

# Guidelines for Food and Beverage Sampling

## Long Beach Convention Center

Catering Services  
300 E Ocean Blvd  
Long Beach, Ca 90802

### Food and NA 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. 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 SAVOR, the City of Long Beach and the Long Beach Convention Center as additional Insured.
4. Exhibiting firm or show management must also obtain a Health Permit from the Health Department.
5. 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 leftover 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: 1/2oz
  - b. Wine: 1oz
  - c. Beer: 2oz
6. Corkage Fees (*based on consumption*):
  - a. Wine 750ml: \$17.00++ per bottle
  - b. Beer 12oz: \$ 4.50++ per bottle
  - c. Beer Keg: \$475.00++ per keg
  - d. Liquor 750ml: \$100.00++per bottle
  - e. Liquor 1 Liter: \$125.00++ 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 SAVOR, the City of Long Beach and the Long Beach Convention Center as additional Insured.
8. Exhibiting firm or show management must also obtain a Health Permit from Health Department.
  9. Exhibiting firms are not authorized to sell any food or beverage items

### **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 Beverages must be delivered and picked up 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 8am-4pm.
  - d. Catering Services Warehouse Address:

**Premier at the Long Beach Convention Center**  
**300 E. Ocean Blvd**  
**Long Beach, Ca 90802**  
**ATTN: (sales manager's name)**

- 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 Long Beach 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. A list/quantity of all products from recipe that the 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. A list/quantity of all Catering Services provided items.
    - v. Time(s) and quantities for the kitchen prepared product to be sent to a booth?

(a \$50.00+ delivery fee will apply for each delivery)

vi. A description of any special instructions that may be needed. (i.e., how should product be served/displayed, portioned, etc)

vii. A list of all miscellaneous serving supplies Catering Services has to provide. (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 Fee's**

- Storage/Handling Fees (*product shipped in lesser quantities will be pro rated based on the following fees*): \$250.00+ per pallet, per day: dry storage
- \$375.00+ per pallet, per day: refrigerated storage
- \$500.00+ per pallet, per day: freezer storage

**Labor Fee's:**

- Delivery fee: \$50.00++, per delivery of product to booth
- Dedicated Attendant/Catering Server fee: \$195.00+ (4 hour minimum)
- Chef Attendant/Kitchen Prep Fee: \$200.00+(4 hour minimum)
- Chef Consultation Fee: \$200.00+ (recommended for all kitchen prep recipe orders)
- Bartender fee: \$195.00+ (4 hour minimum)

**TEMPORARY FOOD BOOTHS AND/OR FOOD SAMPLING INVOLVING PREPARATION:** A copy of Long Beach Health Permit is required along with the signed Agreement. *You may contact Claro Rufo at (562)-570-4142 to obtain a temporary health permit for this event.* PLEASE NOTE THAT THIS IS REQUIRED FROM ALL EXHIBITORS THAT WILL BE DISTRIBUTING FOOD SAMPLES IN AN EVENT OR SHOW THAT IS OPEN TO THE PUBLIC

SAMPLE ITEMS AND DESCRIPTION:

ELECTRICAL REQUIREMENTS:

Please consult show decorators regarding your electrical requirements associated with your equipment.

**HOLD HARMLESS – INDEMNIFICATION:**

\_\_\_\_\_ agrees to indemnify, defend and hold SMG Food and Beverage, LLC harmless against all claims, actions or causes of action, liabilities, including attorney's fees and costs arising from the defense of any claim, action, cause of action or liabilities arising out of or resulting from any act taken or committed by \_\_\_\_\_ pursuant to performance of each party's obligations hereunder.

**DATES:** This agreement is valid only for \_\_\_\_\_

**LOCATION:** Limited Area of Service \_\_\_\_\_

\_\_\_\_\_  
**Signed (Client) Date**

**Business Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

If there are any questions please contact Jeanette Finley Dayen at JFinley@LongBeachCC.com