

Food and Beverage Sampling Guidelines



1. Permission to Sample

- Sampling of food and beverage is only permitted for the producer, manufacturer or seller to promote the bigger product and where they form an essential part of the event.
- Exhibitors who wish to provide samples must submit all the information/documentation to the organisers and also have their documents ready on site at the event for inspection and audit. Organisers must clearly identify all individual exhibitors wishing to provide samples and are required to submit a complete list of stands conducting sampling to the venue at least 28 days prior event. Written permission and approval is required from the F&B department at ExCeL London to proceed
- It is the organiser's obligation to ensure any exhibitor wishing to sample is compliant with all rules and regulations. All submitted document must be checked and approved by a competent and commensurately trained professional. Please note that sampling will not be permitted without prior approval and any non compliant activity will be stopped on-site.

2. Sampling of Food

- a. Samples must be bite size only and served in single units.
- b. Samples must be free of charge from a specific stand or location within the hall.
- c. Hawking and cash sales are not permitted.
- d. Food sampling must be carried out in such a way that customers do not touch the food that other people will eat, in order to minimise cross-contamination.
- e. Food for sampling should be placed where the exhibitor can see it and therefore supervise it.
- f. Food samples should be offered to customers from small plates or bowls.
- g. If food vehicles such as biscuits are being used to take sample food from dishes/bowls, only items that will not break off into the sample must be used (to prevent customers putting fingers into the food to retrieve the biscuit)
- h. Large bowls or piles of food for sampling should be avoided, as this increases the risk of people putting their fingers into the food.
- i. Customer should not be allowed to double dip biscuits/sampling sticks/spoons etc.
- j. Bowls, plates or dishes should not be topped up unless they have been properly cleaned after use.
- k. Customers should be directed as to where to place any discarded items such as stones from food or sampling sticks/utensils.
- l. Different containers for food and waste should be used to avoid any confusion by customers.

N.B: Please note that any dishes that consist of multiple parts and/or are served on a plate or other container that require the use of cutlery will not be considered as sampling.

3. Sampling of Beverages

- a. Both the sale and supply of alcohol must be licensed under The Licensing Act (2003), therefore sampling is also a licensable activity.
- b. Any Sampling Activities must be free of charge.
- c. Exhibitors who wish to sample alcohol must have Personal License Holder present on site and comply with the venue's Premises Licence conditions.

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- c. And also all of the following conditions.
 - i. The terms of the Licensing Act (2003) and subsequent legislation
 - ii. The Weights and Measures (Intoxicating Liquor) Order 1988
 - iii. Alcohol can only be served during the hours stipulated in the venue's Premises Licence.
 - iv. Service staff must be over the age of 18.
 - v. Product for sampling must be held in a secure area
 - vi. Alcohol may not be served to anyone under the age of 18 or anyone who appears to be under 18 (unless proof of age is shown).
 - vii. Alcohol must not be served to anyone who appears to be under the influence of alcohol.
 - viii. Exhibitors must have displayed appropriate signage promoting the challenge 21 scheme.

The following information must be available to the venue

- a. Copy of your Personal Licence
- b. Copy of your Public Liability Insurance
- c. List of products that you intend to sample

N.B: Please note that exhibitors failing to comply with the conditions under which the sale or supply of alcohol is agreed, their activities will be stopped immediately.

Beverage Sampling Sizes:

- Soft Drinks: Maximum size allowed 50ml
- Hot Beverage: Maximum size allowed 50ml
- Beer and Ciders: Maximum size allowed 50ml
- Wines/Fortified Wines/Champagne/Alcopops and similar: Maximum size allowed 25ml
- Spirits and similar: Maximum size allowed 5ml

4. Food Safety

All sampling activities must comply with UK Food Safety Standard and Law, as Food and Drinks is supplied to the public and can be a risk to public health.

The organiser should appoint a food safety professional who would work with each exhibitor wishing to sample to assess the risk level of their activity and advise on the set up of each unit and type of equipment and paperwork necessary, and to ensure each activity is carried out safely on-site. The below is a list of the basic documents required to be collated, checked and approved prior to the event. Others may be requested depending on the risk level.

- Local Authority where you are registered as a food business and last inspection report
- Food hygiene rating (FHRS) sticker / letter
- Standard operating Food Safety Management System (HACCP)
- HACCP Based Risk Assessment and method statement bespoke to the operation at ExCel
- Food Hygiene Certificates for each food handler (Manager/Supervisor in charge must have at least Level 2 Food Hygiene Qualification, Level 3 for high risk food handling)
- Copy of the proposed menu and corresponding allergen information / chart
- Pre-packaged goods must comply with the UK Food Information Amendment also known as Natasha's Law with full ingredients list and allergen labeling.
- Public liability insurance (to the advised minimum cover of £5million)

Please contact the F&B department at foodsafety@excel.london with any queries.