



TWO TYPES OF SAMPLING

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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) and beer and wine store (Series 10) licensed establishments as referenced in A.R.S. §4-206.01 below. Link to application: https://azliquor.gov/forms/lic_S_priv_app.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 or wholesaler representatives shall pay the retailer for the sample drink.