



EXHIBITORS SERVING ALCOHOL SAMPLES

STORAGE OF ALCOHOLIC BEVERAGES

Exhibitors must clearly label all crates and boxes with company name. Exhibitors who choose to store beverages in dry storage/ refrigerator will be required to sign-in and sign out any product throughout the duration of the show. Beverages can be checked in with our staff during move-in. All beverages will be securely locked up 24 hours a day from move-in until move-out.

RINSING STATIONS

There will be rinsing stations conveniently located for the public to use during the show. It is strongly suggested that beverage exhibitors have their own rinsing stations also readily available. Our staff will be glad to assist you with any of your needs throughout the duration of the show and accommodate your requests.

ICE

Ice will be delivered to exhibitors prior to the start of each day. If you should require ice throughout the duration of the day, our staff will be located in a designated area to assist you with any of your needs.

SPECIAL OCCASSIONS PERMIT

A copy of the "SPECIAL OCCASSIONS PERMIT" is attached to the original email, under the file name "2011-SOP-HAMILTON". If you should have any questions please contact Shannon or Jen at (905) 524-3689

SAMPLE TICKET REDEMPTION

Sample Tickets may be redeemed daily starting 30 minutes prior the show closing each day in the Show Management Office. Exhibitors will be reimbursed .55 cents per sample ticket. Tickets are weighted at the Show Office and a receipt will be issued each night. Redemption cheques will be mailed out within 4 weeks after the show.

Exhibitors should price their samples accordingly. Suggested formula for recommended breakeven result: Retail cost of beverage, plus current levy tax (16%), add 10 cents service charge per sample then divide by the total number of servings per bottle.

Example:

750 ml bottle of Table wine	\$10.00 at LCBO
Current levy (16%)	\$1.60
Add 10 cents service charge times 25 servings per bottle	\$2.50
Total	\$14.10
Divide by # of 30ml servings (25)	\$.56 per sample - therefore you would charge one sample ticket per 30ml serving

PLEASE NOTE: Any company wishing to serve any food samples (chips, crackers...etc.) to accompany their alcoholic beverage will require a full hand washing station. Please contact Shannon or Jen for Hamilton Health Department requirements.

LCBO CONSUMER SHOW GUIDELINES

**** Beverages poured at exhibitor's booths are limited to products manufactured, processed or distributed by the exhibiting company.**

BEVERAGE SAMPLE SIZES

As a beverage sampling exhibitor you can be held legally liable for the safety of the people visiting your booth. Please ensure you strictly follow the LCBO's alcohol sample serving guidelines. All sample glasses will be labelled with the 30 & 60 ml marker line to aid in pouring samples

LCBO SAMPLE GUIDELINES:

- 23% alcohol volume or greater maximum serving size is 15 ml (.5 oz)
 - 7% alcohol volume up to 22% volume maximum serving size is 30 ml (1 oz)
 - Less than 6% alcohol volume maximum serving size is 60 ml. (2 oz)
- Please pour within the required guidelines

LCBO CONSUMER SHOW GUIDELINES

- The LCBO defines a "Consumer Show" to be a show that is open to the general public and where alcoholic samples will be sold.
- LCBO "Consumer Show Guidelines" are subject to change on an ongoing basis. The LCBO/LLBO will attempt to notify interested parties as far in advance of policy changes.
- Exhibitors selling sample at a "Consumer Show" is bound to follow all rules and policies set-out by the LCBO/LLBO, and the ethics of the trade.
- Any alcoholic product must be examined and approved by the LCBO Laboratory.
- If a product is brought into the Province through the "Private Stock Department", LCBO laboratory approval will only be approved for the Consumer Show. "Private Stock" orders must be in the LCBO Warehouse Toronto at least eight weeks prior to the date of the Consumer Show.
- Exhibitors wishing to conduct demonstrations with alcoholic beverage mixes must abide by sample size policies, obtain the alcohol through the LCBO and must be conducted by that said registered agent. Exhibitors should check with LLBO for advertising restriction.
- Special restrictions may apply to consulate and trade organization exhibitors. Limits may be placed in the selection of the products served to those products "**Private Stock or currently listed**" that are represented by an agent who is already exhibiting in the show. This policy may also affect a product, which is currently listed and available in the LCBO's "Vintage outlets". Non-registered persons pouring products will be allowed in this booth as long as a registered representative or trade association senior executive is in the booth during pouring and discussion of the said product.

- A maximum of ten products can be served in a booth that has a ten foot frontage. The selection of products to be poured in the ten foot frontage is the choice of the exhibitor.
- “Trade Sample” may not be served while the show is open to the general public.
- Exhibitors who participate in “Consumer Shows” must purchase all products through the LCBO Liquor Control board of Ontario. This also includes products from “Private Stock” or current LCBO listings. An exception is made to Ontario Wineries who are able to purchase their stock through their own retail outlets.
- Exhibitors are advised to check directly with the LCBO “Purchasing Department” and the “LCBO Laboratory” to determine a time-line necessary to have products available for “Consumer Shows”. Please contact the “LCBO Merchandising Department” for ordering instructions for currently available items.