



Alcohol Deliveries & Purchases at Bar & Restaurant Expo 2024

Manufacturer vs. Non-Manufacturer Sampling

Alcohol sampling rules are different for manufacturers and non-manufacturers.

Alcohol Manufacturers

All alcohol manufacturers must have their products delivered to the convention center through a licensed distributor (see the Alcohol Distribution section below). Manufacturers may only sample products they produce.

Non-alcohol Manufacturers and exhibitors

Exhibitors who do NOT manufacture alcohol but wish to purchase alcohol to offer in their booth, must order the alcohol from the on-site catering supplier, called [Sodexo Live!](#) An example of this would be a beer tap manufacturer who wants to showcase how the taps work. Since their product is the tap system and not the alcohol, the beer would be purchased through Sodexo for use in their booth.

ALCOHOL DISTRIBUTION – for alcohol manufacturers only

Any manufacturer of alcohol shipping alcohol into the State of Nevada must possess a valid Certificate of Compliance license with the State. The application fee is \$50 and can be paid by check only.

- All liquor must be distributed to the convention center by a Nevada Licensed Wholesale Dealer. If the alcohol supplier already works with a Wholesale Dealer in the state of Nevada, they need to contact the distributor to plan for product delivery.
- If the alcohol supplier does not have distribution in Nevada and needs to work with a temporary Wholesale Dealer, they may contact one of our recommended Wholesale Dealers (below) to appropriately invoice, distribute, and assume tax liability for the liquor to be exhibited at the convention. Exhibitors electing to appoint a Nevada Wholesale Dealer only for this convention should designate the limited appointment by specifying the duration of the appointment on the LTD08 form when completing the Certificate of Compliance application.

No alcohol suppliers should send their shipments to the Wholesale Dealer without contacting them first. The shipment will be turned away if the Wholesale Dealer is unaware of the arriving shipment.

Exhibitors should be advised to keep a copy of the Nevada Wholesale Dealer invoices and bill of lading at the exhibition booth.

Wholesale Dealers (temporary distribution for exhibitors that do NOT have current distributor in NV)

1. Nevada Beverage

Mark Lawson
Ph: 702-308-2013
3940 W Tropicana Avenue
Las Vegas, NV 89103
mlawson@nevbev.com

2. Breakthru Beverage

Jessica Beesley
Ph: 702.735.9141 ext 8175272
1849 W. Cheyenne Avenue
North Las Vegas, NV 89032
Jbeesley@breakthrubev.com

RECEIVING & DELIVERY

- All liquor must be shipped **DIRECT TO SHOW SITE** by a Nevada Licensed Wholesale Dealer/Distributor. GES has a list of approved distributors that they are allowed to receive alcohol from. After receiving the alcohol, GES will either store the product in dry storage or cold storage. GES will maintain a database to track the products they receive. No shipments containing alcohol can be shipped to the GES advanced Warehouse.
- When onsite at the show, exhibitors must go to the GES Service Center to schedule product deliveries.

SAMPLING ALCOHOL

Bartender Certificate

Sodexo Live! requires any alcohol manufacturer participating in the Bar & Restaurant and World Tea Expo who will be serving beer, wine or spirits samples, to be either ServSafe™, TAM or TIPS certified, OR hire one of their bartenders at \$300+ per bartender per 4-hour period.

Questex has partnered with ServSafe Alcohol™ Training to provide certification to all exhibitors on Monday March 18 2024 at a cost of \$40. Once completed, a certificate will be issued before the show opens. This certificate will be valid for five years. We recommend that all employees who will be present in the booth on site attend the training. Training details are as below:

Date: Monday, March 18, 2024

Session 1 Time: 10:30am – 12:00pm

Session 2 Time: 1:30pm – 3:00pm

Location: Room S115/116 - in South Hall

Registration Form: [Click here](#)

Registration Deadline: March 14, 2024

Sodexo Sampling requirements for ALL exhibitors

Alcoholic beverage sampling requires prior approval as specific laws and policies apply. A sampling approval form must be submitted no later than 12pm PT on February 12th. Significant late fees will be charged for any forms submitted after the deadline. Forms can be found in the Sampling Policy and Guidelines linked below.

ServSafe Alcohol, TAM or TIPS certified bartenders/personnel are permitted to pour alcohol beverages when the exhibitor is the wholesaler, manufacturer or distributor of the alcohol product being served.

A Sodexo Live! bartender is required to serve beer, wine and spirits beverage samples when the exhibitor is NOT the wholesaler, manufacturer or distributor of the alcohol product being served. Please view the [sampling policy and guidelines](#), or speak with your [Sodexo Live!](#) catering sales representative for further information.

Maximum approved sampling sizes:

Beer: 5 oz portion

Wine: 2 oz portion

Spirits: 1oz including all mixers