



State of Wisconsin  
Department of Revenue

## Division of Alcohol Beverages

### Alcohol Beverage Sampling Alcohol Beverage Laws Fact Sheet 3106

[revenue.wi.gov](http://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.

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| <b>Website. . .</b> | <a href="https://revenue.wi.gov/pages/AlcoholBeverage/home.aspx">revenue.wi.gov/pages/AlcoholBeverage/home.aspx</a> |
| <b>Email. . .</b>   | <a href="mailto:DORAlcohol@wisconsin.gov">DORAlcohol@wisconsin.gov</a>  |
| <b>Write. . .</b>   | Division of Alcohol Beverages<br>P.O. Box 8934<br>Madison, WI 53708-8934  |
| <b>Phone. . .</b>   | (608) 266-2526  |

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