



INDUSTRY ADVISORY

Taste Testing and Market Research

Effective March 1, 2009, the Department will no longer approve any supplier-sponsored market research programs involving the giving or furnishing of free alcoholic beverages to consumers in California. Such conduct violates Section 25600 of the California Business and Professions Code.

The furnishing of limited samples of beer, wine and distilled spirits to consumers as provided in Sections 23386, 25503.5(c), and 25503.55 of the Business and Professions Code are permitted subject to statutory restrictions.

If you have any questions regarding this advisory please contact the Department's Trade Enforcement Unit at (916) 419-2500.