



WYOMING DEPARTMENT OF REVENUE Liquor Division

Revised: 10/16
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GENERAL SAMPLING GUIDELINES FOR VENDORS & INDUSTRY REPRESENTATIVES

Shipments of product samples directly to the licensed industry representative or licensed retailer are illegal and expressly prohibited.

Requirements:

- All samples must be shipped to the Wyoming Liquor Division (WLD).
- **Prepaid samples shipped to WLD must have the Industry Rep's name and the vendor of record name on the outside of each box.**
- Prepaid samples shipped to WLD must be clearly marked "SAMPLES" on the outside of each box.
- Wine and distilled spirits must be shipped in separate boxes and only one (1) metric size per box.
- All samples are subject to approval by the WLD.
- Allow three (3) business days to process **ALL** samples.
- All fees associated with all samples will be invoiced to licensed "A" Industry Reps with payment in full due by the 20th of the following month. Accounts more than sixty (60) days in arrears may be put on a cash basis.
- Samples will be shipped to a retailer designated by the Industry rep (with prior approval from retailer)
- Samples not included with a retailer's order may incur a minimum delivery charge.
- The industry representative shall advise WLD in advance, of the intended use of the samples, the type of event, location of event.
- Sample product may not be used as a direct gift or as a product discount based upon licensee's current or future purchases.

The following charges will be assessed for **PREPAID** product:

- Incoming freight if applicable
- State Excise Tax
- Handling charge of \$5 per case
- Outgoing freight of \$5 per case if applicable

The following charges will be assessed for product withdrawn from WLD Inventory:

- F.O.B case cost
- Incoming freight
- 17.6% markup
- State Excise Tax
- Slit case charge if applicable
- State and Laramie County Sales Tax
- Outgoing freight of \$5 per case if applicable

In addition to the general guidelines previously described for samples, the following also applies:

1. SAMPLING SPIRITS AND WINES TO LICENSED RETAILERS

Manufacturers, through their Wyoming industry representatives, are authorized to furnish samples to licensed retailers.

Restrictions on quantity of samples furnished to any retailer at any one time include:

- No more than 500 ml of any brand of distilled spirits,
- No more than 1.5 liter of any brand and label of wine. Total wine furnished cannot exceed more than 3 liters.
- Sample product shall have the seal broken at the time of presentation to the licensee or their designated management employee.
- Samples may be provided only to retailers who have not previously purchased the brand within the last 12 months of distilled spirits or wine being offered by the industry representative.

2. DONATIONS OF SPIRIT AND WINE PRODUCTS TO NON-PROFIT ORGANIZATIONS FOR CHARITABLE EVENTS OR FUND RAISING PROJECTS

Manufacturers, through their Wyoming industry representatives, may provide gifts of product to causes and events deemed worthy by the industry.

The following stipulations shall be met:

- The manufacturer shall designate a temporary licensed industry representative if their product line is not currently represented by a Wyoming industry representative.
- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the licensed industry representative. Such records will be provided to the Wyoming Liquor Division within twenty (20) working days upon receipt of such request.

3. VENDOR REPRESENTATIVES FURNISHING ALCOHOLIC BEVERAGES TO TRADE SHOWS, CONVENTIONS, CONSUMER TASTINGS, ON-PREMISE LICENSEE EMPLOYEE TRAINING PURPOSES

Manufacturers, through their Wyoming industry representatives, may furnish alcoholic beverages to trade shows, conventions, consumer tastings.

- A permanent record of the event dates, locations, quantity of product by label and brand used is to be maintained by the industry representative. Such records will be provided to the Wyoming Liquor Division with twenty (20) working days upon receipt of such request.
- 50 ml spirits or 187 ml wines used for "neckers" will be excluded from numerical limitations.

4. SAMPLES FOR LISTING MEETINGS

Manufacturers, through their Wyoming industry representatives, are authorized to furnish samples for listing meetings.

- Samples sent to the Liquor Division must be clearly marked “Samples for Listing Meeting”
- Name of industry rep must be clearly marked on outside of each case.
- If boxes are clearly marked “Samples for Listing Meeting” no charges will apply.
- Boxes not clearly marked will incur regular sample charges.
- Industry representatives are responsible for communicating with their vendors to avoid costs
- Only one bottle of any product should be sent as a listing meeting sample.