

A close-up photograph of two glasses of beverages. On the left is a tall, slender glass filled with a golden beer, topped with a thick, white head of foam. The glass is covered in condensation droplets. On the right is a shorter, wider glass filled with a deep red wine. The background is a warm, out-of-focus brown. Overlaid on the center of the image is the text "Wine & Beer Tastings" in a large, white, bold, sans-serif font.

Wine & Beer Tastings

History of Fermented Malt Beverage License



- 3.2% Beer
- Jan 1, 2019 – Full Strength Beer
- Mar 1, 2023 – Beer & Wine
 - Sell wine
 - Conduct Tastings *if Town Code allows*

Current FMB Licensees

Grocery Stores (8)

King Soopers*

Sprouts

Walmart*

Natural Grocers

Safeway*

Whole Foods

Target

CVS

Convenience Stores (13)

7-Eleven (4), Circle K (4), Loaf & Jug,
Rocket, Maverik, Safeway Fuel, Kum
and Go

**Already applied for Modifications for Wine*



State Tasting Law

- Retail Liquor Stores, Liquor Licensed Drug Stores and Fermented Malt Beverage and Wine *
- Approved by Town Clerk
- Servers must be TIPS certified
- 4 free samples, 1 oz beer or wine or ½ oz liquor
- 156 dates per year - 7 days a week *
- Five hours between 11am-9pm *
- Unused liquor can be saved for future Tastings *

**Town has stricter regulations*



Town Council Direction

- Allow **Fermented Malt Beverage and Wine** to conduct Tastings
- 104 to **156** Tastings per year
- 4 days per week Mon-Sat to
no limit, 7 days a week
- 5 hours between 11am-7pm to
11am-9pm
- Dispose to **Save open bottles** for
future Tastings



Proposed Motions



“I move to Direct Staff to draft an Ordinance to amend Town Code to allow Fermented Malt Beverage and Wine Retailer licensees to conduct Tastings and.....

- defer to the State Statute regarding the conduct of Tastings.”
- or*
- retain Town Code regarding the conduct of Tastings.”
- or*
- amend Town Code regarding the conduct of Tastings as follows...”