State of Wisconsin
Department of Revenue
Division of Alcohol Beverages

Alcohol Beverage Sampling

Alcohol Beverage Laws
Fact Sheet 3106 **revenue.wi.gov**

This fact sheet provides information about offering taste samples of alcohol beverages to the public at licensed or permitted premises.

Sampling at Class A Licensed Premises (Liquor, Grocery, or Convenience Stores)

Class A retail licensees (retail sales for off-premises consumption) are authorized to offer taste samples of alcohol beverages as follows:

"Class A" (Intoxicating Liquor) Licensees

- Samples must be provided free of charge.
- Two samples of wine per person per day not to exceed three fluid ounces per sample.
- One sample of distilled spirits per person per day not to exceed one half ounce.
- Samples may only be provided between the hours of 11 a.m. and 7 p.m.
- Samples may not be provided to underage persons.
- Samples must be purchased from a permitted wholesaler (includes a small cooperative wholesaler).
- Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, the licensee, or an agent of a retail corporation or LLC licensee.

Class "A" (Fermented Malt Beverage) Licensees

- Samples must be provided free of charge.
- Two samples of fermented malt beverages per person per day not to exceed three fluid ounces per sample.
- Samples may only be provided between the hours of 11 a.m. and 7 p.m.
- Samples may not be provided to underage persons.
- Samples must be purchased from a permitted wholesaler or purchased from a brewer or brewpub authorized to make sales directly to retailers.
- Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, the licensee, or an agent of a retail corporation or LLC licensee.

Caution: A municipality may further restrict or prohibit taste samples by Class A retail licenses. Check with your local municipality as to whether this activity is allowed.

Sampling at Class B or Class C Licensed Premises (Restaurants, Taverns, Hotels, Resorts)

Class B and Class C retail licensees (retail sales for on- or off-premises consumption) are authorized to offer taste samples of alcohol beverages as follows:

"Class B" (Intoxicating Liquor), Class "B" (Fermented Malt Beverage) Licensees, and "Class C" (Wine Only) Licensees

- Samples must be purchased from a permitted wholesaler (includes a small cooperative wholesaler) or purchased from a brewer or brewpub authorized to make sales directly to retailers.
- Samples must be served by licensed/permitted operators (bartenders) or servers under the immediate supervision of a licensed operator, the licensee or an agent of a retail corporation or LLC licensee.
- Samples may not be provided to underage persons.
- Samples may not be provided after closing hours.

Sampling at Producers' Premises

Production permittees include breweries, manufacturers, rectifiers, and wineries. Production permittees are authorized to offer taste samples of alcohol beverages on the permitted premises as follows:

- Samples of alcohol beverages manufactured on the producer premises may be provided.
- If the producer has a full-service retail authorization, samples of alcohol beverages not produced on the premises may be provided only if they are obtained from a permitted wholesaler (includes a small cooperative wholesaler) or purchased from a brewer or brewpub authorized to make sales directly to retailers.
- Samples may not be provided to underage persons.
- Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, the permittee or an agent of a retail corporation or LLC permittee.
- Samples may not be provided after closing hours.

Sampling by Producers at Retail Licensed Premises

Production permittees (breweries, manufacturers, rectifiers, and wineries) or their representatives are authorized to offer taste samples of alcohol beverages at a Class A, Class B, or Class C licensed premises with the consent of the licensee as follows:

- Alcohol beverages provided by producers as samples must be:
    - purchased by the producer from the retail licensee; or
    - manufactured on the producer's premises, and any remaining product must be removed from the licensed premises after the sampling event concludes.
- Samples may not be provided to underage persons.
- Samples must be served by licensed operators (bartenders) or servers under the immediate supervision of a licensed operator, the permittee or an agent of a retail corporation or LLC permittee.
- Samples may only be provided between the hours of 11 a.m. and 7 p.m.

Any Questions?

If you are unable to find an answer to your question about alcohol beverage sampling on the division's website, email, write, or call the division.

Website. . .	Wisconsin Department of Revenue Alcohol Beverage Home Page
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