



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: DEB WOODS, DEPUTY CITY CLERK

DATE: JULY 26, 2022

AGENDA TEXT: DISCUSSION CONCERNING AMENDING THE FRUITA MUNICIPAL CODE TO ALLOW FOR SPIRITUOUS TASTINGS

BACKGROUND

On October 4, 2011, the Fruita City Council adopted Ordinance No. 2011-17 to allow “tastings” at Fruita retail liquor stores or liquor-licensed drugstores. The Colorado Liquor Code defines “tastings” as “the sampling of malt (beer), vinous (wine), or spiritous liquors (alcohol) that may occur on the premises of a retail liquor store licensee or liquor-licensed drugstore licensee by adult patrons of the licensee pursuant to the provisions of section 44-3-301 (10).”

When Fruita adopted its “Tastings” Ordinance, the tastings were limited to beer and wine, as there were no distilleries at the time. In March of 2022, the City Clerk’s Office was contacted by Dave Proietti, owner of Highlands Distillery located at 782 24 Road in Grand Junction to inquire as to whether the City of Fruita would consider allowing spirituous tastings in its liquor stores. Mr. Proietti said he believes it has gone well in Grand Junction and that not only has his family’s distillery benefited from the exposure, it has also improved local commerce in a safely regulated environment.

The purpose of this discussion is to ascertain whether the City Council has any interest in allowing tastings to include spirituous liquors in City of Fruita liquor stores. Currently, the only retail liquor store in the City that has applied for and has been issued a Tastings Permit is In the Middle Liquors located at 303 Highway 6 & 50.

State Statutes permit tastings if authorized by Ordinance. The City Council can establish stricter limits than allowed under state statutes on the:

1. Number of tastings per year per licensee (draft Ordinance changes this from 104 to 156 days per year with 156 days being the maximum allowed pursuant to CRS)
2. The days on which tastings may occur (draft Ordinance removes the restriction of “no more than 4 of the 6 days between Monday and Saturday”)
3. The number of hours each tasting may last (no proposed changes – currently at maximum of 5 hours per day)

Attached are the proposed amendments to Fruita Municipal Code Section 5.20, Alcoholic Beverage Licenses.