



IFSA Global EXPO 2026
Gaylord Texan Resort and Convention Center
September 8-10, 2026

ALCOHOL SAMPLING - CHECKLIST FOR SUPPLIERS

OVERVIEW:

- Products that are already being distributed in the state of Texas will be handled by the existing distributor.
- For products not currently distributed in Texas, IFSA is partnering with Southern Glazer's Wine & Spirits Distributors to process and deliver samples for the IFSA Global EXPO.
- All suppliers, distributors, and manufacturers sampling alcohol at IFSA Global EXPO in Texas must have the required TABC supplier permit/product label registration, TTB-approved COLA, or TTB COLA waiver for each product.
- To determine if a label has TABC approval, TTB-Approved COLA, or TTB Cola Waiver please visit the [TABC label registry website at: https://www.ttb.gov/regulated-commodities/labeling/cola-public-registry](https://www.ttb.gov/regulated-commodities/labeling/cola-public-registry)
- Only Alcoholic Beverage products will be handled by SGWS or other Texas Distributors.
 - Non-consumable items such as POS material must be shipped directly to the show in accordance with the information detailed in the IFSA Exhibitor Kit.

FOR SUPPLIERS WHOSE PRODUCTS ARE CURRENTLY REPRESENTED BY A DISTRIBUTOR IN TEXAS:

- For those suppliers whose products are currently represented by any distributor in the state of Texas, please work directly with your **existing distributor** to have samples delivered to the Gaylord:
 - **Distributor must deliver to this address:** 1501 Gaylord Trail Grapevine, TX 76051
 - **Delivery Window:** [September 2-7, 2026](#)
 - **Delivery must include a complete list, or sample invoice, of all products & quantities**
 - *Please direct any questions regarding deliveries to:*
 - *Lauren Ballard, Director of Event Planning & Catering*
Lballard@gaylordhotels.com
817-778-2322
- **Each box must be labeled with an official IFSA Global EXPO destination label.**
 - These are available in the IFSA Exhibitor Kit [online here](#)
 - PLEASE MAKE CERTAIN YOU HAVE AFFIXED THE LABEL THAT MATCHES THE ULTIMATE DESTINATION/ BOOTH NUMBER OR HOSPITALITY SUITE OF YOUR PRODUCT.
 - *The Gaylord Texan is a very large complex and mislabeled product will not be the responsibility of IFSA or The Gaylord Texan.*

FOR SUPPLIERS NOT REPRESENTED BY A TEXAS DISTRIBUTOR:

- SGWS will assist with product samples, coordinating with the TABC (if needed) & delivery to the Gaylord.
 - Please see detailed instructions attached: **“SGWS CHECKLIST FOR SUPPLIERS NOT REPRESENTED BY A TEXAS DISTRIBUTOR”**
- SGWS Instructions attached for product with NO TTB COLA or TABC registration
- Supplier will be responsible for all Import and U.S. Customs clearance, including all applicable U.S. taxes, duties, and fees.
- Product must be received by Southern Glazer’s Wine and Spirits (SGWS) no later than **AUGUST 17th 2026.**
- **All unused products at the close of the show must be picked up by the Wholesaler or destroyed.**
- With prior notification, SGWS will coordinate picking up products, and returning them to the SGWS warehouse.
- Suppliers may coordinate with SGWS on the compliant handling, return, destruction, or other legal disposition of remaining product, based on TABC status and applicable regulations.
- All products shipped to SGWS warehouse must have the **case label with Exhibitors information affixed to the case.**
- **SGWS will** deliver product only to the Gaylord Texan Hotel & Convention Center dock. The Gaylord Texan is responsible for moving product from the dock to exhibitor booths or hospitality suite locations.

ADDITIONAL INFORMATION FOR SGWS SUPPLIERS (Texas):

- Please send your sample requests through the normal channels – Your TX SGWS Trade Development Manager will process the sample request, per our normal sample process.
 - Please copy Jennifer Lawrence (Jennifer.Lawrence@sgws.com) & Austin Peters (AustinPeters@sgws.com) on the sample request.
 - If you need assistance, or have questions, please direct them to Jennifer Lawrence and cc Austin Peters.
- **ALL SAMPLE REQUESTS MUST BE RECEIVED NO LATER THAN EOB FRIDAY, AUGUST 14th.**
- We will process all sample requests the week of August 17th
- Samples will be labeled/staged the week of August 24th
- Delivery to the Gaylord will be made either September 2nd or 3rd
- ***Please Note:*** *SGWS will be transitioning warehouses, and no samples will be pulled during the transition. All sample requests must be submitted by August 14th; requests received after that date may not be processed in time for the show.*