

**Policy of the Colorado Wine Industry Development Board and
the Colorado Department of Agriculture
regarding the promotion of Colorado wines.**

The Colorado Department of Agriculture (CDA) acknowledges and accepts that the statutory function of the Colorado Wine Industry Development Board (CWIDB) “to promote the marketing of wines and wine grapes produced in Colorado, to promote the responsible consumption of all wines, ...and to serve as a resource for the entire wine industry of Colorado” (CRS 35-29.5-103 paragraph 1) will from time to time require CWIDB employees or designees to serve wines, to transport wines from a licensed winery to an authorized special event or venue and to consume wine for professional purposes. Conducting, planning, organizing and sponsoring special events for the purpose of promoting Colorado wines are an essential function of the executive director of the CWIDB, as noted in the PDQ for CDA position 211.

The CDA acknowledges that the performance of this mission of the CWIDB requires an exemption to the Department’s Substance Abuse Policy in that CWIDB employees or designees will occasionally be required to consume, serve and transport alcohol in the performance of their proscribed duties. In no way does this statement endorse, allow or condone driving while impaired or intoxicated by alcohol or any other substance. In no way does this statement endorse, allow or condone the irresponsible consumption of alcohol. This statement reinforces the statutory mission of the CWIDB “to promote the responsible consumption of all wines” such that it is a job requirement of all CWIDB employees or designees.

Any consumption, promotion or distribution of alcoholic beverages deemed by the CDA administration and/or the membership of the CWIDB to be irresponsible, meaning outside the normal standards for healthful and lawful consumption, will be grounds for termination of any CWIDB employee. It is the personal responsibility of each CWIDB employee and/or designee to maintain the standards of responsible wine consumption at all times while representing the Colorado wine industry, the Colorado Department of Agriculture and/or the State of Colorado.

1. Wine will only be poured at properly licensed locations or events. It may be necessary for an employee or designee of the CWIDB to transport wine from a licensed winery to the site of an approved event, provided that employee or designee has been designated as a delivery representative for the licensed winery invoicing the product, and provided such transportation is allowed under the Colorado Liquor Code.
2. Any person receiving a sample must have proper identification proving they are at least 21 years of age. The identification of anyone appearing under the age of 30 will be checked.
3. Unless prior approval has been obtained samples should not exceed 1 ounce.

4. No alcohol will be served to any individual who appears to be intoxicated. In order to better identify the signs of intoxication and to verify age status, all permanent CWIDB staff will receive alcohol service training from a program recognized by the Liquor Enforcement Division.
5. No unconsumed wine samples shall leave the licensed area.
6. Any wine served must be from a properly licensed winery which has obtained necessary liability insurance.
7. All samples will be poured by the designated pourer. Under no circumstances will participants at an event be allowed to pour their own wine.
8. Every effort should be made by the pourer to educate participants at the event on Colorado wines. The CWIDB will not provide wine donations or samples for wine tastings receptions or social occasions unless the opportunity to educate the attendees about Colorado wines is afforded the CWIDB.
9. Any employee acting as a pourer will work with the hosts of any event where wine is being sampled to monitor consumption of alcohol by guests and take proper action if any guest displays signs of intoxication.
10. Any wine remaining from an event will be disposed of properly, according to current statutes and regulations under the Colorado Liquor Code.
11. This policy applies to all wine tasting events and festivals sponsored in full or in part by the CWIDB as well as events where wine is provided by the CWIDB whether product is poured by CWIDB employees or representatives.
12. In pursuit of this policy, the CWIDB will maintain and administer a minimal inventory of promotional wine at a licensed Colorado winery in keeping with the requirements of the Colorado Liquor Code, and with the permission and cooperation of the host licensee.