



**FOOD AND BEVERAGE
SAMPLING GUIDELINES**

- 1) There are two types of sampling that can be done.
 - An Exhibitor samples food and beverage so that the consumer may purchase the product by mail or other retail outlet.
 - An Exhibitor for on-premise purchase of that product samples food and beverage.
- 2) Any food and beverage product must have some relevancy to the type of show or the social make-up of the expected clientele.
- 3) Any food or beverage product that will be sampled from an Exhibitor must be germane to that Exhibitor's business.
- 4) If a food or beverage product is to be sampled and/or sold by an Exhibitor, it must meet the following criteria:
 - All sample sizes must be small enough so that it will not be considered to have a competitive nature with the sizes of products sold by ARAMARK's food and beverage outlets. Allowable sizes are; 4-oz. Food item and 2-oz. of non- alcoholic beverage. Absolutely no alcoholic beverages are allowed to be brought on to Reliant Park.
 - All food and beverage products that are to be sold must be sealed and in a large enough size so that they will be considered for at-home consumption. The minimum selling size must be pre-approved by ARAMARK.
- 5) Due to the fact that we are currently within the boundaries of an exclusivity contract with Coca-Cola the following exceptions need to be noted.
 - There can be No sampling of any carbonated beverage, isotonic sports drink, or fruit juices other than a Coca-Cola product. Only hot teas can be sampled.
 - There can be No sampling of any type of ice cream product.
 - There can be No sampling of any type of bottled water.
- 6) The City of Houston Health Department will not release any health permits without the proper written authorization from ARAMARK. ARAMARK will issue the proper authorization when the Exhibitor conforms with the previous set forth rules and regulations. Exhibitor is responsible for obtaining any permits required by the health department. Health and Human Services Department 713-794-9200.
- 7) When a violation is discovered, ARAMARK will approach the Exhibitor and all unapproved items must be removed from the facility immediately.

I have read and agree to the above guidelines.

Company Representative

Date

Show or Event Name: _____

Event Date: _____

Company Name: _____

Contact Name: _____

Phone: _____

Address: _____

Fax: _____

City/ St/ Zip: _____

E-mail: _____

Please list all items that **will be sampled or sold** in your booth. Allow 1 week for approvals.

Sample Size	Selling size	Item Description	Aramark Approval

**Fax to 832-667-2456 or Mail to One Reliant Park, Houston, Tx. 77054
Contact Us at 832-667-2420**

Events with Food and Beverage Exhibitors

Dear Show Manager,

We are pleased that you have decided to bring your show here to Reliant Park. We would like to help make your food & beverage experience here as seamless as possible. We understand that your show may have exhibitors that way need to provide samples of their food and beverage products. Here are a few important points that will need to be kept in mind.

- **A blanket release can be obtained, if the show is a private food show.**
- **All public shows will require individual releases. Please be aware that it is the responsibility of Show Management to properly inform its exhibitors. A convenient sampling guideline form is available to be placed in your exhibitors manual or an electronic copy can be obtained if you would like to e-mail blast it to your exhibitors.**
- **A listing of all exhibitors must be furnished one month prior to the show. Any requests for approval letters will be withheld until a listing is provided.**
- **Please become familiar with our guidelines, as the information may have an effect on exhibitor's flexibility to market their product.**
- **Absolutely no alcoholic beverages are allowed to be brought on to Reliant Park. Please inform your sponsors of our policy regarding this matter,**
- **The City of Houston issues all permits. Aramark possess the health permit for Reliant Park. Aramark must provide a letter of release for a permit to be issued to individuals. This release is also for liability purposes. The Heath Department will approve or deny the individual company based on their own records. Aramark will have no input into this process other than a release.**

Thank you in advance. If you should have any questions, please feel free to call us.

**Selina Tan
Director of Catering Sales
832-667-2420**

**Lisa Ducre
Concessions Manager
832-667-2536**