

PRODUCT CONNECTIONS

COMPLIANCE GUIDELINES

Adult Beverage sampling is highly regulated, and it is crucial to remain compliant with all state and local laws and regulations. Use this reference guide to ensure you are following all compliance guidelines.

Check EVERY ID

- You must check everyone's ID to verify age for all wet events, regardless of age appearance.
- All Photo IDs must be government-issued (state ID, driver's license, military ID, etc.), and the individual must be over the age of 21.
- Ensure IDs are not expired and verify the photo matches the person requesting the sample.
- If you do not ID a guest, you could be subject to a penalty or fine.

Serving Guidelines

- Keep bottles where only you can access them. All product for sampling is to be purchased before pouring any samples.
- You are only allowed to sample and handle the featured or backup item(s) as shown in your manual. Do not open other brands/items without your Product Connections supervisor's approval.
- Serve one guest at a time, and only pour samples as guests approach your cart – do not pour in advance. Place the sample on the cart for the guest to pick up.
- Do not serve to intoxicated guests or to any guest without proper ID regardless of appearance.
- Serve only (1) 1 oz sample per guest. Even if you are sampling multiple varietals or flavors, guests may only have one 1 oz sample.
- Never abandon an opened adult beverage, including souffle cups where a beverage has already been poured. If you need a break to use the restroom, you must wait until opened bottles are empty and disposed of.
- Ensure your Target partner disposes of all Adult Beverage product after your event.

Ensure Guests Remain Near

- Ask each Guest to remain near your event cart while sampling the product. They are not allowed to leave the event area with a sample or an empty cup.

Minors Not Allowed

- Minors are never allowed at the event sampling area unless accompanied by an adult. Minors are never to be served.



Questions?

If you have questions or concerns about any of these guidelines, reach out to your scheduler. They are there to help you and walk you through any issues you may encounter.