

**Agenda Summary**  
**October 13, 2020**

Agenda Item No. 3-B-2  
Liquor Applications

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**Special Event Permit Application:**

- Vermont Pub & Brewery @ VT Brewers Fest at Mayo Farm Fields  
October 24, 2020 2:00pm – 4:00pm  
**(Resubmitted with list of brewers)**

**Violations: N/A**

**Town Plan Impact: N/A**

**Fiscal Impact: N/A**

Recommendation: Move to approve the Special Event Permit Application [kmillick@stowevt.gov](mailto:kmillick@stowevt.gov) as listed above.

Updated 10/08/2020

**APPLICATION FOR SPECIAL EVENT PERMIT**

**Application Fee: \$35.00**

558-002-MFMA-001

Manufacturer's License Number

Address

McHolbe-Noonan Co.

144 College Street

Licensee Name

Vermont Pub & Brewery

Burlington

05401

Doing Business As

Town/City

Zip

mail@vermontbrewery.com

802-865-0500

Email

Telephone Number

1. Describe the special event: A drive thru beer pick up event to support our VT brewers  
A drive thru beer pick up event to support our VT brewers
2. Location (specify defined area, include address of event):  
Mayo Farm Events field, Weeks Hill Road in Stowe
3. How will attendees pay for alcohol at your event? They will purchase it online in advance of the event
4. What size container will the event use?  
n/a
5. Will there be any limits on the number of purchases? No, but there is not consumption on site
6. Date of event: Oct. 24, 2020
7. Hours of operation: Beginning 2pm Ending 4pm

Signed: Elise Pecor  
(Manufacturer)



Date: 9/24/2020

Please check one:



APPROVED



DISAPPROVED



Town/City Clerk Signature

STOWE

Town/City

09/29/2020

Date

**Submit to Town/City at location of special event. After action by local control commissioners, this application will be forwarded to the Vermont Board of Liquor and Lottery at least 5 days prior to the date of the event.**

## **Vermont Brewers Association Brew Thru ExBEERience**

### **The concept**

Cars drive slowly around the Mayo Farm event field with their trunks popped passing by brewers who are loading up their case trays with brews as they drive by. No onsite consumption. No direct contact. The general idea here is people would be going for a drive and picking up beer from Vermont brewers, getting to interact with the brewers they love contact free.

We would have 8-10 brewers participating, beer orders would be placed and paid for online in advance of the event. When someone arrives, they driver will get out of their car to show VBA staff their ID. The name on the ID will match the name on the order. The Department of Liquor and Lottery has asked that drivers get out of their car to show their ID so we know the driver is not intoxicated. We would look up their order number, that order number would then be placed in their car window. Then people would drive to the various brewer tents they ordered beer from, and beer would be placed in the trunk of their car, contact free. Many of our brewers offer curbside pick-up, and this would work in a similar fashion. Masked would of course be required.

### **Additional Information:**

- On our website, social media and emails we encouraged people to spend the day in the town, hike, bike, go to lunch or dinner at one of the area restaurants
- We have language and a link to the state of Vermont's website on out of state travel – many of our brewers have similar disclaimer language on their website around their curbside pick-up offerings
- Prior to our first event, VBA staff discussed this idea with the Vermont Department of Liquor and Lottery and have inform us as long as the town approves a Special Event Permit they will approve this event idea. And again, we have hosted two so far
- A portion raised from this event of this event will support the VBA. Both of our larger scale events (our Vermont Brewers Festival at Killington and on the waterfront in Burlington has been cancelled). Those two events are our primary fundraisers.
- As for signage, the only signage we have used has been directional signage on the field so people understand where to drive to pick up their beer. This event is low (read no!) budget. We have also had a wind flag that says Vermont Brewers Festival just so people know they are at the right event

- In addition to Vermont Pub and Brewery, the following breweries will be participating in the event on Oct. 24:
  1. 14<sup>th</sup> Star Brewing Co. - #1865-001-MFMA-001
  2. Green Empire Brewing– #9304-001-MFMA-001
  3. Hermit Thrush Brewery – #8599-02-MFMA-001
  4. Lawson’s Finest Liquids - #6512-001-MFMA-001
  5. Mill River Brewing LLC - #9342-002-MFMA-001
  6. Switchback Brewing Co. – #9771-001-MFMA-001
  7. Vermont Beer Makers - #8898-001-MFMA-001
  8. Red Barn Brewing - 8941-001-MFMA-001
  9. Idletyme Brewing Co. - #7758-002-MFMA-001