



**\*CHECKLIST\***

Compliance

*\*this is California specific, but many may apply to your state as well*

- Tied House Restrictions
  - Ownership
    - Do any of the founders own interest in a retail license?
    - Are any of the founders an employee of anyone who has a retail license?
  - Advertising
    - Social Media
      - Are there any laudatory comments regarding a retailer?
      - Have you posted any pictures of the retailer?
      - Have you included any price information?
      - Events
        - Will someone from the brewery be attending?
        - Are you using the retailer's name as you would an address?
      - Includes re-posting of other people's posts (tweets, etc.)
      - Could be seen to include all brewery employees, even as far as on their own "personal" pages
  - Listing of Accounts
    - Website
      - Does the consumer need to click somewhere to see a list of accounts selling your beer?
      - Are there at least 2 accounts listed?
  - Donations
    - Do you have a copy of the charity's 501(c)(3) paperwork?
    - Do you have a copy of the charity's temporary ABC license?
- Regulatory
  - Price-posting
    - Have you submitted your posted prices to ABC?
      - Wholesale price
      - Retailer price
  - Have you filed your distribution agreements with ABC?
  - Have you filed for formula approval if needed from TTB?
  - Have you filed for label approval?
    - ABC required if leaving brewery premises in any form
    - TTB required if leaving the state