In my point of view Between different sampling strategies “Cluster Sampling” can be well-suited for this problem. First of all we have to consider that we want to take samples from a country and this can be a costly procedure and we have to deal with a vast geographical area. Thus, it seems that cluster sampling can be an appropriate method for this problem. Where in cluster sampling we can separated the country in clusters in a way that each cluster is a mini-representation of the entire country (these clusters can be cities, provinces or regions in the country) and then a simple random sample of clusters can be chosen. Once the clusters are selected, it is typical to sample all of the population members in each selected cluster. However, the downside of this sampling strategy is that the inferences drawn from a cluster sample can be less accurate for a given sample size. Because there are some overlapping information will be collected in this method. It means that we will not probably get the maximum amount of information per sampling dollar spent.

Note that, if the culture or customs of the country really differ from each other from cluster (city/region/province) to cluster in a way that it affects the beverages offered in the bars and each cluster is not a mini-representation of the entire country, we have to utilize stratified sampling. In this case each cluster will be named stratum and we have to sample from each stratum proportional to the number of bars on that strata relative to the total number of bars in the country.