

DIRECT MARKETING 101

Wine & Beer at Certified Farmers' Markets



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Requirements for Wine at CFMs: License Type 79

- 1) Licensee may only sell wine produced entirely from grapes grown and bottled by the winegrower (no blending from others)
- 2) Instructional tasting event subject to the authorization of CFM operator
- 3) Apply to the Department of Alcohol Beverage Control (ABC) for Type 79 CFM License
 - *\$50.00*
 - *Valid for 12 months*
 - *May hold more than one CFM Type 79*
 - *Not valid for more than one day a week at any single CFM location*

Documents/Licenses

- Fictitious Business Name - basic business license
- Type 02 Winegrower license from ABC – cost \$69
- Type 79 CFM License from ABC
- CP Certificate with a CFM Operator agreement
- Seller's Permit issued by CA BOE (Board of Equalization)
- Commercial insurance policy (liability)
- Business and Professions Code §23399.4



Instructional Tasting Event

1) Instructional tasting event restrictions:

- ✓ Area separated by a barrier
- ✓ 21 years old to taste or pour
- ✓ Only one licensee per CFM per day
- ✓ Limited pour to 3-ounces total
- ✓ No open containers
- ✓ No sales > 5,000 gallons/annually

2) Winery may charge a fee for tasting



Requirements for Beer at CFMs: License Type 84

- 1) Licensed Beer Manufacturer (Type 01 or 23) may only sell beer from beer made in San Diego County or adjacent county
- 2) Instructional tasting event subject to the authorization of CFM operator
- 3) Apply to the Department of ABC for Type 84 CFM License
 - *\$50.00*
 - *Valid for 12 months*
 - *Not valid for more than one day a week at any single CFM location*
 - *May hold more than one CFM Type 84*

Instructional Tasting Event

1) Instructional tasting event restrictions:

- ✓ Area separated by a barrier
- ✓ Either Community Events or Certified area
- ✓ 21 years old to taste or pour
- ✓ Only one licensee per CFM per day
- ✓ Limited pour to 8-ounces total
- ✓ No open containers
- ✓ No sales > 5,000 gallons/annually



2) Brewery may charge a fee for tasting