



Industry Notice

November 7, 2014

Direct-to-Consumer Sales

The Department of Liquor has received numerous inquiries regarding what constitutes lawful direct-to-consumer liquor sales and shipments. The purpose of this Industry Notice is to clarify when direct-to-consumer liquor sales and shipments are lawful.

For your convenience, statutory references are included and can be reviewed using this link:
<http://www.azliquor.gov/LiquorLaws/Title4.cfm>.

Only under the following, specific, circumstances may consumers lawfully receive liquor shipped to a private residence or business located within Arizona:

Persons age 21 or older may receive liquor in the original, sealed container when it is shipped to either a

1. private Arizona residence or
2. non-liquor licensed Arizona business location

when the liquor is shipped by one of two (2) Arizona-liquor licensed business (operating within or out of Arizona)

- a. farm winery that produce less than 20,000 gallons per calendar year (A.R.S. §4-205.04(C)(9)) or
- b. craft distiller that produce less than 1,189 gallons per calendar year (A.R.S. §4-205.10(C)(7)).

NOTE FOR HOLDERS OF AN ARIZONA DIRECT SHIPMENT LICENSE (SERIES 17): A producer that holds an Arizona direct shipment license may accept orders from consumers and deliver the order to an Arizona-licensed wholesaler and then on to an Arizona-licensed retailer with off-sale privileges where the consumer may pick up the order or have it delivered. (A.R.S. §4-203.04(G))

Direct shipment of wine (*not* beer or spirits) to consumers is allowed without an Arizona liquor license in limited situations, including when:

- a. the person was physically present at the winery when placing the order AND
- b. the shipment is no more than two (2) cases per customer per calendar year (A.R.S. §4-203.04(J)).

If you have questions, please contact the Department of Liquor 602-542-5141 or visit this link on the website: http://www.azliquor.gov/faq/internet_sales.cfm.