



TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

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September 23, 2009

MARKETING PRACTICES BULLETIN – MPB033

Texas Distillery On-Site Samplings

Dear Alcoholic Beverage Industry Members:

Effective May 13, 2009, House Bill 1974 of the 81st Legislative Session amended Chapter 14 of the Texas Alcoholic Beverage Code to allow Texas distilleries to provide distilled spirits samples in accordance with the following restrictions:

- Samples must be provided free of charge.
- Distillery may only dispense samples of products they produce.
- The sampling event may not be advertised except by on-site communication or direct mail.
- Only the permit holder or agent or employee may dispense or participate in the dispensing of samples.
- The distillery may not serve a person more than one sample of each brand of distilled spirits being served at a sampling event.
- Sample portions may not exceed one-half ounce.
- The distillery may not serve a sample to a minor or to an obviously intoxicated person.
- A person who receives a sample may not take it away from the permitted premises of the distillery.

If you have any questions or would like additional information, you may contact Thomas Graham, Marketing Practices Supervisor, in writing at P.O. Box 13127, Austin, TX 78711, by email at marketing.practices@tabc.state.tx.us, by phone at 512-206-3411 or by fax at 512-206-3349.

Sincerely,

Thomas Graham
Supervisor of Marketing Practices

xc: Alan Steen, Administrator
Sherry Cook, Asst. Administrator
Joel Moreno, Chief of Field Operations
Rod Venner, Assistant Chief of Enforcement
Dexter K. Jones, Assistant Chief of Field Operations
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