

Alcoholic beverage sampling requires prior approval from Sodexo Live! as specific laws and policies apply. An Exhibitor who wishes to provide alcohol at their booth for sampling purposes must complete and submit a sampling request form located within the show catering kit and follow the below:

ALCOHOL MANUFACTURERS OR DISTRIBUTORS- An exhibitor who is the manufacturer or distributor of alcoholic product. Must have their alcoholic products delivered to the convention center through a Colorado Licensed Alcohol Distributor. (See distribution information below)

NON-ALCOHOLIC MANUFACTURES OR DISTRIBUTORS– An exhibitor who is the manufacture or distributor of non alcoholic product or equipment and wishes to add alcohol to their product or equipment for sampling purposes. These exhibitors are required to purchase all of the alcohol through 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 need to be purchased through Sodexo Live!, **a Sodexo Live! bartender would be required.**

DISTRIBUTION

- *****All alcohol suppliers who wish to ship alcohol into the State of Colorado who do not already have distribution in Colorado must register with the local importer*****
 - **Exhibitors needing to register with a local importer can follow the links and directions below.**
 - **Golden Importers Services and Pricing**
 - **Colorado State Import Approval Process**
 - **Import, Delivery, and Payment Process**
- All alcohol must be delivered to the convention center by a **Colorado Licensed Alcohol Distributor, with a Zero Dollar Invoice. Invoices that include a payment amount will be billed back to the exhibitors.** If the alcohol supplier already works with a Colorado Licensed Alcohol Distributor, once approved by Sodexo Live! they will need to contact the distributor to plan for product delivery to Sodexo at the convention center.
- If the alcohol supplier does not have distributor in Colorado and needs to work with a temporary Alcohol Distributor, they may contact any Colorado Licensed Alcohol Distributor to appropriately invoice, distribute, and assume tax liability for their alcohol to be exhibited at the convention. **No manufacturer or distributor should send their shipments to the Colorado Licensed Alcohol Distributor without contacting them first. The shipment will be turned away if the alcohol supplier is unaware of the arriving shipment.**
- Exhibitors that do not currently have distribution in the state of Colorado, will need to find a temporary distributor to assist with distributing product to the Colorado Convention Center.
- Bar & Restaurant Colorado suggests Maverick Beverage Company as a temporary distributor.
 - Please reference the New Vendor set up form [HERE](#) to submit an inquiry.
 - Completed new vendor forms or any questions regarding Maverick Beverage Companies services should be direct to Chris Heinz (Chris.heinz@maverickbevco.com)



All alcohol shipped to the convention center must be delivered to the Sodexo on-site receiving location and must be clearly labeled to include customer name, booth number, quantity, and type.

ATT: Bar Manager Dave Olsen

Lower Level Docks

700 14th Street

Denver, CO 80202

- Booth deliveries will be made by Sodexo Live! Sodexo will have a list of approved exhibitors that they are allowed to deliver alcohol to their booths. When on site at the show, Sodexo will arrange labor and arrange the delivery to their booth. (Contact Sodexo for any product delivery issues to your booth)
- Please note the below fee's associated with sampling at the Bar & Restaurant Expo Colorado
 - Booth Delivery/Restocking Fee (each Day)- \$50
 - Receiving and Storage Fee (each Day)- \$300
 - China Fee- \$3.00 per glass
 - Ice- \$10 (20 pound bag)

Sodexo Live! is not responsible for any alcohol left behind;

******It is the clients responsibility to make prior arrangements with the show contractor to pick up any remaining product from their booth at the close of the show******

SAMPLING

A TIPS certified bartender/personnel is permitted to pour alcohol beverages when the exhibitor is the manufacturer or distributor of the alcohol product being served and all laws and policies are followed. Questex has a recommended on-line TIPS training course that qualifying exhibitors may take to receive their TIPS certification before arriving on-site. Please ensure that you bring your completion certificate on-site to Colorado. A Sodexo Live! bartender is required to serve beer, wine and spirits beverage samples when the exhibitor is NOT the manufacturer or distributor of the alcohol product being served.

TIPS Off Premise Training: Please ensure you list Colorado as your state to receive a TIPS certification for the state of Colorado.

MAX ALLOWED SAMPLE SIZES:

- o Beer: 2 oz portion**
- o Wine 2 oz portion**
- o Spirits: 1/2oz including all mixers**

If you have any questions regarding the Sodexo process please reach out to Jeanette Finley, jeanette.finley@sodexo.com. If you are not the manufacturer, distributor or wholesaler of the product to be sampled. Please review the Sodexo catering catalog [here](#) to place any orders!