



---

**Georgia Department of Revenue  
Alcohol and Tobacco Division  
Informational Bulletin**

**Sampling of Alcoholic Beverages  
by Retail Package Store Owners and their Employees  
or other Retail Dealers and their Employees**

---

**September 15, 2020**

House Bill 879 authorizes a manufacturer or wholesaler to provide samples of alcoholic beverages to package store owners, other retail dealers, and their employees. This bulletin provides information and guidance for alcoholic beverage product sampling.

Representatives or salespersons of a manufacturer or wholesaler may open packages of alcoholic beverages on the premises of a package store or the premises of other retail dealers for the sole purpose of providing samples to package store owners, other retail dealers, and their employees provided:

- The sample is a small amount of any malt beverage, wine or distilled spirit.
- Samples must be consumed on the licensed premises, specifically in a room or other area of the licensed premises that is closed to the public. Samples shall be consumed in the presence of the representative or salesperson.
- The representative or salesperson must remove from the premises all packages brought into the licensed premises of the package store or other retail dealer for sampling.

*The Department of Revenue does not require a retail package store or other retail dealer to obtain an additional license or permit to participate in alcoholic beverage samplings provided by a manufacture or wholesaler.*

**FOR MORE INFORMATION**

Contact the Alcohol and Tobacco Division at 1-877-423-6711 from 8:00am to 5:00pm, Monday through Friday, excluding holidays. For forms and other information, please visit our website at [www.dor.georgia.gov](http://www.dor.georgia.gov)