



**Washington State
Liquor Control Board**
3000 Pacific Ave. SE Olympia WA, 98504

August 4, 2011

No. 2011-10

TO: ALL SUPPLIERS

FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING

SUBJECT: REQUEST FOR SAMPLING EVENTS NOTIFICATION

Beginning in September, the WSLCB will begin to implement ESHB-1202 with regard to In Store Spirits Sampling. These events will be contained to 30 identified stores throughout the state and will have a frequency of up to once weekly.

As suppliers and supplier representatives you will need to know the following in order to successfully execute your requests for sampling events.

- Sampling Events will be 2 hours long on either Friday or Saturday dependant on location.
- There will be at least one sponsor per store, featuring at least 2 but no more than 4 products
- All sponsor representatives conducting samplings must have current MAST training (Class 12 permit), and an agent's license for supplier of all products being sampled.
- The sponsor will be responsible for age verification of consumers prior to sampling.
- Enforcement will be doing random compliance checks of the sampling events.
 - Individuals providing samples to minors, and the suppliers they represent, will be subject to penalties per the Board Interim Policy BP-05-2011.
 - Sponsor must be able to execute all requirements of sampling event
- Sponsor must provide supplies for the sampling event, including:
 - Enough disposable cups no larger than 2 oz. for the entire 3-hour event
 - ¼ oz. measured pourers for each product being sampled
 - At least one dump bucket
 - Container to collect discarded liquid and cups
 - Informational sheets on the products being sampled, including at least one for store staff.
- Sponsors will provide product collateral for sampling station
 - Collateral may include pull-ups, sell sheets, MIR's (approved), bottle glorifiers, accolades/medals, or have other approved
 - All collateral must be compliance with advertising standard (WAC 66.08.060, 66.24.363) and not in poor taste.
- Sponsors cannot provide items of nominal value, such as key chains, T-shirts, shot glasses, etc. to the consumers per tied-house law

Product Requirements:

- All products sampled must be listed or OTO's (including seasonal)
- The price is the sales price on the day the product is being sampled.

| Brandy | Gin | Liqueurs | Rum | Tequila | Vodka | Cocktails | NAW |
|---------|---------|----------|---------|---------|---------|-----------|---------|
| \$23.55 | \$18.49 | \$20.47 | \$16.13 | \$24.85 | \$16.33 | \$12.92 | \$18.72 |

Assignment process:

- Suppliers must be in good standing with the WSLCB.
- During the first month, only 10 stores will be involved in the sampling pilot, to ensure that the pilot is running smoothly.
- Requests for September sampling events must be submitted by August 5, 2011.
- After October, subsequent assignments will be done for a two month period, request is required 45 days prior to event. See table below for request deadlines.

| Sampling Months | Deadline for Requests |
|--------------------------|------------------------------|
| October 2011 | August 15, 2011 |
| November – December 2011 | September 15, 2011 |
| January – February 2012 | November 15, 2011 |
| March – April 2012 | January 15, 2012 |
| May – June 2012 | March 15, 2012 |
| July – August 2012 | May 15, 2012 |

Day of Event

- Sponsor will conduct all set-up, sampling, and breakdown, minimizing impact on store staff
- Sponsor must arrive 15-30 minutes before event, and introduce themselves to manager or person in charge.
- Set up station and 4 case displays of products being sampling, with price signs.
- Segregate sampling area, where minors are not allowed
- Post "no minors" sign and customer survey sheets
- Use ready laminated check ID reference at sampling station
- Move sampling poster to designated area
- Move public safety poster near sampling area
- Everything must be set up and ready to sample to consumers at the scheduled start time.
- Sponsor must provide control of product, roped area, and a process for checking ID to ensure consumers are over 21 years of age. People accompanied by minors may sample, but the minor must remain outside of the sampling area.
- Sponsors must purchase the product
- Sponsor will label bottles being used as "sample"
- Sponsors are not allowed to pour samples into cups other than specified
- Before providing sample to any consumer, sponsor must check their ID.
 - Sponsors have the option to not accept vertical ID's.
- Sponsor must ensure that no more than 4 samples per person per day are consumed.
 - Sponsor will not provide consumers more than two samples of any single product.
- Sponsors may offer a mixed drink solution to consumer for sampling products, but the total liquid sampled must not exceed ¼ oz.
- Sponsor will clean up after event and take away remaining open bottles, empty bottles, and discarded sample cups.

If you have any questions with regard to this correspondence, please feel free to contact Jamie Storm at 206-389-2417.