

**185—16.8(123) Sampling.**

**16.8(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.

**16.8(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.

**16.8(3) *Procurement.*** An industry member shall obtain alcoholic liquor, wine, or beer used for sampling from the respective wholesaler.

**16.8(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.

**16.8(5) *Record keeping.*** An industry member shall keep and maintain records in accordance with rule 185—16.18(123).

This rule is intended to implement Iowa Code section 123.186.  
[ARC 2254C, IAB 11/25/15, effective 12/30/15; ARC 7028C, IAB 5/31/23, effective 7/5/23]