

## Colorado Laws & Regulations Summary

Regulations for this jurisdiction last reviewed on 07/16/2010

### General Regulations

<b>Age to Consume</b>	21 <i>Last validated on 2/20/2008 9:22:25AM, last updated on 1/12/2005 1:21:40PM</i>
<b>Age to Serve</b>	18, if supervised by someone who is 21. <i>Last validated on 2/20/2008 9:22:38AM, last updated on 1/12/2005 1:24:11PM</i>
<b>Notes on Selling and/or Serving</b>	Tavern employees must be 21 unless the tavern regularly serves full meals.  <i>Last validated on 2/20/2008 9:24:41AM, last updated on 1/12/2005 1:24:42PM</i>
<b>Age to Pour</b>	18, if supervised by someone who is 21. <i>Last validated on 2/20/2008 9:22:29AM, last updated on 1/12/2005 1:23:19PM</i>
<b>Age to Sell</b>	21 <i>Last validated on 2/20/2008 9:22:34AM, last updated on 1/12/2005 1:23:47PM</i>
<b>DUI and DWI Limit</b>	.08; Driving while impaired, .05. Boating, .08 <i>Last validated and updated on 8/13/2008 8:32:04AM</i>
<b>Social Host Liability Laws</b>	Yes <i>Last validated on 2/20/2008 9:25:19AM, last updated on 1/12/2005 1:27:41PM</i>
<b>Server Training Regulated</b>	Yes. <i>Last validated on 2/20/2008 9:25:34AM, last updated on 6/7/2006 4:09:08PM</i>
<b>Corkage/Merlot Laws</b>	Colorado law allows customers to remove a partially consumed bottle of wine from a restaurant provided the bottle is re-sealed and did not originally contain more than 750 mil. of wine. <i>Last validated on 2/20/2008 9:22:21AM, last updated on 10/25/2006 9:29:11AM</i>
<b>Notes on Server/Seller Training Regulations</b>	Colorado has a voluntary Responsible Vendor Program, and a mandatory training law for tastings in liquor stores. The voluntary Responsible Vendor Program was effective on April 1, 2005. This program offers mitigating benefits to any licensee found to have served a minor during an established sting operation by the state and/or local licensing authority. Retail liquor stores and liquor licensed drug stores authorized to conduct tastings must complete a seller/server training program approved by the Liquor Enforcement Division. All RVP sessions must be at least 4 hours in length. While the state program is voluntary, some local jurisdictions in Colorado have mandatory training ordinances. Any person conducting a tasting in liquor stores in Colorado must complete a server training program that is approved by the state. TIPS is approved. <i>Last validated and updated on 9/10/2009 9:06:56AM</i>
<b>DUI and DWI Limit Under 21</b>	.02  <i>Last validated and updated on 2/12/2010 4:31:10PM</i>
<b>Maximum Alcohol per Drink</b>	Not regulated  <i>Last validated on 2/20/2008 9:24:58AM, last updated on 1/12/2005 1:26:15PM</i>
<b>Number of Drinks at One Time</b>	Not regulated  <i>Last validated on 2/20/2008 9:25:02AM, last updated on 1/12/2005 1:26:36PM</i>
<b>Dram Shop Liability Laws</b>	Yes <i>Last validated on 2/20/2008 9:25:09AM, last updated on 1/12/2005 1:27:22PM</i>
<b>Notes on Liability Laws</b>	Information is not available at this time. <i>Last validated on 2/20/2008 9:25:26AM, last updated on 2/9/2007 4:18:14PM</i>
<b>Seller Training Regulated</b>	Yes. <i>Last validated on 2/20/2008 9:25:48AM, last updated on 12/19/2006 2:20:13PM</i>

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### Hours of Sale

<b>On Premise</b>	<p>On Premise Establishments:            Effective July 1, 2008, daily, 7:00 a.m. - 2:00 a.m., including Sundays.  <i>Last validated and updated on 12/16/2009 10:01:28AM</i></p>
<b>Off Premise</b>	<p>Retail Stores:            Sunday through Saturday, 8:00 am - 12:00 midnight. (must be closed on Christmas)Liquor stores may open on Sundays from 8:00 am to 12:00 midnight. Stores are not required to open on Sundays.  <i>Last validated and updated on 12/16/2009 10:02:30AM</i></p>

### ID's/Underage Persons

<b>Recommended age for carding</b>	<p>None.   <i>Last validated on 2/20/2008 9:26:30AM, last updated on 6/30/2004 11:06:03AM</i></p>
<b>Notes on ID Confiscation</b>	<p>Establishments in Colorado may confiscate false IDs. Contact the Colorado Liquor Enforcement Division or local government for the relevant statutes and information.  <i>Last validated on 2/20/2008 9:26:38AM, last updated on 6/7/2004 2:26:04PM</i></p>
<b>Acceptable Forms of ID</b>	<p>Any state, Canadian, Mexican, US Territory, or foreign driver's license, military ID, passport or US passport card, state-issued ID with photo, alien registration card, or a valid employment card w/ photo and DOB issued by the Department of Homeland Security. It is not required for someone to have an identification card on their person in order to be served alcohol.  <i>Last validated and updated on 12/23/2009 3:03:48PM</i></p>
<b>Policies Regarding Underage Persons</b>	<p>It is unlawful to serve or sell alcohol to anyone under the age of 21. Minors are permitted in any establishment unless the establishment has house policies regarding admittance of minors. Minors are allowed, by 18-13-122 CRS, to consume alcohol only in a private residence with their parent or legal guardian.  <i>Last validated on 2/20/2008 9:26:42AM, last updated on 6/7/2004 2:26:04PM</i></p>
<b>ID Confiscation Allowed</b>	<p>Yes  <i>Last validated on 2/20/2008 9:26:34AM, last updated on 1/12/2005 1:29:40PM</i></p>

### Liability and Legal Info

<b>Non-alcoholic beer and wine</b>	<p>Not regulated.   <i>Last validated on 2/20/2008 9:27:05AM, last updated on 1/6/2006 3:33:43PM</i></p>
<b>Liquor Liability</b>	<p>Selling or serving alcohol to a minor or visibly intoxicated person is considered a Class 2 Petty Offense. The penalties can include fines from \$200 - \$5,000 for the first offense, written warnings, suspensions and/or revocations of licenses. If a license is suspended for 2 weeks or less, and if no prior violations have been cited within two years, the licensee can apply to pay a fine in lieu of the suspension. Both criminal and administrative action can be taken for a singular violation.  <i>Last validated on 2/20/2008 9:27:09AM, last updated on 6/7/2004 2:26:04PM</i></p>
<b>Statute of Limitations</b>	<p>Civil action must be commenced within one year. Criminal Misdemeanor must be commenced with 18 months. For more specifics, please see Sec. 12-47-801(4)(a)(II).  <i>Last validated on 2/20/2008 9:27:12AM, last updated on 6/7/2004 2:26:04PM</i></p>
<b>Happy Hour Laws</b>	<p>Colorado does not have specific Happy Hour laws. The law does not prohibit a licensee from offering a food and drink combination for a special price. There is no difference between "happy hour," "drink specials" and "drink promotions."  <i>Last validated and updated on 2/23/2010 2:16:36PM</i></p>

### Interior/Exterior Signage

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Regulations for this jurisdiction last reviewed on 07/16/2010

### Displays

- A. "Signs" shall mean any visual message intended for the consumer that is located within, or on the exterior of, licensed premises for the purpose of displaying advertising messages or other information related to alcohol beverage suppliers or their products.
- B. A supplier's signs, illuminated or otherwise, that may be provided free of charge to a licensed retailer, shall be composed of any standard, pre-manufactured material such as paper, plastic, glass (including mirrored glass), cloth, metal, or programmable electronic components, and shall have no other utilitarian value.
- C. The term "displays within such premises," hereinafter referred to as "interior displays," shall mean all non-refrigerated racks, bins, barrels, casks, shelving, or similar items, the primary function of which is to hold, shelve, or display alcohol beverages within retail premises.
- D. A supplier's standard interior display that may be provided free of charge to a licensed retailer, shall have no other utilitarian value other than that of being purely for display purposes. Any interior display containing any property other than that authorized in paragraph C above, may not be given or loaned to a licensed retailer, but must be sold at a price not less than the supplier's actual cost.
- E. Advertising statements on signs and interior displays that are permitted to be provided free of charge to a retailer, shall primarily consist of a supplier's name, brand name, trade name, or trademarks; words or phrases, such as "on tap," "on draft," "in bottles," "in cans," "beverages," "beverage department," "ice cold," "take home," and similar copy; and words or phrases such as "delicious with (specifically named food or food products of food generally)" and similar statements relating alcohol beverages to food and constituting a part of the supplier's standard advertising. Permitted language may also include a retailer's name and address, the retailer-established selling price of alcohol beverages, and retailer-specific promotional announcements, provided that the sign or interior display, in its totality, primarily advertise the supplier or its products.
- F. No supplier shall directly or indirectly pay to any retailer, and no retailer shall accept, any value or consideration in connection with, or for the right or privilege of, installing or maintaining any sign or interior display on, or in, or relating to, a retailer's licensed premises.
- G. Nothing in this regulation shall apply to non-profit, charitable, or other qualifying organizations, when such organization conducts licensed events pursuant to the requirements contained in article 48 of title 12, and related regulations, and such organization does not otherwise hold a retail license pursuant to articles 46 or 47 of title 12. However, nothing herein shall authorize any financial assistance for the purpose of altering or influencing an organization's product selection for said events.

*Last validated and updated on 3/27/2009 10:24:06AM*

### Point of Sale (POS) Advertising

1. "Point-of-sale advertising" shall mean brand-specific or supplier-specific promotional materials, within a retailer's licensed premises, that primarily advertise the supplier. Such items may also include a retailer's name and address.
2. Suppliers may provide the following point-of-sale advertising materials to licensed retailers free of charge for use within retail premises: display materials (within the restrictions described in Regulation 47-320 for Interior Displays), table tents, case cards, serving trays, table mats, bar mats, alcohol beverage lists or menus, menu cards, calendars, napkins, coasters, and similar items of negligible value, as approved by the Liquor Enforcement Division.
3. A supplier may advertise, within retail premises, alcohol beverage products, consumer mail-in rebate offers, consumer giveaways, sweepstakes, contests, and cross promotions with non-alcohol beverage products. Suppliers may also provide contest and sweepstakes information and consumer entry forms.

*Last validated and updated on 3/27/2009 10:14:00AM*

### Tastings

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### Consumer Tastings - On Premise

Consumer tastings are allowed in on-premise establishments. Manufacturer or wholesaler may conduct tastings on retailer premise if representative present physically and the product is invoiced at a minimum of supplier's cost. The supplier may issue a credit if all the product is consumed. The supplier may not pay for any media announcement, but retailers may advertise such promotion at their own expense. The supplier may not require the retailer to change product selection.

*Last validated and updated on 9/10/2009 9:12:49AM*

### Consumer Tastings - Off Premise

Off-Premise establishments may conduct tastings if the local jurisdiction has an ordinance or regulation permitting them. Tastings must be conducted by the licensee's employees who have completed an approved server training program. Liquor tasted must be purchased from licensed supplier. Limited to 4 samples, 1 oz beer or wine, 1/2 oz spirituous liquor. No more than 6 hours per day, 4 days per week, and 104 days per year.

Tastings shall be conducted only a person who has completed a server training program that meets the standards established by the Liquor Enforcement Division in the Department of Revenue and who is either a retail liquor store licensee or a liquor-licensed drugstore licensee, or an employee of a licensee, and only on a licensee' licensed premises.

The alcohol used in tastings shall be purchased through a licensed wholesaler, licensed brew pub, or winery licensed pursuant to section-12-47-403 at a cost that is not less than the laid-in cost of such alcohol.

The size of an individual alcohol sample shall not exceed one ounce of malt or vinous liquor or one-half of one ounce of spirituous liquor.

Tastings shall not exceed a total of five hours in duration per day, which need not be consecutive.

Tastings shall be conducted only during the operating hours in which the licensee on whose premises the tastings occur is permitted to sell alcohol beverages, and in no case earlier than 11 a.m. or later than 7 p.m.

The licensee shall prohibit patrons from leaving the licensed premises with an unconsumed sample.

The licensee shall promptly remove all open and unconsumed alcohol beverage samples from the licensed premises or shall destroy the samples immediately following the completion of the tasting.

The licensee shall not serve a person who is under twenty-one years of age or who is visibly intoxicated.

The licensee shall not serve more than four individual samples to a patron during a tasting.

Alcohol samples shall be in open containers and shall be provided to a patron free of charge.

Tastings may occur on no more than four of the six days from a Monday to the following Saturday, not to exceed one hundred four days per year.

No manufacturer or spirituous or vinous liquors shall induce a licensee through free goods or financial or in-kind assistance to favor the manufacturer's products being sampled at a tasting.

The licensee shall bear the financial and all other responsibility for a tasting.

A violation of a limitation specified in this subsection (10) or of section 12-47-801 by a retail liquor store or liquor-licensed drugstore licensee, whether by his or her employees, agents, or otherwise, shall be the responsibility of the retail liquor store or liquor-licensed drugstore licensee who is conducting the tasting.

A retail liquor store or liquor-licensed drugstore licensee conducting a tasting shall be subject to the same revocation, suspension, and enforcement provisions as otherwise apply to the licensee.

*Last validated and updated on 3/27/2009 9:32:02AM*

### Staff Training Tastings

Employee must be 21 year of age to tast. Suppliers may NOT provide products to be tasted free of charge.

*Last validated on 2/20/2008 9:27:53AM, last updated on 7/17/2006 9:56:48AM*

## Promo Items

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### Promo Items to Retailer

Display decorations of negligible value, table tents, table tent holders, case cards, napkin holders, alcoholic beverage lists, coasters, menu sheets, menu covers, place mats, calendars, serving trays, condiment trays, bar utensils, caddies, stir-rods, strainers, presses, check and credit card holders, shakers, pitchers, bar mats, stir sticks, and prior approved similar advertising may be furnished to retailers. If each item is of negligible value and advertising is the primary purpose. Items such as glasses, mugs, paper cups, book matches, and picnic coolers may be sold to retailer at cost. Sampling may be provided by wholesaler to off-sale retailer on its retail premise pursuant to CO Rev Stat 12-47-901(5)(k). Wholesaler may reset product at retail premises, product sales promotions at retail premises may be sponsored by supplier, suppliers may furnish tickets to events with meals and nominal transportation to retailer, supplier may rent equipment to retailer, supplier may provide labor to retailer for price stamping/rotation/stocking and cleaning dispensing equipment pursuant to CO Liq Reg 47-322(B-I)

*Last validated and updated on 9/10/2009 9:16:47AM*

### Promo items to Consumers

1. "Consumer advertising specialties" shall mean those items designed to advertise or promote a specific alcohol beverage brand or supplier, that have a utilitarian function to the consumer in addition to product promotion and that are intended and designed to be carried away by the consumer. Consumer advertising specialties shall include: t-shirts, caps, visors, bottle or can openers, cork screws, printed recipes, pencils, pens, shopping bags, key chains, paper or plastic cups, and similar items of negligible value, as approved by the Liquor Enforcement Division. For purposes of this regulation, glassware and plates do not qualify as consumer advertising specialties.

2. Suppliers may provide consumer advertising specialties free of charge to a licensed retailer, so long as they contain an advertising message that promotes the supplier or their products, and do not contain any information, markings, or logos that are specific to a retailer.

3. Consumer advertising specialties that contain any information, markings, or logos specific to a licensed retailer may not be provided free of charge, but must be purchased by a retailer at a minimum of the supplier's cost. 4. Suppliers must have available for inspection those customary business records that verify these transactions, in accordance with state law.

*Last validated and updated on 3/27/2009 10:12:55AM*

### Solicitor Permit

#### Solicitor Permit

Information is not available at this time.

*Last validated on 2/20/2008 9:28:14AM, last updated on 2/9/2007 4:18:09PM*

### Coupons

## Colorado Laws & Regulations Summary

Regulations for this jurisdiction last reviewed on 07/16/2010

### Cents off coupons

Supplier rebates and coupons, as contemplated in this regulation, are a permitted method of alcohol beverage product promotion if they are intended to reach the consumer through permitted advertising practices, and to provide the consumer with a direct financial benefit through the redemption process. Rebates and coupons may not be used as a means of financial assistance to licensed retailers or as a means to influence or control a retailer's product selection.

A. A supplier's "consumer rebate" provides a consumer with cash back after the consumer has purchased a supplier's product and has provided proof of product purchase upon redemption.

i. A supplier may provide consumer rebate certificates to consumers through point-of-sale advertising, package inserts, or other printed or electronic media.

ii. A supplier's consumer rebate certificate may not be redeemed through a licensed retailer.

B. A supplier's "instant redeemable coupon" provides a consumer with a discount off of the retailer's selling price of an alcohol beverage product, at the time it is redeemed through a licensed retailer.

i. Licensed retailers may redeem suppliers' instant redeemable coupons only after they have been made available to consumers through general print or electronic media directed at the consumer; package inserts; or, a supplier's representative or agent, who is not the retailer or their agent, who is providing coupons to consumers at the retail premises for the purpose of product promotion.

ii. Licensed retailers are prohibited from accepting and redeeming any supplier issued instant redeemable coupons unless redemption included presentation of the coupon by a consumer with the purchase of the product advertised therein, or in accordance with other applicable redemption rules specified by the supplier or their marketing agents.

iii. Suppliers are prohibited from providing their instant redeemable coupons directly to licensed retailers, except when said coupons are packaged with, or attached to, each individual product package before such products are delivered to a licensed retailer.

iv. Suppliers may never reimburse licensed retailers for suppliers' instant redeemable coupons. Redemption must be through a third party that is independent from the supplier and the retailer.

v. Retailers must have available for inspection, applicable business and banking records that verify these transactions, in accordance with 12-47-701, C.R.S., and for the time frame specified in Regulation 47-700. Verification may include the retailer's reconciliation of coupons redeemed to related products sold to consumers.

*Last validated and updated on 3/27/2009 10:18:18AM*

### Refund coupons

Refund Coupons are allowed.

*Last validated on 2/20/2008 9:28:24AM, last updated on 6/17/2004 4:45:33PM*

## Contact Information

### Contact

Liquor Enforcement Division in Denver

*Last validated on 2/20/2008 9:28:31AM, last updated on 6/7/2004 2:26:04PM*

### Phone

303-205-2300

*Last validated on 2/20/2008 9:28:35AM, last updated on 6/7/2004 2:26:04PM*

### Email address

led@spike.dor.state.co.us

*Last validated on 2/20/2008 9:28:39AM, last updated on 7/17/2006 9:57:10AM*

### Web URL Address

[http://www.revenue.state.co.us/liquor\\_dir/home.asp](http://www.revenue.state.co.us/liquor_dir/home.asp)

*Last validated on 2/20/2008 9:28:43AM, last updated on 11/21/2006 3:49:44PM*

This information has been provided to us by the regulating agency and is believed to be correct. However, laws and regulations may change at any time, and the information provided should not be relied upon in place of official documents. For more information or clarification, consult the regulatory body for this jurisdiction directly.