



DESTINATION LABEL

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



ALCOHOL BEVERAGE SAMPLES – NOT FOR RESALE

COMPANY NAME *(Type the name of the company registered for Access LIVE)*

TASTE TABLE NUMBER
(leave blank if unknown)

_____ of _____
BOX # TOTAL # BOXES

TASTE (Taste of the Industry)



WHOLESALEERS: Deliver to WSWA Access LIVE
Location: Gaylord Rockies Convention Center
6700 N Gaylord Rockies Blvd.
Aurora, CO 80019
Date: Wednesday, January 29

FREEMAN: Deliver to TASTE table
Location: Level 1: Adams Ballroom
Date: Tuesday, February 4

INSTRUCTIONS:



This label is for TASTE alcohol samples to be delivered by Freeman directly to your TASTE table on 2/4 (*registration required). Don't use this label if you will hand walk product from your booth/suite. Don't use this label for Wine & Spirits Tasting Competition – use label #1.

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 beverage sent for Access LIVE.