

STORE SAMPLE TASTING EVENTS

IDAHO STATE LIQUOR DIVISION



STORE SAMPLE TASTINGS EVENTS

Tasting events are intended to be a presentation of distilled spirits to the public for the purpose of disseminating product information and education

The following requirements have been established in accordance with the provisions outlined in Idaho code 23-314

WHO MAY CONDUCT A PRODUCT TASTING?

Distilled Spirits Supplier or its Representative may conduct a store sample tasting event at the discretion of the Director.

“Sampling Specialist” is defined as any person twenty-one (21) years of age or older and may not be an employee of the liquor division.

State Liquor Division employees shall not pour, dispense or serve tastings to the public; nor shall they encourage consumer participation in the event.

Employees of the State Liquor Division shall not consume alcoholic beverages on the premises.



Prior to the store sample tasting event, Suppliers or their Representatives must demonstrate evidence of liability insurance in an amount to be determined by the Division and sign and submit an Idaho State Liquor Division Indemnity Against Liability form to the Division for record.



No alcoholic beverages may be served to persons under the age of twenty-one (21) years or visibly intoxicated persons.



Only one (1) vendor may conduct an in-store tasting event at any one time.



Samples shall be served in a specifically identified area within the retail store. Such areas were designed such that the person conducting the tasting can observe and control persons in the area to ensure that no persons under twenty-one (21) years of age or visibly intoxicated persons possess or consume alcohol.



Customers must remain in the roped off tasting area until they have finished consuming the sample.



The maximum number of samples allowed shall not exceed (3) three (1/4) ounce samples per person in any twenty -four (24) hour period

GENERAL RULES FOR TASTING EVENTS

SCHEDULING EVENTS

Distilled Spirits Supplier or its Representative must obtain approval from the Division in order to conduct a store sample tasting event at least thirty (45) days prior to the date of the proposed event by submitting a tasting request form online at liquor.Idaho.gov

Forms are available at Liquor.Idaho.gov under "Liquor Laws"

The duration of a store sample tasting event is limited to a maximum of two (2) consecutive hours.

HOW ARE PRODUCTS ACQUIRED

- **PRODUCTS USED DURING THE STORE SAMPLE TASTING EVENT MUST BE PURCHASED FROM THE IDAHO STATE LIQUOR DIVISION, AND ALL TAXES FOR SUCH DISTILLED SPIRITS SHALL BE PAID BY THE MANUFACTURER OF THE DISTILLED SPIRITS.**
- **SPIRITS USED DURING A STORE SAMPLE TASTING EVENT MUST BE DISPENSED FROM ORIGINAL CONTAINERS PREPARED BY THE MANUFACTURER WITH LABELS VISIBLE TO THE CONSUMER.**



TASTING EVENTS MUST HAVE'S

- **FOOD, SUCH AS CHEESE AND CRACKERS, ARE ENCOURAGED TO BE PROVIDED BY THE SAMPLING SPECIALISTS DURING THE STORE SAMPLE TASTING EVENT.**
- **THE SUPPLIER, REPRESENTATIVE OR SAMPLING SPECIALIST IS RESPONSIBLE FOR PROVIDING ALL SUPPLIES AND EQUIPMENT ASSOCIATED WITH A STORE SAMPLE TASTING EVENT, INCLUDING, BUT NOT LIMITED TO, ICE BUCKETS, DUMP BUCKETS, WATER GLASSES, TASTING CONTAINERS, EXTENSION CORDS, NAPKINS, TABLE COVERINGS, RECIPE CARDS, MIXERS, APPROVED POS GIVEAWAYS, SIGNAGE, ETC....**

SAMPLING SPECIALIST

- **ALL SAMPLING SPECIALISTS MUST BE EDUCATED ON THE BRAND TO INTELLIGENTLY ENGAGE WITH CUSTOMERS.**
- **TIPS (TRAINING FOR INTERVENTION PROCEDURES) THIS WILL ENSURE ALL SERVERS CAN ENCOURAGE RESPONSIBLE DRINKING, IDENTIFY THREATENING SITUATIONS AND HANDLE THEM APPROPRIATELY TO MITIGATE LIABILITY.**
- **MUST KEEP RECORD OF EACH TASTING IT CONDUCTS, INCLUDING THE DATE, THE LOCATION AND THE NUMBER OF SAMPLES SERVED BY PRODUCT NAME AND PROVIDE A RECAP TO THE DIVISION, WITHIN 5 BUSINESS DAYS.**
- **MUST BE WELL GROOMED**
- **DRESS IS BUSINESS CASUAL : ALL TOPS MUST BE EITHER TUCKED IN, OR COVER THE WAISTBAND. NO HALTER TOPS, STRAPLESS TOPS, SPAGHETTI STRAPS, CROPPED TOPS, CLOTHING WITH OFFENSIVE WORDING, CLOTHING THAT SHOWS UNDERGARMENTS, TORN CLOTHING, CLOTHING THAT IS REVEALING OR HAS HOLES. ALL CLOTHING MUST BE CLEAN, NEAT, FREE OF WRINKLES, AND FIT PROPERLY**



CONCLUSION OF THE EVENT MUST DO'S

At the conclusion of the store sample tasting event, sampling specialists must remove any unused product from the premises.

Sampling Specialist shall dispose of all empty alcohol containers.

Clean up trash and put tables and stanchions away.

Unused product, bottles or containers shall not be furnished to employees of the Idaho State Liquor Division.

EVENT RECAPS SHOULD INCLUDE:

- **DATE OF THE EVENT**
- **TIME OF THE EVENT**
- **LOCATION OF THE EVENT**
- **WHO CONDUCTED THE EVENT**
- **NUMBER OF SAMPLES SERVED BY PRODUCT NAME**
- **TOTAL NUMBERS OF BOTTLES SOLD DURING THE EVENT**
- **CONSUMER FEEDBACK**
- **ADDITIONAL FEEDBACK HIGHLIGHTING THE OVERALL SUCCESS OF THE EVENT.**
- **COMPLETE RECAPS ONLINE AT [LIQUOR.IDAHO.GOV/LIQUOR LAWS/STATE STORE TASTING EVENTS](https://liquor.idaho.gov/liquor-laws/state-store-tasting-events)**