

MARKETING PERMIT TUTORIAL





MARKETING PERMIT TUTORIAL

After an extensive research effort the OWB has sketched out the pathway needed to produce a strong and legally compliant event in New York City. Please help us execute a flawless event by following the permit steps outlined below.

All wineries participating in the Oregon Wine Trail tasting on May 6 are required to secure a “Marketing Permit” from New York’s State Liquor Authority (SLA):

“This permit authorizes an unlicensed out of state supplier or a licensed in state supplier to do tastings (using product from the applicants' or wholesaler's inventory); to take orders for and/or to forward orders to licensed wholesalers; and to market product in accordance with the provisions of the Consent Orders. If the permittee is from outside of NYS then a current copy of the state license and a copy of the Federal Basic Permit is required.”

The Marketing Permit is offered in both one-day (\$25) and 3-year durations (\$395). The one-day permit is all that’s needed for our event.

The permit application is online and it is clumsy. While you can save your work and return to the application at a later date, I would recommend you set aside 45 minutes to complete it in one sitting.



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To complete the application you will need:

- Your general business info (principal name(s), address, phone number, etc)
- Event date, venue name and address
 - May 6, 2019
 - The Altman Building
135 W 18th St
NY, NY 10011-4104
County: New York
- A scan of your Federal Basic TTB permit
- A scan of your Oregon state manufacturers license
- A credit card

The NY SLA permit website is only compatible with Internet Explorer and Mozilla Firefox. To attach the required documents you must use Microsoft Silverlight. All three programs are common and free to download by clicking the icons below.





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Questions

If you have questions during the application process please email kai@oregonwine.org.

If I can't answer your question I'll ask you to email the NY SLA at permits@sla.ny.gov. They are usually responsive within 24 hours. Be as detailed as possible in describing your issue to avoid follow up emails.

You're welcome to call the SLA (M-F 8:30am – 4:30pm EST) but please note you can expect to wait on hold 20-30 minutes before speaking with a representative.

- [518-474-3114](tel:518-474-3114) press "1" then "3" for licensing

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You must secure a Marketing Permit to pour wine on May 6.

I strongly encourage you to apply before March 15 to ensure adequate time for review and approval.

To Get Started Open This Link in Explorer or Firefox:

<https://aca.licensecenter.ny.gov/aca/default.aspx>

Note: The slides that follow do not represent the complete application process. I've only included those steps that require additional explanation.



PERMIT SELECTION

After you create a NY.gov user account you'll make your permit type selection.

Expand the “State Liquor Authority” dropdown and select “Marketing One Time Permit Application”.

- Club Caterer Permit Application
- Drug Store Permit Application
- Entertainer - Minor Permit Application
- Fire Insurance/Salvage Co. Permit Application
- Fleet Company Permit Application
- Fleet Trucking Permit Application
- Homemade Wine Tasting Function Permit Application
- Hospital Permit Application
- Industrial Alcohol 3 Year Permit Application
- Industrial Alcohol Manufacturer - fuel only 3 Year Permit Application
- Industrial Alcohol Manufacturer 3 Year Permit Application
- Institution of Higher Education Annual Permit Application
- Institution of Higher Education One Time Permit Application
- Lienor Permit Application
- Manufacturer - Non Beverage Products 3 Year Permit Application
- Manufacturer Non Beverage Products One Time Permit Application
- Marketing 3 Year Permit Application
- Marketing One Time Permit Application
- Negotiator 3 Year Permit Application
- Negotiator One Time Permit Application
- Plenary Miscellaneous Market Research Testing Permit Application
- Plenary Miscellaneous Permit Application
- Reconditioning Permit Application
- Sheriff/Marshal/Receiver/Executor/Assignee/Etc. Permit Application
- Steamship 3 Year Permit Application
- Steamship One Time Permit Application
- Taxicab Delivery Permit Application
- Temporary Beer/Wine/Cider Permit Application
- Three Year Alcohol Permit Application
- Trucking Permit Application
- Warehouse Permit Application



STEP 1 - PAGE 2

Despite what this page says you can leave the “New York State Liquor Authority License number” field blank if not applicable.

Home Manage My Licenses Consumer Complaints

Apply now! For a New License or Permit | Manage My Licenses

Marketing (one time) Permit Application

1 Apply 2 Attach Documents 3 Review/Edit 4 Pay Fees 5 Submit

Step 1 : Apply > Page 2/8 * Indicates a required field.

License Verification

LICENSE VERIFICATION

Unless the applicant is a licensed importer, the applicant must hold a current New York State Liquor Authority License for the wholesale/manufacture of product. The correct serial number must be entered before the application will be processed and the permit issued.

Enter active New York State Liquor Authority License number: ?

Continue Application Save and resume later:

STEP 1 - PAGE 5

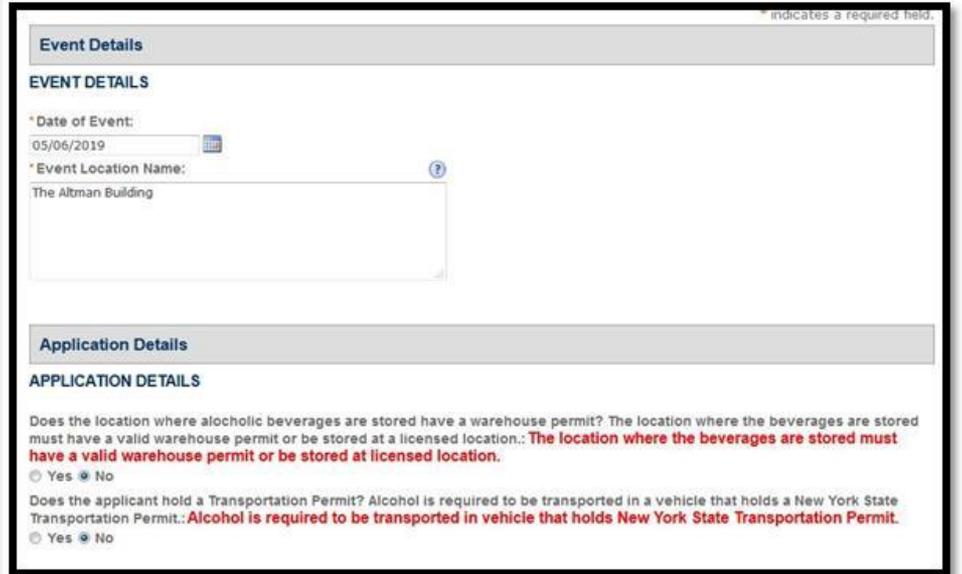
Date and location:

May 6, 2019

The Altman Building

The two “Application Details” questions are poorly worded and not applicable to you. Select “No” for both.

These permits are held by your distributor or the OWB’s transportation company.



indicates a required field.

Event Details

EVENT DETAILS

* Date of Event:
05/06/2019

* Event Location Name: ?
The Altman Building

Application Details

APPLICATION DETAILS

Does the location where alcoholic beverages are stored have a warehouse permit? The location where the beverages are stored must have a valid warehouse permit or be stored at a licensed location.: **The location where the beverages are stored must have a valid warehouse permit or be stored at licensed location.**

Yes No

Does the applicant hold a Transportation Permit? Alcohol is required to be transported in a vehicle that holds a New York State Transportation Permit.: **Alcohol is required to be transported in vehicle that holds New York State Transportation Permit.**

Yes No



STEP 1 - PAGE 6

The address validation function is unreliable. It's unlikely to successfully validate for you but you can continue regardless.

The Altman Building
135 W 18th St
NY, NY 10011-4104
County: New York

* indicates a required field.

Venue Address

New York State uses the United States Postal Service database for address validation. When you click the 'Validate Address' button, a list of related addresses will appear. Select the correct address. If the address entered is not found in the database, you will receive a message that says 'No Records Found' and is considered not validated against the database. Select 'Cancel'. You may continue with your application by adding the invalid address in the next section 'Add Invalid Address'.

* Address:
135 W 18th St

* City: New York * State: NY * Zip: 10011-4104

* County:
New York

[Validate Address](#) [Clear](#)

Verificaton

VERIFICATION

[Continue Application >](#) Save and resume later:



STEP 2

To complete your submission you must upload your TTB permit, OR state permit and an Authorization form.

To upload you must have Microsoft Silverlight installed on your computer. You can download the [free program here](#).

The link provided for the “Authorization Form” doesn’t work. You can download the SLA [Authorization form here](#).

The screenshot shows a web application interface with a navigation bar at the top containing 'Home', 'Manage My Licenses', and 'Consumer Complaints'. Below the navigation bar is a breadcrumb trail: 'Apply now! For a New License or Permit | Manage My Licenses'. A yellow system message box contains the following text:

System Message:

The following documents are required based on the information you have provided:

1. TTB Permit: A Federal Basic Permit issued by the [Alcohol and Tobacco Tax and Trade Bureau](#) is required to be attached to this permit application.
2. State License: A State License is required to be attached to this permit application. Upload a copy of the license to manufacture/wholesale alcohol in the applicant's state. If you are not required to have a state ABC license, a signed applicant statement indicating that you are not required to have a state ABC license should be submitted.
3. Authorization: The applicant must sign the [Authorization form](#).

Below the message box is a progress bar for 'Marketing (one time) Permit Application' with five steps: 1 Apply, 2 Attach Documents (current step), 3 Review/Edit, 4 Pay Fees, and 5 Submit.

Step 2: Attach Documents > Documentation

System Requirements:

You must have Microsoft Silverlight installed on your computer in order to upload documents. If you need to install this product now, please be sure to save your application and log out of the NYS License Center. You may be required to close your browser and restart your computer. [Microsoft Silverlight may be downloaded here.](#)

Click on 'Upload Document' to add the appropriate document(s) for your license or permit. Once the document(s) are uploaded, click 'Attach & Save' to commit the upload. You must upload additional materials in order to complete this application. Where applicable, download the appropriate forms using the

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Next Steps

If the SLA requires any clarification on your permit once complete they will email you with a request.

Once approved you will receive an email confirmation and an electronic permit will be issued. For your convenience the OWB will collect all permits and have them on file at the event.

**Please forward your confirmation and permit file
to events@oregonwine.org by April 5**

Thank You.