

DIVISION OF ALCOHOL AND TOBACCO CONTROL

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INDUSTRY CIRCULAR 23-03 Limitations on Donations and Raffles

Revised: October 22, 2025

The Division of Alcohol and Tobacco Control has received questions about the legal limits on donations of intoxicating liquor to charitable organizations. As such, the Division issues this circular to address questions and maintain compliance.

Donations to an Event by Manufacturers and Wholesalers

Manufacturers and wholesalers may make donations of intoxicating liquor if all the following conditions are met:

- The donation contains **only beer, wine, or brandy**; AND,
- The donation is for non-resale purposes; AND,
- The donation is made to an unlicensed person **OR** any licensed retailer who qualifies as a charitable or religious organization, as defined in [§ 313.005](#), RSMo., or educational institution under Missouri law so long as the donation is unrelated to the receiving licensee's retail operation. See [§ 311.332.2](#).
 - *For example:* Wholesaler #1 may donate beer, wine, and brandy to University #1's alumni gala without any violation of Chapter 311 so long as University #1's gala does not support a retail license operation and University #1 does not charge any additional fee to patrons outside of the ticket price to attend the gala.
 - *As a reminder:* Patrons of such a gala may not pay a tip or gratuity for the served alcohol as such payment would constitute a re-sale not permitted by § 311.332.

Donations to an Auction or Raffle by Anyone

Any person may donate **intoxicating liquor of any kind**, in the original package, to be auctioned or raffled for fund-raising purposes if all the following conditions are met:

- The donation must be to a charitable or religious organization as defined in [§ 313.005](#) or educational institution; AND
- The donation must be for the sole purpose of being auctioned or raffled for fundraising purposes; AND
- The auction or raffle must take place on a retail-licensed premises ; AND,
- The proceeds must go to a charitable or religious organization or an educational institution and cannot be used to support the retail license operations. See [§ 311.332.3](#).

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