

Guidelines for Food and Beverage Sampling

Anaheim Convention Center

Catering Services

800 W. Katella Avenue

Anaheim, Ca 92808

Phone (714)765-8800 E-Mail ACC-Catering@aramark.com

Food and Beverage Sampling Terms:

1. Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm.
2. All Items are limited to SAMPLE SIZE and must be distributed from exhibit location
 - a. Non-Alcoholic Beverage samples are limited to a maximum of two fluid ounces of product
 - b. Food Items are limited to "Bite Size" portions of 1 oz.
 - c. Food and/or beverage items as traffic promoters (i.e. popcorn, coffee, bar service) MUST be purchased through Catering Services.
 - d. Firms wanting to distribute sample food and/or beverage at non-industry related events, or larger portions must pay Catering Services a waiver fee equal to 50% of the Catering Services retail price for similar item.
 - e. Exhibiting Firms who wish to contract Catering Services to perform kitchen prep must ship product through the Catering Services Warehouse. Appropriate storage, handling, and labor fees will apply.
3. Exhibiting firm must provide Catering Services no later than three business days before the first day of the event with a certificate of liability with coverage of \$1,000,000 per occurrence and Naming ARAMARK Corporation, the City of Anaheim and the Anaheim Convention Center as additional Insured.
4. Exhibiting firms are not authorized to sell any food or beverage items.

Alcohol Sampling Terms:

1. All Alcoholic Beverages dispensed are limited to products manufactured, processed, or distributed by exhibiting firm.
2. Exhibiting Firms who wish to dispense alcoholic beverages must ship product through the Catering Services Warehouse via a California Licensed Distributor.
3. Alcoholic beverages received by Catering Services will be immediately inventoried and stored until the start of service. Following completion of all scheduled services any left over product will be inventoried to figure total consumption.
4. Exhibiting firms dispensing alcohol must contract a Catering Service Bartender. Catering Services Bartenders are required to pour all alcoholic beverages.
5. Alcohol Sample sizes are limited to the following:
 - a. Liquor: ¼ oz
 - b. Wine: 1oz
 - c. Beer: 2oz
6. Corkage Fees (*based on consumption*):
 - 6 Wine 750ml: \$30.00++ per bottle
 - 7 Beer 12oz: \$5.00++ per bottle
 - 8 Beer Keg: \$325.00 per bottle
 - 9 Liquor 750ml: \$200.00++per bottle
 - 10 Liquor 1 Liter: \$250++ per bottle
7. Exhibiting firm must provide Catering Services no later than three business days before the first day of the event with a certificate of liability with coverage of \$1,000,000 per occurrence and Naming ARAMARK Corporation, the City of Anaheim and the Anaheim Convention Center as additional Insured.
8. Catering Services at the Anaheim Convention Center follow all appropriate HACCP steps when handling and storing product.
9. Exhibiting firms are not authorized to sell any food or beverage items
10. Tasting limit per person per day.
 - Beer – Up to 8 oz per person per day
 - Wine – Up to 3 tastings per person per day
 - Spirits – Up to 3 Tastings per person per day

Food and Beverage Sampling Shipping and Storage Guidelines:

1. All products contracted for Kitchen Prep, or Alcohol Sampling must be received and inventoried by a Catering Services Representative.
2. All Alcoholic Beverage must be delivered by a California Licensed Distributor.
3. Catering Services can provide dry, refrigerated, or freezer storage prior to, and during scheduled events.
 - a. Exhibiting Firms must make storage arrangements with Catering Services at least 30 days prior to event in order to ensure space availability.
 - b. All product contracted to be stored by Catering Services must be received no earlier than one week prior to event start, and no later than two days prior to event start.
 - c. Catering Services Warehouse Hours are Monday through Friday 7am-3pm.
 - d. Catering Services Warehouse Address:
ARAMARK at the Anaheim Convention Center
1850 West Street
Anaheim, Ca 92802
ATTN: Gregorio Fernandez
 - e. When shipping product to the Catering Services Warehouse, please include the following information on all boxes:
 - i. Item Description
 - ii. Dry, Refrigerated, or Freezer Storage
 - iii. Name of Show and Exhibiting Firm
 - iv. Catering Services Sales Managers name
 - v. Number of total boxes (i.e., 1 of 10)
 - f. Prior to shipping your product, please inform your sales manager of the following:
 - i. What date you expect your shipment to arrive at the Anaheim Convention Center.
 - ii. How many total boxes are you shipping, and what size are they?
 - iii. How many total pallets?
 - iv. How are we to store your product? Dry, Refrigerated, or Freezer.

Kitchen Prep Guidelines:

Catering Services can provide Kitchen preparation services to assist exhibiting firm's food and beverage sampling needs. Kitchen preparation needs must be submitted in writing to the Catering Services Sales Office at least 21 days prior to event start. All kitchen preparation requests received less than 21 days prior to the start of the show will incur a 15% late processing fee.

1. The following Guidelines must be followed when submitting kitchen preparation recipes for food and beverage sampling.
 - a. Complete recipe list submitted in writing to Catering Services Sales Office. Your recipe notes must include:
 - i. Complete recipe and preparation instructions, calculated into institutional sizes.
 - ii. Quantity of product to be prepared by Catering Services
 - iii. Provide a list/quantity of all products from recipe that your exhibiting firm will be providing. *(Catering Services must provide all food and beverage items within recipe or used for sampling that are not manufactured, processed, or distributed by exhibiting firm.)*
 - iv. Provide a list/quantity of all Catering Services provided items.
 - v. What time(s) and quantities would you like the kitchen prepared product sent to your booth? *(a \$75.00+ deliver fee will apply for each delivery)*
 - vi. A description of any special instructions that may be needed. (i.e., how should your product be served/displayed, portioned, etc)
 - vii. A list of all miscellaneous serving supplies you will need Catering Services to provide for you. (i.e., utensils, chafers, bowls, plates, etc. See Booth Supplies/Rental Equipment for pricing). *Please note that Catering Services does not supply complimentary utensils, etc needed for booth sampling.*

Food and Beverage Sampling/Kitchen Prep Fees

Storage/Handling Fees (*product shipped in lesser quantities will be pro rated based on the following fees*):

- \$350.00+ per pallet, per day: dry storage
- \$500.00+ per pallet, per day: refrigerated storage
- \$675.00+ per pallet, per day: freezer storage

Labor Fee's

- Delivery fee: \$75.00+, per delivery of product to booth
- Dedicated Attendant/Catering Server fee: \$175.00+ (4 hour minimum)/ \$43.75+ each additional hour
- Chef Attendant/Kitchen Prep Fee: \$175.00+(4 hour minimum)/ \$43.75+ each additional hour
- Chef Consultation Fee: \$200.00+ (recommended for all kitchen prep recipe orders)
- Bartender fee: \$175.00+ (4 hour minimum)/ \$43.75+ each additional hour

Food and Beverage Sampling Booth Supplies and Equipment Rental Fees

- Ice 16lb Bag: \$25++
- Water Cooler Rental: \$55.00+ (per day)
- Arrowhead 5 gallon water: \$90.00++
- Hotel Pan, 2", Disposable: \$12.00++
- Hair Nets: \$3.00++ ea
- Gloves(Box of 100): \$24.00++
- Knives (Biodegradable,1000): \$90.00++ per case
- Spoons (Bidegradable,1000): \$90.00++ per case
- Forks (Biodegradable, 1000): \$90.00++ per case
- Frill Picks, 3" (750): \$15.00++ per box
- Heat Lamp: \$100.00+ per day*
- Chafer with Two Sterno: \$70.00+ per day*
- Additional set (2) of Sterno: \$12.00+ each pair
- Sheet Pan: \$10.00+ per day*
- Half Pan 2" Deep: \$20.00+ per day*
- Full Pan 2" Deep: \$24.00+ per day*
- Cutting Board: \$30.00+ per day*
- Bus Tub: \$20.00+ per day*
- Lexan Tub: \$30.00+ per day
- Bowl, Disposable 48oz: \$17.00++
- Tray, Disposable 10": \$17.00++
- Tray, Disposable 16": \$19.00++
- Serving Tong, Disposable: \$20.00++
- Serving Spoon, Disposable \$14.00++
- Portion Cup, 2oz, 250: \$24.00++
- Portion Cup, 4oz, 250: \$28.00++
- Plates, Disposable, 6", 125: \$40.00++
- Napkins, Cocktail, 300: \$30.00++

**AUTHORIZATION REQUEST
SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION**

ARAMARK Sports & Entertainment Services has **exclusive** food and beverage distribution rights within the Anaheim Convention Center. Exposition organizations and/or their exhibitors may distribute sample food and/or beverage products only with the written approval of ARAMARK Sports & Entertainment Services.

GENERAL CONDITIONS:

- 1) Items dispensed are limited to products **manufactured, processed or distributed by exhibiting firm.**
- 2) All Items are limited to SAMPLE SIZE and must be distributed from exhibit location.
 - A) Non-Alcoholic Beverage samples are limited to a maximum of two fluid ounces of product.
 - B) Food Items are limited to "Bite Size" portions of 1 oz.
 - C) Food and/or beverage items as traffic promoters (i.e. popcorn, coffee, bar service) **MUST** be purchased through Catering Services.
 - D) Firms wanting to distribute sample food and/or beverage at non-industry related events or larger portions must pay Catering Services a waiver fee.
- 3) Exhibiting Firms who wish to dispense alcoholic beverages must ship product through the Catering Services Warehouse. Appropriate corkage and bartending fees will apply.
- 4) Exhibiting firm must provide Catering Services no later than three business days before the first day of the event with a certificate of liability with coverage of \$1,000,000 per occurrence and Naming ARAMARK Corporation, the City of Anaheim and the Anaheim Convention Center as additional Insured.

Name of Event: _____
Firm Name: _____
Booth Number: _____
Address: _____
State & Zip Code: _____
Contact: _____
Contact: _____

Event Date: _____
Phone: () _____
Fax: () _____
City: _____
Title: _____
Title: _____

Product(s) you wish to dispense: _____
Size of Portion to be dispensed: _____ Proposed method of dispersion: _____
Quantity to be dispensed: _____
Explain purpose for offering samples: _____

Before sending/faxing, please sign under 'Agreed', indicating you have read and agree with the conditions above.

Approved: _____
By Catering Services

Agreed: _____
By The Exhibiting Firm

Return To:
Catering Services Sales Department
At the Anaheim Convention Center
800 West Katella Avenue
Anaheim, California 92802
Phone: (714) 765-8800 * E-Mail ACC-Catering@aramark.com