

# Anaheim Convention Center

## **Food and Beverage Sampling Guideline**



### **F&B 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 3 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 \$2,000,000 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:  
Liquor: 1/2oz  
Wine: 1oz  
Beer: 2oz
6. 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 \$2,000,000 per occurrence and Naming ARAMARK Corporation, the City of Anaheim and the Anaheim Convention Center as additional Insured.
7. Catering Services at the Anaheim Convention Center follow all appropriate HACCP steps when handling and storing product.
8. Exhibiting firms are not authorized to sell any food or beverage items

## 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 and **(the name of your sales rep)**

## Shipping and Storage Guidelines continued

<p><b><i>When shipping product to the Catering Services Warehouse</i></b></p>	<p><b>Include the following information on all boxes:</b></p> <ul style="list-style-type: none"> <li>• Item Description</li> <li>• Dry, Refrigerated, or Freezer Storage</li> <li>• Name of Show and Exhibiting Firm</li> <li>• Catering Services Sales Managers name</li> <li>• Number of total boxes (i.e., 1 of 10)</li> </ul>
<p><b><i>Prior to shipping your product</i></b></p>	<p><b>Please inform your sales manager of the following:</b></p> <ul style="list-style-type: none"> <li>• What date you expect your shipment to arrive at the Anaheim Convention Center.</li> <li>• How many total boxes are you shipping, and what size are they?</li> <li>• How many total pallets?</li> <li>• How are we to store your product? Dry, Refrigerated, or Freezer.</li> </ul>

## Supplies and Rental Fees

Equipment Rental	
Chafer with Two Sterno: \$71.00+ per day*	Cutting Board: \$31.00+ per day
Sheet Pan: \$11.00+ per day*	Bus Tub: \$21.00+ per day*
Half Pan 2" Deep: \$21.00+ per day*	Lexan Tub: \$31.00+ per day
Full Pan 2" Deep: \$25.00+ per day*	Heat Lamp \$101 + per day



## Supplies and Rental Fees

Supplies	
Spoons (Biodegradable,1000): \$91.00++ per case	Ice 16lb Bag: \$25.00++
Forks (Biodegradable, 1000): \$91.00++ per case	Water Cooler Rental: \$55.00+ (per day)
Knives (Biodegradable,1000): \$91.00++ per case	Arrowhead 5 gallon water: \$90.00++
Frill Picks, 3" (750): \$16++ per box	Hotel Pan, 2", Disposable: \$13.00++
Additional set (2) of Sterno: \$13.00+ each pair 2 Hour Sterno	Hair Nets: \$4.00++ ea
Bowl, Disposable 48oz: \$18.00++	Gloves (Box of 100): \$25.00++
Tray, Disposable 10": \$18.00++	Napkins, Cocktail, 300: \$31.00++
Tray, Disposable 16": \$17++	Plates, Disposable, 6", 125: \$41.00++
Serving Tong, Disposable: \$21.00++	Serving Spoon, Disposable: \$15.00++
Portion Cup, 2oz, 250: \$25.00++	Portion Cup, 4oz, 250: \$29.00++



## Staff Fees and Storage Fees

### Staff Fees

**Delivery Fee \$50**

**Dedicated Attendant/Catering Server fee**  
\$200.00+ (4 hour minimum)/ \$50+ each additional hour

**Chef Attendant/Kitchen Prep Fee**  
\$200.00+(4 hour minimum)/ \$50+ each additional hour

**Chef Consultation Fee: (recommended for all kitchen prep recipe orders)**  
\$300.00+

*All Staff fees are based on a four hour minimum shift. Additional fees per hour will apply.*

### Storage Fees

**Dry storage**  
\$250.00+ per pallet, per day:

**Refrigerated storage**  
\$375.00+ per pallet, per day:

**freezer storage**  
\$500.00+ per pallet, per day



# 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. Beverage samples are limited to a maximum of two fluid ounces of product.
  - b. Food Items are limited to "Bite Size" portions of 3 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 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 \$2,000,000 per occurrence and Naming ARAMARK Corporation, the City of Anaheim and the Anaheim Convention Center as additional Insured.

**Name of Event:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

**Firm Name:** \_\_\_\_\_

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

**Booth Number:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

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

**City:** \_\_\_\_\_

**State & Zip Code:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**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 please sign under 'Agreed', indicating you have read and agree with the conditions above.

**Approved:** \_\_\_\_\_

**Agreed:** \_\_\_\_\_

**By Catering Services 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 \* **Email:** ACC-Catering@aramark.com