



Michigan Department of Energy, Labor & Economic Growth  
**MICHIGAN LIQUOR CONTROL COMMISSION (MLCC)**  
7150 Harris Drive, P.O. Box 30005  
Lansing, Michigan 48909-7505

## **BEER AND WINE CONSUMER SAMPLING PERMIT REQUIREMENTS**

[Authorized by MCL 436.1537]

1. A Beer and Wine Consumer Sampling Permit approved by the MLCC is required to conduct beer and wine tastings on off premises licensed establishments that hold a Specially Designated Merchant (SDM) license. You must possess this permit prior to conducting samplings.
2. Licensee's eligible to obtain this permit are limited to the following: Outstate Seller of Beer, Outstate Seller of Wine, Wine Maker, Micro Brewer, Brewer, Broker, or SDM.
3. The Application for a Beer and Wine Consumer Sampling Event Permit must be completed, signed and returned to the MLCC Lansing office at 7150 Harris Drive P.O. Box 30005, Lansing, Michigan 48909-30005 with a check in the amount of \$70 payable to the State of Michigan.
4. An SDM licensee that also holds a license allowing the consumption of alcoholic liquor on the premises at the same address may not obtain a beer and wine consumer sampling permit. (For example, a Class C and SDM licensed business is not eligible.)
5. A customer cannot be charged for the tasting of the beer or wine.
6. The tasting samples provided to a customer cannot exceed 3 servings at up to 3 ounces of beer or 2 ounces of wine within a 24-hour period.
7. The MLCC must be notified at least 10 days prior to the consumer sampling event regarding the date, time and location of the event. Submission of the Notification form (LC-MW-1001) is required.
8. The employee or licensed agent of the Outstate Seller of Beer, Outstate Seller of Wine, Wine Maker, Micro Brewer, Brewer, Broker, or SDM conducting the beer and wine consumer sampling event must have successfully completed a server training program approved by the MLCC in accordance with the provisions of Section 906, Being MCL 436.1906, of the Liquor Control Code of 1998 and shall show verification of successful completion of server training upon request of an MLCC representative or other law enforcement officer.
9. The beer and wine used for the tasting must come from the inventory of the SDM and all open bottles must be removed from the premises on the same business day or resealed and stored in a locked, separate storage compartment on the licensed premises when not being used for the activities allowed by the Beer and Wine Consumer Sampling Permit.
10. All beer and wine consumer sampling events must be conducted during the legal hours for the sale of beer and wine on the licensed premises of the SDM licensee.
11. An MLCC Wholesale licensee is prohibited from conducting or participating in beer and wine consumer sampling events allowed by the Beer and Wine Consumer Sampling Permit.