

# Notice of Taste Test Research Alcoholic Beverage



\_\_\_\_\_ is conducting marketing research for an alcoholic beverage product. A portion of the research will involve a taste test of \_\_\_\_\_ ounce samples of the product (\_\_\_\_% alcohol by volume). The aforementioned manufacturer will provide the product and they will be responsible for any taxes, if applicable.

**Purpose of the Research:** Assess the overall appeal of the product among the target population.

**Participants:** Approximately \_\_\_\_ interviews will be conducted with men and women aged 21-\_\_\_\_ who also meet requirements regarding alcohol consumption. Participants will be recruited by telephone and the interviews will be conducted in a location that is not a personal residence. Participants will receive \$\_\_\_\_\_ for their participation.

**Dates and Locations:** The research will be conducted on \_\_\_\_\_ at the below locations:

Field Service Location:	Interview Location:
Name _____	Name _____
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Phone _____ Fax _____	Phone _____ Fax _____

**Marketing Research Firm Responsible For This Study:** \_\_\_\_\_

Address \_\_\_\_\_ Contact Name \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

**Protocol and Responsible Drinker Provisions:** Participants will be aged 21 to \_\_\_\_ years of age and are required to present government issued photo identification, prior to beginning each interview. Participants are instructed to eat something before coming to their interview. They must sign a release form to attest that they are of legal drinking age, they have no medical condition that requires them to avoid alcohol and they have not had any alcohol beverages twelve hours prior to their scheduled appointment. Participants will sample \_\_\_\_\_ samples of the product at their own pace (\_\_\_\_% alcohol by volume). They are then required to remain at the facility for \_\_\_\_\_ full hours. They may not drive themselves home. They must have a designated driver take them home (designated driver must “sign-in” at the facility). Sandwiches, snacks and non-alcoholic beverages will be provided after consumption of the samples.

**Interview:** Participants will taste \_\_\_\_\_ ounce samples of the product and give their opinions. Total elapsed time at the facility will be \_\_\_\_\_ hours.

**Distributor Information:** \_\_\_\_\_

**Please notify ILCC of tests by completing this form.  
 Email notices to [ivan.fernandez@illinois.gov](mailto:ivan.fernandez@illinois.gov) or fax to (312) 814-2241.**