

Sampling Laws

****VERY IMPORTANT****

AS AN INDEPENDENT CONTRACTOR, AND INDUSTRY PROFESSIONAL, YOU ARE RESPONSIBLE FOR UNDERSTANDING THE STATE LAWS IN WHICH YOU ARE CONTRACTED

Disclaimer: This Sampling sheet is provided as a convenience to you and may not be current or accurate. Always know the law and research your own information.

There are some states that are allowed to sample liquor (ex: NV, FL, IL, TX) and some that are prohibited (ex CA). There are a few exceptions in CA, such as private events, military bases, & stores that have a special license, etc.

If you are sampling, it is important to know the legalities.

- ✚ It is important for samplings to understand the difference between on and off premise.
- ✚ Off premise (stores, markets) samples are poured at about an eighth to a quarter shot (object to taste, not to pound).
- ✚ Consumers may taste each product ONE TIME and serious consumers may resample if necessary.
- ✚ PLEASE NOTE: CA has its own rules (below)
- ✚ Stores with a special license in CA have their own set of ABC rules :
 - They must have a roped off or separated area for sampling.
 - It is your responsibility to be sure NO open alcohol leaves this area.
 - It is also important to card everyone (regardless of how old they look)
 - No one under 21 years of age should enter the tasting area
 - Stores with a special license in CA will have a roped off or separated area for sampling. It is your responsibility to be sure no open alcohol leaves this area. It is also important to card everyone (regardless of how old they look).
 - A single tasting of distilled spirits shall not exceed one-fourth of one ounce and a single tasting of wine shall not exceed one ounce. No more than three tastings of distilled spirits or wine

shall be provided to any person on any day. The tasting of beer is limited to eight ounces of beer per person per day. The wine, beer, or distilled spirits tasted shall be limited to the products that are authorized to be sold by the holder of the type 86 license under its requisite off-sale license.

- LINK to CA SAMPLING ABC LAW FAQ:

https://www.abc.ca.gov/questions/samples_faq.html

On premise (bars, clubs, restaurants) is normally controlled by bar, but if not, same rules apply.

- ✚ Sometimes the bartenders pour full drinks; that is fine, as is their choice. In a bar, please distribute equally to interested parties (Do not keep serving same person) as samples are meant for tasting and ultimately to drive further sales.
- ✚ **MOST IMPORTANTLY, IN ALL MARKETS**, if you are out of samples, continue to promote the product.