



Soliciting to Mixed Beverage Licensees

When soliciting to mixed beverage licensees outside of the distillery, licensed distillers are acting as the manufacturer, not under their distillery store agreement. Both direct employees of the manufacturer as well as third-party agents are required to have a Mixed Beverage Solicitors Salesman permit. The related code language can be found here: <https://law.lis.virginia.gov/admincode/title3/agency5/chapter60/section80/>.

The Solicitor Salesman Permit application with instructions can be found here:

<https://www.abc.virginia.gov/library/licenses/pdfs/val/solicitor-salesman-permit-application.pdf>.

For Distillery Stores:

- Any bottles used in samples for marketing to mixed beverage licensees should be purchased from an ABC retail store, or from a Distillery Store, as a regular sale. This purchase is NOT a Distillery Store tasting-room bottle sale.
- Distillers consigning Distillery Store inventory to employees to peddle to restaurants must ensure inventory control of the products consigned to their sales force. Distillers shall develop a tracking system or inventory control sheets so that total inventory, both on premises and with their salespeople, can be accounted for at any given time.
- While on site conducting inventory, Virginia ABC Internal Audit will ask for a listing of all consigned inventory and sales records for any sales of consigned inventory. They will then reconcile that to the consigned inventory on hand reported by each of the employees responsible for consigned inventory.
- Distillers should contact their Virginia ABC Compliance Agent or Compliance@virginiaabc.com with any questions regarding the off-site storage or consignment of spirits.
- **NEW:** Peddlers must return daily to the distillery store to return consigned product to inventory.
- See Distillery Manual or download guide for Distillery Store Sales to Mixed Beverage Retail Licensees guidelines.

Conducting Tastings in Mixed Beverage Licensee Spaces for Consumers

Manufacturers of alcoholic beverages, whether or not licensed in the Commonwealth, may conduct tastings within hotels, restaurants, casinos, and clubs licensed for on-premises consumption under Virginia code section 4.1-201.1. <https://law.lis.virginia.gov/vacode/title4.1/chapter2/section4.1-201.1/>

For Distillery Stores:

- Employees of distillers with a Virginia Distillery Store Agreement may conduct tastings without a Solicitor Tasting Permit. However, should a third-party representative be hired to conduct tastings, the representative must have a Solicitor Tasting Permit. **Please note this is separate from the Solicitor Salesman Permit.** <https://www.abc.virginia.gov/library/licenses/pdfs/val/solicitor-tasting-permit-application.pdf>
- As described in the code linked above, spirits used in these tastings must come from the mixed beverage retail licensee, not from Distillery Store tasting bottles.

Your local Compliance Agent can be found here:

<https://www.abc.virginia.gov/enforcement/bureau-of-law-enforcement/compliance-unit>