



PHOENIX CONVENTION CENTER

FOOD AND BEVERAGE SAMPLING GUIDELINES

By contractual agreement with the City of Phoenix and the Phoenix Convention Center, **AVENTURA is the exclusive food and beverage caterer at the Phoenix Convention Center.** Under the terms of this agreement, the Phoenix Convention Center and AVENTURA have established the following guidelines for the serving of food and beverage samples for Exhibits.

A. **EVENTS OF THE EXHIBIT TYPE FORMAT WHICH ARE OPEN TO THE GENERAL PUBLIC**

1. Exhibitor must occupy a commercial booth space and food or beverage sample shall not be of competing nature with food and beverage offered for sale by AVENTURA.
2. Items dispensed are limited to products manufactured, processed and/or distributed by exhibiting entity.
3. Portion sizes must be of such size as to permit tasting, but not large enough to satisfy thirst or hunger.
4. Promotional items not covered in paragraph (2) above are not permitted.
5. Vendor distributing sample item must have a valid Maricopa County "Temporary Food Service Establishment" permit issued by the Maricopa County Environmental Department. A copy of this permit must be provided to AVENTURA no later than seven days prior to event.

Entity distributing sample item(s) must contact Maricopa County Environmental Services for a Temporary Food Service Establishment permit, and must provide a copy of certificate to Aventura no later than seven (7) days prior to event.

Hand washing stations may be required for sampling per Maricopa County guidelines.

**Maricopa County Environmental Services Department - 602.506.6978
specialevents@mail.maricopa.gov**

<http://www.maricopa.gov/3976/Special-EventsFarmers-Markets>

B. **ALCOHOLIC BEVERAGE SAMPLING**

ARAMARK Sports & Entertainment Services, LLC d/b/a Aventura...a premier catering company, as a licensee is responsible for the administration of the sale and service of all alcoholic beverages in accordance with the Arizona Liquor Commissions regulations.

1. Any alcoholic beverage sampling must follow these guidelines:

- a) **Exhibitor must be a local distributor with an Arizona Liquor Department of Licenses and Control Alcoholic Beverage License.**
- b) Portion sizes must be of such size as to permit tasting - not to exceed 2-ounce portion.
- c) Approval from AVENTURA for each exhibitor dispersing alcoholic beverage samples.

AUTHORIZATION REQUEST SAMPLE FOOD AND/OR BEVERAGE

Aventura...A Premier Catering Company maintains exclusive food & beverage distribution rights with Phoenix Convention Center. The sponsor(s) of an exposition(s) and/or their exhibitors may distribute sample food and/or beverage products **only upon written authorization.**

SAMPLING - GENERAL CONDITIONS:

- 1.) Items dispensed are limited to products manufactured, processed and/or distributed by exhibiting entity in the tradeshow.
- 2.) All items are limited to SAMPLE SIZE.
 - a.) Beverage items are limited to maximum **3 fluid ounces of product in a 4-ounce container**
 - b.) Food items limited to **1"x 1" bite-size portions**
 - c.) Food and/or beverage items used as traffic promoters (i.e. popcorn, coffee, bar service) **MUST** be purchased from Aventura...A Premier Catering Company.
- 3.) Entity distributing sample item(s) must contact Maricopa County Environmental Services for a Temporary Food Service Establishment permit, and must provide a copy of said certificate to Aventura no later than seven (7) days prior to event. Vendor must abide by Maricopa County Health Department rules & regulations.
- 4.) Hand washing stations may be required for sampling per Maricopa County guidelines.

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Name of Convention Arizona Wedding Show

Entity Name _____ Booth # _____

Telephone _____ Fax _____

Address _____

City _____ State _____ Zip _____

On site Contact _____ Title _____

Email address _____

Product(s) you wish to distribute: _____

Size of portion to be distributed: _____

Proposed method of distribution: _____

****Please contact Sandy Brown at brown-sandy@aramark.com should you need to order a hand washing station****
Sampling Forms due by: Tuesday, June 1, 2021

Aventura...A Premier Catering Company reserves the right to change any policy as necessary.

Please complete this form in its entirety and return via email, mail, or fax to:

Aventura...A Premier Catering Company
Phoenix Convention Center
100 North Third Street
Phoenix, Arizona 85004
Tel 602.534.8607
fax 602.534.8603

PLEASE CONTACT WITH ANY QUESTIONS:
Sandy Brown at brown-sandy@aramark.com

Signed Approval of Sampling: _____
Aventura Catering Sales Manager

A COPY OF THIS APPROVAL FORM MUST BE AVAILABLE IN BOOTH DURING EXPO