



Tasting Bar Usage Guidelines

Taste NY Market

“Tasting event” means a scheduled event hosted by a licensee or permittee, at which samples may be provided, and are opened to the public. Tasting events are subject to the following requirements:

- Application to be filled out completely and submitted to Taste NY Market General Manager, along with copy of Marketing Permit and usage fee - 10 days prior to event
- Tasting Bar Usage Fee is \$35 per event, payable upon application submittal (no more than 10 days prior to event)
- Marketing Permit (copy needs to be on-file 10 days prior to tasting event)
- Cancellations must be made 5 days prior to scheduled tasting event to receive a full refund
- Tasting events must be open to the public and can consist of one or more categories of samples at a time. (see next bullet)
- Categories for tasting events at the center could be:

CRAFT BEVERAGE TASTINGS:

- i. Beer
- ii. Wine
- iii. Ciders
- iv. Distilled Spirits

In any one calendar day, servings of alcoholic beverages per person are limited to:

- No more than four 3-ounce samples of a Beer or cider alcoholic beverage; or
- No more than four 1.5-ounce samples of wine; or
- No more than three 0.5-ounce samples of distilled spirits

Tasting events shall not be offered to any persons under the legal age of 21, for consuming alcoholic beverages or to intoxicated persons.

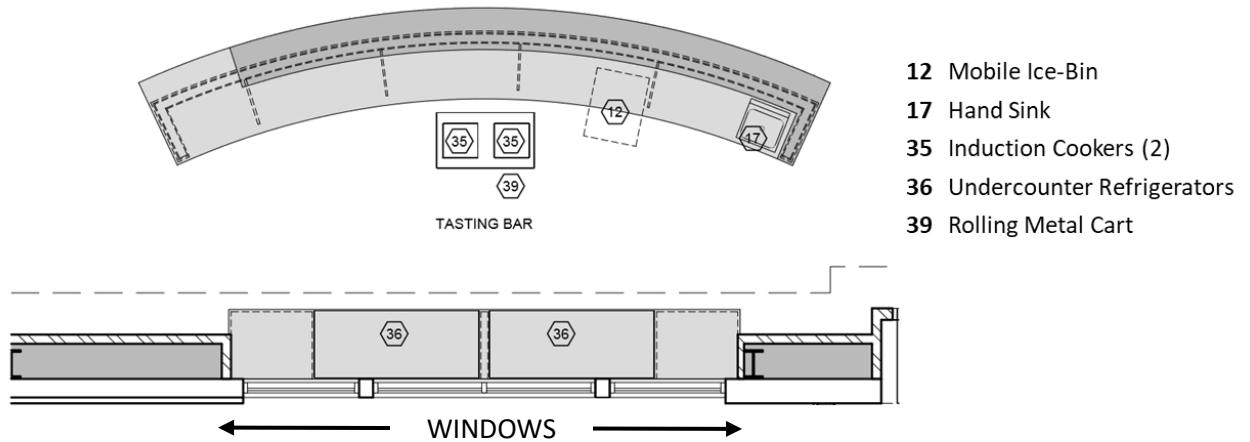
FOODS:

- v. Food - (with reasonable limitation on food). Examples could be: cheese, ice cream, mustards, baked goods, meats, etc.
- vi. Demonstrations - Vendors can also provide cooking demonstrations/classes by using one of our induction cookers (contact General Manager to work out details)

OTHER ITEMS:

- vii. Merchandise (determined by General Manager)
- viii. Lectures/Speaking Events

LAYOUT OF TASTING BAR:



- Vendors can sell their products at own discretion
- Vendors are not allowed to charge fees for tastings
- Tasting Bar hours are dictated by Taste NY Market, whereas set-up and tear-down does not impact daily business hours:
Summer Hours: (May 1st – October 31st) Sun-Fri: 10am-7pm / Sat: 8am-8pm
Winter Hours: (November 1st-April 30th) Sun-Fri: 11am-6pm / Closed Monday's
- Carry-in / Carry-out: Permittee is responsible for all items brought into the facility and removed
- Permittee is liable for all damages
- Maximum Capacity cannot exceed 195 people at any given time within the Welcome Center
- Tasting events, with **prior approval** from the Taste NY Market and Ag & Markets, may be advertised in any type of media, including but not limited to, print, radio, television, Internet and signs, and these advertisements may include the date, time and location of the event, such as the name and address of the licensed premises and other information regarding the event.
- All inquiries of the Tasting Bar should be directed to the Taste NY Market General Manager or Assistant Manager

