

701—1003.7(123) Sampling.

1003.7(1) Conditions. An industry member may give product to a retailer who has not purchased the brand from that industry member within the preceding 12 months.

1003.7(2) Quantity. Product given to a retailer shall not exceed the following amounts within a calendar year.

- a. Three liters of any brand of alcoholic liquor.
- b. Three liters of any brand of wine.
- c. Three gallons of any brand of beer.

1003.7(3) Procurement. An industry member shall obtain alcoholic liquor, wine, or beer used for sampling from the respective wholesaler. If a particular product is not available in a size within the quantity limitations of this section, an industry member may provide to a retailer the next larger size.

1003.7(4) Identification. Each container of product used for sampling shall be clearly marked with the word "SAMPLE". The marking shall not obscure the label of the container.

1003.7(5) Recordkeeping. An industry member shall keep and maintain records in accordance with rule 701—1003.16(123).

This rule is intended to implement Iowa Code section 123.186.

[ARC 9088C, IAB 4/2/25, effective 5/7/25]