

Food and Beverage Sampling and Selling Request

Melbourne Showgrounds has sole catering rights for the sale and/or distribution of any food or beverage product that will be consumed on-site. Melbourne Showgrounds will work with you to ensure the appropriate catering requests are planned appropriately for each event.

Use of any external food and beverage products, including for sampling must be approved by both the event organiser and the Melbourne Showgrounds in writing prior to the event and external supply charges may be applicable. Exhibitors without prior approval will be unable to provide food or beverage onsite.

It is the responsibility of each exhibitor to be fully self-sufficient in terms of storage and service equipment specific to their food and/or beverage that is being sampled or sold. Please note that there will be charges for extra cleaning in case of spillage or for the removal of food or wet waste incurred at your stand.

Please complete and return the [form on the last page](#) of this document along with your FoodTrader Certificate for venue approval.

Sampling

- Sample portions must be of tasting size only, no larger than 50g or 50ml (*if the portion is larger it will fall into the Selling category listed on page 2*)
- Samples must be directly related to your core business either demonstrating a food product or equipment.
- Samples must be offered free of charge.
- There may be additional charges for extra cleaning in case of spillage or for the removal of food or wet waste incurred at your stand.
- In Victoria, all food premises **are required** to have a Food Act registration before selling or sampling food.
- Any exhibitor wishing to supply food samples must be registered on [FoodTrader](#) 21 days prior to the event.
- A copy of the FoodTrader Certificate must be provided to the venue for approval a minimum 2 weeks prior to the event.
- Businesses that hold a previous Streetrader account can transfer their information to a new FoodTrader account.
- The Victorian State Government food and liquor regulations require stands handling and serving food or beverage to have washing facilities on their exhibition stand. The basin must always be accessible, be equipped with soap and paper towels, and a bin provided for disposal of used paper towels.
- If you are unable to supply your own basin, they can be hired from the Melbourne Showgrounds for \$395 inc GST.
- Please visit [FoodTrader](#), [Food Act 1984](#), [The Department of Health](#) for more information on Food Safety in Victoria

Alcohol Sampling Guidelines

- Alcohol sampling portions must be no more than 10ml for sprits and 30ml for wine, beer and cider (if the portion is larger it will fall into the Selling category listed on page 2)
- Samples must be offered free of charge.
- All sites intending to sample liquor (including wines, beer, aperitifs, and liquors), must obtain a Limited Liquor Licence for the duration of the event. Visit Liquor Control Victoria to [Apply for a liquor licence | vic.gov.au \(www.vic.gov.au\)](http://www.vic.gov.au)
- Possession of alcohol outside a licensed area is not permitted.
- Any member of staff distributing liquor for sampling must have a current "Responsible Service of Alcohol" (RSA) qualification and monitor how many samples they distribute to the same individual.
- Single-use (disposable) cups/glasses should be used and thrown away after use, they should be stored upside down and covered until required and be handled carefully to minimise the risk of contamination.
- Copies of the liquor licence and RSA qualifications are to be sent through to the Event Planner at the Melbourne Showgrounds prior to coming onsite.
- In the event that the limited liquor licence for the exhibitor sampling stipulates that RSA guards are required, then charges for the guards will apply.

Selling / Full Sized Promotional Giveaways

Selling Guidelines

- The sale of food & beverage items and/or alcohol at an exhibitor stand are required to follow the same guidelines as listed in the Sampling section on [page 1](#).
- Additionally, an external supply charge of \$450 will apply for the sale of any food & beverage items, alcohol and/or full-sized promotional give ways.
- The sale of large-scale food and beverage is not deemed 'selling' and is considered as retail catering. A 25% royalty fee applies for any catering alongside associated site costs for utilities. Catering vendors have a separate process and agreement in place that must be pre-arranged. Please discuss with the Melbourne Showgrounds event Planner should you wish to provide catering.

Alcohol Selling Guidelines

- All alcohol that exceeds the sampling portion size are to be given to patrons in a bag that is sealed with a sticker which advises *'This bag must stay sealed whilst in the Showgrounds, anyone found with unsealed alcohol (an opened bag) will be evicted from the Showgrounds'*

Request Form

Event details	
Event name	
Event dates	
Stand name	
Stand number	
Contact details	
Contact name	
Company	
Address	
Contact number	
Email	

Product Details	
Sampling (Y/N)	
Selling/promotional give aways (Y/N)	
Product you will be sampling/selling	
Reason for sampling/selling	
Quantities and portion sizes	
Will products be consumed on site	

Name (Please print)

Date: