Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____

Request ID: _____
(For MLCC use only)

# Consumer Sampling Event Notification Form

*****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 - Consumer Sampling Event Licensee Information (Vendor of Spirits or Distiller/Small Distiller)

Information for the Vendor of Spirits, Distiller, or Small Distiller licensee that has been issued a Consumer Sampling Event License

| | | |
|---|---|---|
| Licensee name: | | |
| Address: | | |
| City: | State: | Zip Code: |
| Business ID (BID) No.: | Consumer Sampling Event License No.: | |
| 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:

| Date | Specially Designated Distributor Name | Specially Designated Distributor License Number |
|---|---|---|
| | | |

| Time of Event | Address | City & Zip Code | County |
|---|---|---|---|
| | | | |

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

| Date | Specially Designated Distributor Name | Specially Designated Distributor License Number |
|---|---|---|
| | | |

| Time of Event | Address | City & Zip Code | County |
|---|---|---|---|
| | | | |

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

| Date | Specially Designated Distributor Name | Specially Designated Distributor License Number |
|---|---|---|
| | | |

| Time of Event | Address | City & Zip Code | County |
|---|---|---|---|
| | | | |

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


LARA is an equal opportunity employer/program. Auxiliary aids, services and other reasonable accommodations are available upon request to individuals with disabilities.

**Part 3 - Signature of Authorized Representative of Consumer Sampling Event Licensee**

By signing below, I attest that the consumer sampling event(s) listed above will be conducted in compliance with the provisions of MCL 436.2027:

- The Consumer Sampling Event Notification form (LCC-258) will be submitted 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 will not be charged for or purchase samples.
- Each consumer will be limited to 3 samples, which total no more than 1/3 ounce of spirits per serving per consumer sampling event.
- Samples will not be offered to, or allowed to be consumed by, any person under the legal age for consuming alcoholic liquor.
- Any merchandise distributed at the event will not to exceed $100.00 in total value and will be given only to consumers 21 years of age or older.
- The SDD licensee(s) will not receive any fee or other valuable consideration for participating in the consumer sampling event.
- The alcoholic liquor used in the consumer sampling event will be purchased at the minimum retail selling price from the SDD licensee(s).
- Any unfinished product(s) will be removed from the SDD premises after the completion of the consumer sampling event and will not be used at another consumer sampling event.
- The authorized representative of the Consumer Sampling Event Licensee conducting the consumer sampling event must have successfully completed the server training program approved by the Commission.
- A consumer sampling event will not be conducted 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. By signing this application, I am freely and voluntarily consenting and submitting to inspections of the licensed premises in accordance with MCL 436.1217(2)-(3) and R 436.1011(4). I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

| Print Name & Title | Signature of Authorized Representative | Date |
|---|---|---|

Authorized Representative of Consumer Sampling Event License Signing Above is (Check One):

- ☐ Vendor Representative Licensee employed by the Consumer Sampling Event Licensee.
- ☐ Salesperson Licensee employed by the Consumer Sampling Event Licensee.
- ☐ Broker Licensee representing the Consumer Sampling Event Licensee.
- ☐ Salesperson Licensee employed by a Broker Licensee representing the Consumer Sampling Event Licensee.

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


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