



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

September 2, 2011

No. 2011-11

TO: ALL SUPPLIERS
FROM: DEBI J. BESSER, DIRECTOR OF PURCHASING
SUBJECT: SPONSOR TRAINING FOR SPIRIT SAMPLING EVENTS

As you know, the WSLCB is currently implementing ESHB 1202 to provide opportunities for spirit supplier sponsors to conduct events where they can provide ¼ oz. sample tastes of their products to customers.

To ensure that sponsors have all of the critical information needed to conduct these events, we are holding training classes. For all suppliers that wish to conduct an event it is mandatory that a representative from your organization attend the training prior to your sampling event.

Trainings will be held on the following days:

Wednesday, September 14, 2011 – 10:30 a.m. to 12 p.m. at WSLCB Headquarters, Olympia

Thursday, October 6, 2011 – 10:30 a.m. to 12 p.m. at WSLCB Seattle Distribution Center

These will be the only trainings available until next spring. If you would like to hold any sampling events, a representative from your company must attend one of these trainings.

Please use these links to review the Interim Policy, Event Rules and Request Form on our web site:

[WSLCB Spirit Sampling/Tasting Event Rules](#)

[Spirit Sampling Interim Policy](#)

[Event Request Form](#)

Requests are due according to the following schedule:

<u>Sampling Months</u>	<u>Deadline for Requests</u>
October 2011	September 6, 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

If you have any questions, please feel free to contact Jamie Storm, Field Merchandising Manager at 206-389-2417.