



### Consumer Sampling Event Notification Form

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](#).

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

**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:	
Contact Name:	Phone:	Email:

**Part 2 - Consumer Sampling Events - Limit of Three (3) Events Per Specially Designated Distributor Per Month**

Event 1 - List Date, Time , and Location of Event:

<input type="text"/>	<input type="text"/>	<input type="text"/>	
Date	Specially Designated Distributor Name	Specially Designated Distributor License Number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Time of Event	Address	City & Zip Code	County

Event 2 - List Date, Time , and Location of Event:

<input type="text"/>	<input type="text"/>	<input type="text"/>	
Date	Specially Designated Distributor Name	Specially Designated Distributor License Number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Time of Event	Address	City & Zip Code	County

Event 3 - List Date, Time , and Location of Event:

<input type="text"/>	<input type="text"/>	<input type="text"/>	
Date	Specially Designated Distributor Name	Specially Designated Distributor License Number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Time of Event	Address	City & Zip Code	County

**You may attach a separate sheet with information on additional consumer sampling events, if necessary.**

### Part 3 - Signature of Licensee

The licensee shall comply with the provisions of MCL 436.2027(5) when conducting a consumer sampling event.

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. The consumer sampling event is limited to 3 events per Vendor of Spirits or manufacturer per Specially Designated Distributor (SDD) license per month.

A consumer may not be charged for or purchase samples. Each consumer is limited to 3 samples, which total no more than 1/3 ounce of spirits per serving per event. Samples are not to be offered to, or allowed to be consumed by, any person under the legal age for consuming alcoholic liquor.

Licensed representatives or an authorized representative may distribute merchandise, not to exceed \$100.00 in value, to consumers 21 years of age or older at the event.

Participating SDD licensees shall not receive any fee or other valuable consideration for participating in the event. The alcoholic liquor used in the consumer sampling event is provided by the Vendor of Spirits or manufacturer, and purchased at the minimum retail selling price fixed by the commission from the SDD on whose premises the event is located. The Vendor of Spirits or manufacturer shall remove any unfinished product from the premises at which the event is held upon completion of the event.

The Vendor of Spirits or manufacturer conducting the consumer sampling event must have a licensed representative present at the SDD's establishment. The Vendor of Spirits or manufacturer must demonstrate that the individual actually conducting the sampling has successfully completed the server training program in the manner provided for in section 906 and rules promulgated by the Commission.

A consumer sampling event may be advertised in any type of media and the advertisements may include the date, time, location, and other information regarding the event.

A consumer sampling event shall not be allowed if the sale of alcoholic liquor is otherwise prohibited on the premises at which the event is conducted.

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.

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Print Name of Licensee & Title

Signature of Licensee

Date

**Please email this completed form to the Michigan Liquor Control Commission:**

**[LARA-MLCC-Notifications@michigan.gov](mailto:LARA-MLCC-Notifications@michigan.gov)**

**Please note that this email address is for tasting or sampling event notifications only.  
DO NOT EMAIL APPLICATIONS OR ANY OTHER DOCUMENTS TO THIS EMAIL ADDRESS.**