agents, including employees of Agents. **Only employees of the entity holding the tasting permit may serve alcohol** pursuant to the tasting permit.

TIMELY NOTICE BY EMAIL: Required to **notify ABC via Email no less than 48 hours in advance** of an Event **and INCLUDE THE DATE, TIME, AND LOCATION OF THE TASTING EVENT, THE PRODUCTS TO BE SAMPLED, INCLUDING THE NAME AND TYPE OF ALCOHOLIC BEVERAGE. E-mail Notice, with return receipt requested**, as a response is not generated by ABC, send to: Tasting.Event@state.nm.us and ABC will process and then forward to SIU. Failure to comply may result in a citation.

DOCUMENTATION REQUIRED AT EVENT: A Tasting Permit Holder, i.e., the Licensee or the Agent, is required to have a copy of the **approved/valid Tasting Permit with approved Server List and copies of all permits** and a copy of the above-referenced **Email notification** on the licensed premises at the time of each Tasting Event.

LOCATION: Tasting Permit Holders **may conduct tastings at any premises licensed by ABC**, regardless of whether it is the Tasting Permit Holder's own licensed premises or the licensed premises of another liquor license. Note: *Only a Licensee with an approved Special Dispenser Permit or a Public Celebration Permit may conduct tasting events at locations other than a permanently licensed premises.*

SUNDAYS: Please note that tastings on Sundays are subject to the Local Option District having held an election that approved Sunday Sales by the Drink. Package sales are only allowed in local option districts that have voted to approve Sunday Package sales.



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TASTING PERMIT APPLICATION

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Renewing Permit No. _____

Application No. _____

Master License Number: _____ Expires: _____

Licensee Name: _____

Licensee Physical Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Ext.# _____ Cell No.: _____

E-Mail: _____

Expected Annual Frequency of Tasting Events: _____

Agent or Lessee Name (if applicable): _____

I have attached the following required documents:

- Non-refundable Fee of **\$100, by check or money order** only.
- List of Servers, to include valid permit number, expiration date** and a copy of each alcohol server permit, for all employees expected to serve at Events under this permit.
- Non-Resident** Manufacturer must attach a copy of **valid Manufacturer License from the issuing state.**

I, the undersigned, swear that the information on this application form is true and correct to the best of my knowledge and that I have included the required documentation. I also agree to sample products in accordance with all ABC Rules and New Mexico laws, and understand that failure to do so may result in fines, penalties and/or revocation of the liquor license identified herein. **Finally, should my Master Liquor License expire for any reason, I agree to cease all Tasting Events immediately.**

Print Name: _____ Title: _____

Authorized Signature for Licensee: _____ Date: _____

ABC DIVISION USE ONLY: Payment **\$100.00 fee** Received on: _____ Receipt No. _____

TASTING PERMIT: APPROVED DISAPPROVED, _____

PERMIT NO. _____ **EXPIRES ON*:** _____

Reviewed, with an electronic copy of Permit provided to Licensee via email, By: _____
Done this _____ Day of _____, 20____.

Note: This Approved Permit must be posted at each Event with a copy of the attached Approved Server List w/permits.

*Submit new application w/required documents prior to expiration date for annual Renewal of Permit number.