



Arizona Department of Liquor Licenses and Control
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Two Types of Sampling

There are two types of sampling privileges available in Arizona and each type of sampling is conducted differently as described below.

- 1) Refer to <http://www.azliquor.gov/sampling/index.cfm> for information regarding hosting Sampling Events
- 2) A permanent, unlimited number of samplings available to licensees of liquor store (series 9) beer and wine store (series 10) licensed establishments as referenced in A.R.S. §4-206.01 below. Link to application: http://www.azliquor.gov/forms/lic_S_form_access.pdf to be filled out by licensee.

Temporary Sampling Permit – Maximum 12 Per Year

These first two statutes are to help licensees determine who may serve liquor during a sampling event. For a temporary sampling permit, a 3rd party hired by the producer/wholesaler is permitted.

A.R.S. 4-101. Definitions

In this title, unless the context otherwise requires:

30. "Sell" includes soliciting or receiving an order for keeping or exposing for sale, directly or indirectly, delivering for value, peddling, keeping with intent to sell and trafficking in.

A.R.S. § 4-244. Unlawful acts

It is unlawful:

6. For a person to take or solicit orders for spirituous liquors unless the person is a salesman or solicitor of a licensed wholesaler, a salesman or solicitor of a distiller, brewer, vintner, importer or broker or a registered retail agent.

A.R.S. §4-243. Commercial coercion or bribery unlawful; exceptions

B. This section does not prohibit any distiller, vintner, brewer, rectifier, blender, other producer or wholesaler of any spirituous liquor from:

2. Providing samples to retail consumers at **on-sale premises establishments** according to the following procedures:

(a) Sampling operations shall be conducted under the supervision of an employee of the sponsoring producer or wholesaler.

(b) Sampling shall be limited to twelve ounces of beer or cooler products, six ounces of wine or two ounces of distilled spirits per person per brand.

(c) If requesting the on-sale retailer to prepare a drink for the consumer, the producer's or wholesaler's representative shall pay the retailer for the sample drink.