



Retail Beer and Wine Establishments Oklahoma Alcohol Fact Sheet

This is presented as an educational tool for licensees of the Oklahoma ABLE Commission. It is not a complete list of all Oklahoma alcohol laws but a reference tool for some of the most common questions we receive and violations that we observe.


You CANNOT furnish, sell, or deliver alcoholic beverages to a person under 21 years of age.

You CANNOT furnish, sell, or deliver alcoholic beverages to an intoxicated person or to any person who has been adjudged insane or mentally deficient.

You CANNOT allow a person to be drunk or intoxicated on the licensed premise.

“Intoxication” includes intoxication due to any substance (e.g., alcohol, cannabis, prescription medication, illicit drugs, etc.).

Retail licensees (mixed beverage licenses, retail spirits licenses, retail beer licenses, retail wine licenses, small brewers, small farm wineries, beer and wine licenses, caterers, public event



licenses, charitable event licenses or special event licenses) are responsible for any violations of any alcoholic beverage law or rule of the Oklahoma ABLE Commission affecting his or her license privileges and for any act or omission of his or her servant, agent, employee, or representative in violation of any law, municipal ordinance or administrative rule affecting his or her licensing privileges.

Alcoholic beverages sold to retail customers (mixed beverage licenses, retail spirits licenses, retail beer licenses, retail wine licenses, public event licensees) must be purchased from a licensed wine & spirits wholesaler, beer distributor, holder of a small brewer self-distribution, or holder of a winemaker self-distribution license. You CANNOT purchase alcoholic beverages from another retailer or from a wholesale club (e.g., Sam's, Costco, etc.).

All licenses issued by the ABLE Commission shall be displayed in a conspicuous place at all times on the licensed premise.

You CANNOT sell alcoholic beverages on credit. Customers may use a credit or debit card to purchase alcoholic beverages, but it must be paid for at the time of purchase, they cannot run a tab over multiple visits and pay for it later.

No mixed beverage, beer and wine, caterer, charitable event, public event or special event licensee or any manager, employee, operator, or agent thereof shall refuse or fail to promptly open a door to the licensed premises upon the request of an employee of the Oklahoma ABLE Commission or any other peace officer.

A corporate licensee shall notify the Oklahoma ABLE Commission any time a person, any type of partnership, limited liability company or other entity changes within the corporation. This is required to be conducted within 30 days of the change.

Retail spirit licensees, mixed beverage licensees, beer and wine licensees and grocery and convenience stores holding a retail beer and/or retail wine license may sell curbside and deliver alcoholic beverages in sealed original containers to consumers aged twenty-one (21) years and older. Only employees of the retail licensee shall be permitted to make alcoholic beverage product delivery and payment may only be made by cash, check, transportable credit/debit card processors or with advance on-line payment methods. No third-party delivery is allowed.

Employee Licenses

Any employee that participates in the “service, mixing, or sale” of alcoholic beverages is required to have an employee license. The age requirement varies by the type of establishment.

Within 14 days of initial licensure, the applicant for an employee license is required to successfully complete a training program approved by the Oklahoma ABLE Commission. This requirement only applies to new licensees, not renewals. If your license expires by even one day though, prior to renewal, it is considered a new license and the training is required again.

Proof of training completion shall be available for inspection by the Oklahoma ABLE Commission at the business location along with the copy of the employee license.

Drink Specials

“Drink Specials” are allowed but discounted sales CANNOT be for less than 6% markup of the cost.

You may offer such “drink specials” on “any particular hour of any particular day” (no requirement to offer for an entire calendar week).

Alcohol Pricing / Advertising

You can advertise drink prices.

You CANNOT advertise or offer 2-for-1 drinks on alcoholic beverages.

You CANNOT advertise or offer for sale an unlimited number of alcoholic beverages for one price.

You CANNOT advertise or offer alcoholic beverages to a specific group at a lesser price charged to the general public.

You CANNOT advertise or offer to increase the volume of alcohol in a drink without increasing the price regularly charged for the drink.

You CANNOT advertise, offer, or permit any game or contest which involves drinking or the awarding of alcoholic beverages as prizes.

You CANNOT advertise or offer free alcoholic beverages to the general public.


Retail Beer and/or Retail Wine Establishments

Alcoholic beverages must be sold in sealed, original containers.

Retail beer and retail wine establishments can sell beer and wine (if they are licensed to sell both) from 6 am to 2 am, seven days a week. These licensees do not have any restrictions to be closed on holidays.

Individuals over the age of 16 with a valid employee license may sell beer and/or wine in convenience stores and grocery stores.

A retail beer and/or retail wine licensee can host alcoholic beverage tastings if they are conducted under the direct supervision of the licensee authorized to host the tasting. They must be poured by an Oklahoma ABLE Commission licensee lawfully permitted to serve alcoholic beverages, provided that



no wine or spirits wholesaler, beer distributor or employee of a wine or spirits wholesaler or beer distributor shall be allowed to pour samples for tastings. The alcoholic beverages used for the tasting must be purchased by the licensee authorized to host the tasting from a licensed wine and spirits wholesaler, beer distributor, self-distributor, small brewer, or self-distributing winery authorized to sell the same, and the licensee shall pay the applicable taxes on the alcoholic beverages purchased. The licensee may only provide samples of those products they are authorized to sell. You must ensure that no samples are given to anyone under 21. At retail beer and/or retail wine locations, samples are limited to two fluid ounces of wine or three fluid ounces of beer per consumer per day. No samples served on the licensed premise are authorized to leave the licensed premise. All samples must be poured from the original sealed package, any alcoholic beverages unsealed used to provide samples must be poured out by the end of the day and no more than 6 bottles of alcohol can be unsealed at any given time.