

CENTRE DE FOIRES



SAMPLING AND
DISTRIBUTION OF FOOD
AND BEVERAGES POLICY



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Presentation

As part of the renewal of its partnership with La Cage Traiteur Événementiel, the exclusive provider of food services, ExpoCité has updated its policy on food and beverage sampling and distribution for events held at the Centre de foires.

This document aims to clarify and regulate practices related to the promotion of food products during exhibitions, as well as the use of food and beverages as a way to attract visitors to a booth or specific area.

La Cage Traiteur Événementiel holds exclusivity for food and alcoholic beverage services, as they possess the necessary permits to operate across all rooms at the Centre de foires. Therefore, any distribution of food and beverages, whether alcoholic or non-alcoholic, must be discussed with your event technician and receive prior approval from ExpoCité.

Finally, to ensure consumer safety, it is important for exhibitors and promoters to adhere to the current food safety regulations, as outlined by the MAPAQ and other relevant authorities.

1. Free samples

- Food samples offered to the public at an exhibition or trade show must be free of charge and of a modest size, representing a bite-sized portion for solids or a small sip for liquids. These portions should be intended for product discovery. The portions must be small enough not to replace a regular portion, a snack, or a meal.
- The exhibitor must prioritize sampling products that they manufacture or represent and promote at their booth; otherwise, they must contact La Cage Traiteur Événementiel and purchase its products.
- If the exhibitor is neither the manufacturer nor the representative of a food product, but wishes to attract visitors to their booth through the distribution of food products, they may request sampling by using the designated [authorization form](#). In this case, they may distribute a "mini version" of an original product.

	Maximum quantity
Beverage	120 ml (4 oz)
Food	4 oz portion

- Generally, the sample must always be much smaller than the commercial size or the size available for purchase:
 - Solids: a slice, a cube, or a spoonful
 - Liquids: a sip, the equivalent of a small tasting glass
- ExpoCité reserves the right to refuse the distribution of a product or to require a financial compensation to be determined based on the nature of the products and the duration of the event.
- In the case of alcoholic products, the exhibitor (or promoter) must comply with the standards set by the RACJ (Régie des alcools, des courses et des jeux).
- The exhibitor must adhere to the following sampling formats, as defined under the Liquor License Act¹ (based on the percentage of alcohol by volume in the alcoholic beverage):

Maximum 7%	100 ml (3.5 oz)
More than 7% and less than 20%	50 ml (1.75 oz)
Minimum 20%	25 ml (0.75 oz)

¹ <http://legisquebec.gouv.qc.ca/fr/ShowDoc/cr/P-9.1.%20r.%206>

2. Retail products

- The distribution or sale of products not intended for immediate consumption on-the event site is permitted, as well as the distribution or sale of products related to the nature of the event. For example, but not limited to: coffee/tea bags, spice blends, jars of jam, condiments, sauces, pasta packaging.
- These products are to be distributed or sold "to go" and consumed outside the Centre de foires. Nothing in the sale of the product should encourage the visitor to consume it on-site.
- Prepared products intended for on-site consumption may not be distributed or sold.
- ExpoCité reserves the right to refuse the distribution of a product or to require financial compensation to be determined based on the nature of the products and the duration of the event.

3. Products with corporate branding (free)

- The exhibitor may distribute products bearing their corporate identity (logo, tagline, slogan, or any other visual element) directly on the edible product or its packaging, excluding alcoholic beverages, while adhering to a size similar to that of a sample. These products will be considered promotional if they are distributed within the booth.
- ExpoCité reserves the right to request financial compensation, depending on the context, if corporate-branded products are distributed in a planned manner as part of a food service.

4. Culinary demonstration

- Under the approval of the Fire Protection Service, exhibitors or promoters wishing to conduct a culinary demonstration (preparation and cooking on-site) to promote a product, dish, or piece of equipment may do so. However, the distribution of the product for tasting must be free of charge and comply with the sampling rules outlined in this document.
- The exhibitor or promoter may source the necessary products for the preparation, except for alcoholic beverages, which must be purchased from our exclusive food service provider, La Cage Traiteur Événementiel, who holds the liquor permit.
- The exhibitor or promoter will be responsible for acquiring the equipment required for storage, preparation, and cooking of the products. All arrangements must be validated and approved by ExpoCité.

5. Special case

- The distribution or sale of any other consumable product must be approved by ExpoCité. ExpoCité reserves the right to refuse the distribution of a product or to request financial compensation, to be determined based on the nature of the products and the duration of the event.

6. Authorization form

- In all cases, the applicant must submit the [Authorization Form - Exhibitor](#) to the event promotor or organizer no later than 15 days before the event date.
- In certain cases, the event promoter or organizer must use the [Authorization Form - Promotor](#) to compile all the requests from their exhibitors and send it to the ExpoCité technician responsible for their event.
- In all cases, the exhibitor must display the signed authorization visibly throughout the sampling period. Failure to do so will authorize ExpoCité staff to immediately terminate the activity.