

# COVID-19 TEMPORARY CHANGE VIRTUAL WINE TASTINGS

## WHAT IS A "VIRTUAL WINE TASTING?"

For the purposes of this document, "virtual wine tasting" means a presentation whereby a presenter gives information about wine that can be accessed only by video and audio and where consumers are not present in-person.

## ARE WINERIES ALLOWED TO HOLD A "VIRTUAL WINE TASTING?"

**In Oregon: Yes, under these circumstances:**

- **A virtual wine tasting may be conducted at a physical location in Oregon, provided:**
  - The presentation is **NOT** hosted at a premises with an OLCC-issued Full On-Premises, Limited On-Premises, or Off-Premises Sales license; and
  - Only owners and/or staff of the winery are physically present at the host location of the presentation.
  - Owners and their staff who are hosting the presentation may choose to taste wine during the presentation.
  - Participants/Viewers who are not physically present at the host location of the virtual wine tasting may taste wine as long as they are not tasting at a location where consumption has been prohibited by the Executive Order.

**Outside of Oregon:**

- **A virtual wine tasting conducted at a physical location outside of Oregon:** The OLCC does not regulate where virtual wine tastings occur outside of Oregon.

## FEDERAL REQUIREMENTS – SAMPLES OF WINE

A winery that would like to sell and ship samples of wine to a consumer and use those samples to conduct a virtual wine tasting must follow all federal laws and rules, including all applicable conditions of the Federal Alcohol Administration Act (FAA Act), the Alcoholic Beverage Labeling Act (ABLA), and the Internal Revenue Code (IRC) and all Alcohol and Tobacco Tax and Trade (TTB) regulations regarding the standard of fill, wine labeling, and taxes. If you have questions about the federal requirements, please contact the TTB at 877-882-3277 or visit

<https://www.ttb.gov/wine>.

## LICENSING

If a winery wants to sell and ship wine or wine samples to consumers in Oregon, the winery must be licensed with the OLCC to do so.

### ***Oregon Wineries***

An Oregon Winery may sell wine to a resident of Oregon and either deliver the wine or arrange for the delivery of the wine to a resident of Oregon.

An Oregon winery shipping wine out of state must follow all laws and rules of the state where the wine is being shipped.

### ***Wineries Outside of Oregon***

An out-of-state winery must hold a license issued by another U.S. state that authorizes the sale of wine in that state. Before delivering or arranging a delivery of wine to an Oregon resident, the out-of-state winery must obtain a [Direct Shipper permit](#) from the OLCC.

## DELIVERY RULES

All wine deliveries must conform to the delivery requirements in [OAR 845-006-0392](#) and [845-006-0396](#). For more information about the delivery rules, please see the [Guide to Delivering Alcohol to Consumers in Oregon](#).

## WINE LABELING IN OREGON

All wine labels must comply with the following:

- Advertising rules [OAR Chapter 845, Division 007](#)
- Private Label rule [OAR 845-010-0206](#)
- Oregon Wine Labeling Requirements [OAR 845-010-0905 through 845-010-0930](#) and
- Label must be approved by the TTB.

The wine labeling standards for wine produced or bottled in Oregon are stricter than the TTB requirements. These requirements apply to all wine bottles sold – even 50 ml and 100 ml bottles.