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**Alcohol Beverage Sampling**  
**Alcohol Beverage Laws**  
**Fact Sheet 3106**

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This fact sheet provides information about offering taste samples of alcohol beverages to the general 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 winery 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/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

**Note:** A Class "A" licensee may allow a brewer to provide samples on the licensed premises under the restrictions above, if the brewer purchased the fermented malt beverages from the licensee at its premises.

**Caution:** A municipality may further restrict or prohibit taste samples by Class A retail licenses. Check with your local municipality as to whether or not this activity is allowed.

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

Class B 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) and Class "B" (Fermented Malt Beverage) Licensees

- Samples must be purchased from a permitted wholesaler (includes a small winery cooperative wholesaler) or purchased from a brewer/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
- Samples may not be provided to underage persons
- Samples may not be provided after closing hours

## Sampling at Wineries, Liquor Manufacturers, Rectifiers, and Breweries

### Wineries

- If the winery only has a winery permit:
  - Samples of wine manufactured on the winery premises may be provided
  - Samples must be provided free of charge
  - Samples may not be provided to underage persons
- If the winery also has a "Class A" or "Class B" retail license on the winery premises, the requirements described above for serving samples on "Class A" or "Class B" premises apply

### Liquor Manufacturers and Rectifiers

- Samples of liquor manufactured/rectified on the manufacturer/rectifier premises may be provided
- Samples must be provided free of charge
- Samples may not exceed one and one-half fluid ounces to any one person per day
- 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 licensee, or agent of a retail corporation or LLC licensee

### Breweries

- Samples may be provided on the brewery premises or at on an off-site retail outlet established by the brewer  
**Note:** Brewers may also provide samples at Class "A" retail licensed premises as described above.
- Samples must be provided free of charge
- Samples may not be provided to underage persons

## Any Questions?

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

**Visit our website:** [revenue.wi.gov](http://revenue.wi.gov)  
**Email:** [DORAlcoholTobaccoEnforcement@wisconsin.gov](mailto:DORAlcoholTobaccoEnforcement@wisconsin.gov)  
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