



Washington State
Liquor Control Board

Liquor Control Board Interim Policy BIP-01-2013

Subject: Spirits Sampling in Spirits Retail Licensed Premises

Effective Date: July 28, 2013

Ending Date: Upon adoption of rules to implement this policy.

Approved:

Sharon Foster, Chairman

Ruthann Kurose

Ruthann Kurose, Board Member

Chris Marr

Chris Marr, Board Member

Purpose:

SSB 5396 created spirits sampling for holders of a spirits retail license allowing the licensee to conduct spirits sampling on the licensed premises. The bill states sampling must be conducted in accordance with rules established for sampling activities for beer/wine tastings in grocery stores and specialty shops. Rules are needed to clarify the conditions and requirements of the spirits samplings at spirits retail premises.

Policy Statement:

Until superseded by rule, in order to be issued a spirits sampling endorsement, the licensee must meet the following criteria:

- Be a participant in the Responsible Vendor Program.
- Advertising:
 - ✓ For spirits retail licensees that also hold a Grocery Store license, signs advertising spirits samplings may not be placed in the windows or outside of the premises that can be viewed from the public right of way.
 - ✓ For spirits retail licensees that also hold a Beer/Wine Specialty Store license, advertising of spirits sampling may be advertised but not state that sampling is free of charge.

Spirits samplings are to be conducted in the following manner:

- Spirits samplings service area and facilities must be located within the licensee's fully enclosed retail area and must be of a size and design that the licensee can observe and control persons in the area.
- The licensee must provide a sketch of the sampling area. Fixed or moveable barriers are required around the sampling area to ensure that persons under 21 years of age and apparently intoxicated persons cannot possess or consume alcohol. The sketch is to be included with the application for the spirits sampling endorsement.
- Each sample may be no more than one-half ounce of spirits, and no more than a total of one and one-half ounces of spirits samples per person during any one visit to the premises. Only one sample of the same product offering of spirits may be provided to a customer during any one visit to the premises. Spirits samples must be unaltered.
- The licensee must have food available for the sampling participants.
- Customers must remain in the service area while consuming samples.
- Employees serving spirits during sampling events must hold a class 12 server permit.
- There must be at least two employees on duty when conducting spirits sampling events.
- Spirits sampling activities under this policy are subject to RCW 66.28.305 and RCW 66.28.040.

Licensees are required to send a list of scheduled spirits samplings to their regional enforcement office at the beginning of each month. The date and time for each spirits sampling must be included.