

# Arizona Bridal Show

PHOENIX CONVENTION CENTER - SOUTH BUILDING



## **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.

**Maricopa County Environmental Services Department - 602.506.6978 / [specialevents@mail.maricopa.gov](mailto:specialevents@mail.maricopa.gov)**  
<http://www.maricopa.gov/3976/Special-EventsFarmers-Markets>

Name of Convention Arizona Bridal Show - Spring 2020

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 Stephanie Raper at [glynn-maeghan@aramark.com](mailto:glynn-maeghan@aramark.com) should you need to order a hand washing station\*\***  
**Sampling Forms due by: Friday, January 3<sup>rd</sup>, 2020.**

**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 602.534.1216  
fax 602.534.8603

PLEASE CONTACT WITH ANY QUESTIONS:  
Maeghan Glynn at [glynn-maeghan@aramark.com](mailto:glynn-maeghan@aramark.com)

Signed Approval of Sampling: \_\_\_\_\_

Aventura Catering Sales Manager

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