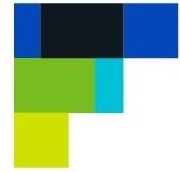


# CENTRE DE FOIRES



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

- The exhibitor may only sample products that they manufacture (or represent)<sup>1</sup> and promote at their booth. Otherwise, they must contact La Cage Traiteur Événementiel and purchase their products.
- The exhibitor must offer a reasonable sampling size, equivalent to a single bite, which will be determined by ExpoCité based on the product:

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

- 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).

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<sup>1</sup> Certain exceptions may be accepted by ExpoCité.

- The exhibitor must adhere to the following sampling formats, as defined under the Liquor License Act<sup>2</sup> (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)

## 2. Retail products

- The distribution or sale of products that are not ready 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.
- Prepared products intended for on-site consumption may not be distributed or sold.

## 3. Products with corporate branding

- The exhibitor may distribute products bearing their corporate identity (logo, tagline, slogan, or any other visual element) directly on the edible product, excluding alcoholic beverages, regardless of size. These products will be considered promotional as long as 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.

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<sup>2</sup> <http://legisquebec.gouv.qc.ca/fr/ShowDoc/cr/P-9.1.%20r.%206>

## 4. Culinary demonstration

- 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](#) to their event technician before the event, no later than 15 days prior to the event date.
- 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.