

May 1, 2015

To: Beer Permit Holders in the City of Sevierville, Tennessee

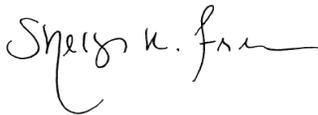
The City of Sevierville Board of Mayor and Aldermen passed the attached Ordinance (No. O2015-003) which revised the way beer sales in the City of Sevierville are permitted. The changes were effective May 1, 2015. Please review the attached ordinance in its entirety. These are just a few of the changes which we would like to bring to your attention:

- There are now multiple types of On or Off-Premises beer sales permits. Permits may be stacked to provide all beer related sales which your establishment is interested in providing.
- There are several changes to definitions, many of which reference the Tennessee Alcoholic Beverage Commission Law and Regulations.
- The new permit types are:
 - On-Premise Restaurant remains the same as the previous On-Premise Restaurant permit. The permit requires the establishment to have 40 seats and minimum 50% food sales.
 - On-Premise Hotel/Motel permits the sale of beer from in room “mini-bars” or an onsite convenience store. This permit requires checking ID for both the purchase of beer and the issuance of a bar key. The purchaser must be a guest of the hotel. Additional requirements are necessary to serve elsewhere on the property.
 - On-Premise Craft Beer Enterprise permits establishments to sell craft beers, as defined in the ordinance. This distinction is that the establishment may not sell non-craft beer. The permit requires the establishment to have 40 seats and minimum 34% food sales. If the Craft Beer Establishment is also manufacturing craft beer as opposed to simply reselling craft beer, a manufacturing permit will be required.
 - On-Premise Caterer permits state licensed caterers to sell or supply beer to functions where food is served in accordance with state catering practices.
 - On-Premise Special Venue permits will replace on premises stadium, golf course, events center and resort complex permits. If you are one of those establishments, please contact the City. This new permit will have a different title but maintains the same privileges and restrictions as the previous permit.
 - Off-Premise Package Retail Sales remains the same as the previous Off-Premise permit. Monthly package retail sales shall not exceed 25% of the gross sales of an establishment.

- Off-Premise Growler Sales provides for sale and filling of growlers. This permit has several specific requirements addressing the handling, filling, sealing and labeling of the growlers.
- Manufacturing Permit is required for any craft beer establishment that brews on/off site within the City of Sevierville.
- Outdoor Venues, other than those attached to a licensed establishment, will be permitted under a separate in-house approval process. These events will be calendared and monitored for compliance with the requirements of the ordinance. That policy will be available when approved by the Board of Mayor and Aldermen.

If you have any questions, please feel free to contact me via email at sfranklin@seviervilletn.org or by phone at (865)868-0925.

Sincerely,



Beer Board Recording Secretary

Enclosure