



Consumer Sampling Event License Application

For more information on manufacturer and wholesaler licenses and permits, please visit the Liquor Control Commission's frequently asked questions website [by clicking this link](#).

Requirements

1. A Consumer Sampling Event License approved by the MLCC is required to conduct spirit sampling at off premises licensed establishments that hold a Specially Designated Distributor (SDD) license. You must possess this license prior to conducting samplings.
2. Licensees eligible to obtain this permit are limited to the following: Vendor of Spirits or a manufacturer (Manufacturer of Spirits, Small Distiller, or Brandy Manufacturer).
3. The Consumer Sampling Event License Application must be completed, signed, and returned along with a \$70.00 inspection fee.
4. The consumer sampling event is limited to 3 events per Vendor of Spirits or manufacturer per specially designated distributor license per month.
5. A customer cannot be charged for the tasting of the spirits.
6. The tasting samples provided to a customer cannot exceed 3 samples, which total no more than 1/3 ounce of spirits per serving.
7. The MLCC must be notified at least 10 days prior to the spirit sampling event regarding the date, time and location of the event. Submission of the Consumer Sampling Event Notification form (LCC-258) is required.
8. A licensed Salesperson or licensed Vendor Representative must conduct the sampling event must have successfully completed a server training program approved by the MLCC in accordance with the provisions of MCL 436.1906 and shall show verification of successful completion of server training upon request of an MLCC representative or other law enforcement officer.
9. The spirits used for the tasting must come from the inventory of the SDD 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 Consumer Sampling Event License.
10. All spirit sampling events must be conducted during the legal hours for the sale of spirits on the licensed premises of the SDD licensee.



Consumer Sampling Event License Application

For more information on manufacturer and wholesaler licenses and permits, please visit the Liquor Control Commission's frequently asked questions website [by clicking this link](#).

Part 1 - Licensee Information

Individuals, please state your legal name. Corporations or Limited Liability Companies, please state your name as it is filed with the State of Michigan Corporation Division.

Licensee name(s):		
Address:		
City:		Zip Code:
City/township/village:		County:
Contact Name:	Phone:	Email:

Part 2 - Inspection Fee

\$70.00 Inspection Fee - Make check payable to **State of Michigan** (MLCC Fee Code 4036)

Part 3 - Signature of Licensee

The licensee must submit the Consumer Sampling Event Notification form (LCC-258) at least ten (10) business days prior to conducting a consumer sampling event.

I certify that the information contained in this form is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

Print Name of Licensee & Title

Signature of Licensee

Date

Please return this completed form along with inspection fee to:
Michigan Liquor Control Commission
Mailing address: P.O. Box 30005, Lansing, MI 48909
Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933
Fax to: 517-284-8557



LARA Revenue Services is not a part of the Michigan Liquor Control Commission (see note below).

Credit Card Authorization Form

** FAX COMPLETED FORM TO SECURE FAX LINE: 517-284-8557 **

** DO NOT EMAIL OR MAIL THIS FORM **

Requests with credit card payments that are not faxed to the above secure fax line will be destroyed along with the credit card authorization in order to ensure the security of applicants' personal credit card numbers.

IF YOU ARE NOT SUBMITTING AN APPLICATION FORM WITH THIS CREDIT CARD AUTHORIZATION, YOU MUST PROVIDE AN ITEMIZATION OF THE FEES FOR WHICH YOU ARE SUBMITTING PAYMENT OR YOUR PAYMENT WILL NOT BE PROCESSED

Name on Card: _____

Payment Amount: _____

Billing Address: _____

Card Number: _____

City: _____ State: _____ Zip Code: _____

Check One:

Phone: _____

MasterCard

Visa

Discover

Email: _____

Security Code/CVV Code: _____

Applicant/Licensee Name: _____ Request or Business ID #: _____

Expiration Date: _____

Payment is for: _____

Signature

IF YOU ARE NOT SUBMITTING AN APPLICATION FORM WITH THIS CREDIT CARD AUTHORIZATION, YOU MUST PROVIDE AN ITEMIZATION OF THE FEES FOR WHICH YOU ARE SUBMITTING PAYMENT OR YOUR PAYMENT WILL NOT BE PROCESSED.

Credit Card Payment Itemization:

Table with 3 columns: Fee Type, Fee Amount, MLCC Fee Code. Includes items like Inspection Fee(s), Special License Fee(s), Temporary Authorization Fee, License Renewal Fee(s), Manufacturer License(s), Wholesaler License(s), New Retailer License(s), Transfer Retailer License(s), Conditional License, New Add Bar, Transfer Add Bar, Sunday Sales Permit (AM/PM), and Catering Permit.

LARA Revenue Services is not a part of the Michigan Liquor Control Commission (MLCC). Receipt of payment and application forms by LARA Revenue Services does not constitute receipt of an application by the MLCC. Applications submitted through LARA Revenue Services may take up to two (2) additional business days to be received by the MLCC after receipt by LARA Revenue Services.

For requests that require a timely receipt of an application by the MLCC to be processed, such as Special Licenses and temporary requests, please ensure that your application will be received in adequate time to be processed by the MLCC after the payment is received and processed by LARA Revenue Services.