

TASTING COMPETITION DESTINATION LABEL



DESTINATION LABEL

Access Live 2025 | Denver, CO | February 3-6, 2025



COMPANY NAME:

(Type the name of the company entered in the competition)

_____ of _____
BOX # TOTAL # BOXES

WINE & SPIRITS TASTING COMPETITION



WHOLESALEERS: Deliver to WSWA Access LIVE

Location: Gaylord Rockies Convention Center
6700 N Gaylord Rockies Blvd.
Aurora, CO 80019

Date: January 29

FREEMAN:

Deliver to WSWA Tasting Competition

Location: Juniper Ballroom

Date: Wednesday, January 29

SHOW MANAGEMENT
Alcohol Beverage Samples
Not For Resale

INSTRUCTIONS:

IMPORTANT: This destination label **MUST** be affixed to all boxes for the Wine & Spirits Tasting Competition. All tasting competition samples **MUST** be boxed and labeled separate from alcohol for booths/suites.

Option 1 – Ship to Colorado Wholesaler:

- Affix this destination label to the **SIDE** of each case and place a copy inside each box. This is an identifying label to ensure your shipment is delivered to the correct location at Access LIVE.
- Affix your shipping label addressed to your wholesaler to the **TOP** of the case. Product Handling Guidelines at accesslive.wswa.org for WSWA wholesaler's addresses.
- **SHIPPING DEADLINE:** Alcohol shipments must be received by wholesaler (Breakthru, RNDC, SGWS, or LibDib) no later than January 6.

Option 2 – Pull from Colorado Wholesaler Inventory:

- **WSWA Wholesaler** (Breakthru, RNDC, SGWS): Submit your Product Pull form to wholesaler and advise wholesaler to affix this label to the side of each case no later than Jan 6.
- **Non-WSWA Wholesaler:** The non-WSWA Colorado wholesaler must affix this label to the side of each case prior to delivering at Access LIVE. Ensure the wholesaler has scheduled a delivery time on January 29 with Freeman.

An Alcohol Beverage Product List is required to be submitted by January 6 for all alcohol sent for Access LIVE.

