

GEORGIA CRAFT BREWERS GUILD

ON PREMISE & OFF PREMISE SALES

WHAT ARE “ON-PREMISE” SALES?

On-premise sales mean **direct to consumer sales** for the consumption on the premises of an establishment. Bars, restaurants, and wineries are examples of “on-premise” establishments.

Production breweries in Georgia are not allowed to sell the beer they make to consumers that visit their taprooms. Currently breweries are required to give away, for free, samples of their beer during public tours and tastings.
The breweries are allowed to sell souvenir pint glasses to attendees.

Breweries should be able to sell their beer for on premise consumption.
On site sales will simplify the current tour and tasting regulations and will provide additional revenue for production breweries. 96.8% of the craft breweries in the country are in states that allow breweries to have on-premise sales.

WHAT ARE “OFF-PREMISE” SALES?

Off-premise sales mean **direct to consumer sales** for consumption off the premises of an establishment. These are “to-go” sales of packaged product in establishments like wineries and package stores.

Both production breweries and brewpubs are not allowed to sell beer to-go in any format. In the US, 93% of craft breweries are in states where production breweries can sell beer to go and 95.2% of craft breweries are in states that allow brewpubs to sell beer to go.

Off premise sales will allow breweries to better interact with the consumers that visit them. These sales will provide additional revenue to the breweries and tax revenue to the state.
To go sales allow breweries to better market their core beers while providing a avenue to sell beer that is made in quantities too small for the traditional 3-tier system.

**DIRECT TO CONSUMER SALES ARE NOT SELF DISTRIBUTION
THERE WILL BE NO DIRECT SALES TO ALCOHOL RETAILERS**

**ALLOW GEORGIA’S BREWERIES TO SELL THE PRODUCTS THEY MAKE
LEGALIZE ON AND OFF PREMISE SALES**