



Providing Samples to Retailers

Per Code of Regulations (CCR) 52 in the ABC Act, “samples of beer may be given to licensed retailers or their employees or agents. Samples may be given only to licensees who have not previously purchased the particular product, for the sole purpose of permitting them to determine the grade, type, and quality of the alcoholic beverages.”

Samples “shall not exceed in quantity one bottle or can” and “must be opened at the premises of the licensee.” You are not allowed to leave unopened samples behind.

You are required to keep a record of all samples that are given away. Records “shall be completed within seven calendar days following removal from stock.” “The record shall state: the brand, type of alcoholic beverage and size of the sample package; the name of the salesman who removes the sample package and the date of such removal; the name of the licensee to whom any sample is given, together with the brand, type of alcoholic beverage, and quantity thereof, and the date the sample is given. Such records of samples shall be retained for a period of three years.”