



Denver



## Alcohol Sampling Checklist for Exhibitors:

### ◆ Phase 1: Documentation & Approvals

#### Submit Liability & Demo Waiver to Sodexo

- ☐ [Complete the Liability & Demonstration Waiver form](#)
- ☐ Submit to Sodexo **no later than October 10<sup>th</sup>**

#### Submit Sampling Notification Form

- ☐ [Complete the official Sampling Notification Form](#)
- ☐ Submit to Sodexo for review and approval **no later than October 10<sup>th</sup>**

#### Review Convention Center Sampling Policies

- ☐ [Read the Colorado Convention Center alcohol sampling policies](#)
  - ☐ Understand the **maximum approved sampling sizes** for beer, wine, and spirits
  - ☐ Ensure your sampling plans comply with these limits
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### ◆ Phase 2: Secure Alcohol Distribution in Colorado

#### ► If You Already Have Temporary Distribution in Colorado:

##### Coordinate with Existing Distributor

- ☐ Contact your existing Colorado distributor
- ☐ Arrange shipment of products to the event (**all shipments must be sent with a \$0 invoice.**)
- ☐ Confirm delivery timeline and labeling requirements (review the [alcohol process doc](#) for shipping details)

#### ► If You Do Not Have Temporary Distribution:

##### Register with a Local Importer

- ☐ Contact **Golden Importers** (official partner)
- ☐ Review the [Alcohol Delivery Document](#) for:
  - Services offered
  - Pricing details
  - Submission requirements

### Submit Required Documents to Golden Importers

- ☐ Provide all documentation required for registration and approval **no later than September 22<sup>nd</sup>**.

### Initiate Distribution with Maverick Beverage Company

- ☐ Submit the [New Vendor Form](#) and send to **Chris Heinz** at **Maverick Beverage Company**. Maverick Beverage can only assist with Wine & Spirit distribution.
- ☐ Coordinate logistics for shipment of products to the show. (review the alcohol process doc for shipping details)

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## ◆ Phase 3: Compliance & Shipment

### Verify You Are Authorized to Sample Alcohol

- ☐ Confirm you are the **manufacturer, wholesaler, or distributor** of the alcohol being sampled.
- ☐ If not, you **must order** alcohol through **Sodexo Live!** to legally sample at the event. The Sodexo catalog can be found [here](#).

### TIPS Certification Requirement

- ☐ If you are the **manufacturer, wholesaler, or distributor** and plan to sample your own products, anyone serving samples, **MUST be TIPS certified in the state of Colorado**.
- ☐ If not certified, complete the recommended **online TIPS course** [here](#).

### Prepare Your Shipment Properly

- ☐ All alcohol shipments must include a **\$0 invoice**
- ☐ Shipments should be sent **Direct to Show** via **Sodexo Live!**
- ☐ Include all proper labeling:
  - Event Name: *Bar & Restaurant Expo Colorado*
  - Company Name
  - Booth Number
  - Customer Name
  - Quantity of each product
  - Type of product (beer, wine, spirits, etc.)

### Confirm the Shipping Address

- ☐ Use the official address provided in the [Alcohol Delivery Doc](#)
- ☐ Double-check for accuracy before shipping

### ◆ Final Reminders

- You **cannot** ship or sample alcohol unless you are legally permitted (manufacturer, wholesaler, or distributor) or you have placed your order through **Sodexo Live!**
- If the manufacturer, wholesaler or distributor of the product being sampled, ensure **TIPS certification** is up to date for all staff who will be pouring or sampling
- Keep **copies of all documents** for your records and onsite reference
- All alcohol must arrive **on time**, properly labeled, and in compliance with **Colorado laws and venue policies**