



NEWTOPIA NOW 2025 - FOOD AND BEVERAGE SAMPLING POLICIES

Sodexo Live! retains the exclusive right to provide, control and retain all food and beverage services throughout the Colorado Convention Center events and shall retain any revenues therefore. Concessions, the sale of non-alcoholic and alcoholic beverages, and the provision of snacks, treats, and/or candies are included under this provision. All alcoholic beverages must be purchased through Sodexo Live! and served by Sodexo Live! staff. Please note that no food or beverages (including alcoholic beverages) of any kind may be brought into or out of the Colorado Convention Center without prior approval.

- A company/organization may not bring any food or beverages for use in the hospitality lounge, staff offices, or backstage areas.
- The selling or raffling, of alcoholic beverages is prohibited.
- All food and non-alcoholic beverage samples or traffic promoters brought into the Colorado Convention Center must have approval from Sodexo Live! in writing prior to the event and adhere to the following guidelines:

The serving and sampling of food/snack/novelty products are permitted only when the product is the brand name of the manufacturing exhibitor or distributed by the exhibitor. If an exhibitor is sampling items not produced by the exhibitor, these items must be purchased from Sodexo.

- a. Bite Size food samples are four (4) ounces or less.
- b. Non-Alcoholic beverages are limited to a maximum of eight (8) ounces or less.
- c. Alcoholic beverages are limited to 2 oz or less and must be poured by a licensed bartender provided by the CCC at the exhibitors' s cost.
- d. All food must be dispensed in single service quantities. Samples must be served in single portions using such items as napkins, a single service cup or toothpick.
- e. Full sized product samples will be permitted if the product is given out in the manufacturer sealed original packaging.

These food and beverage portion guidelines for sampling do not apply to the sampling stations (Sampling that occurs off of the show floor, in which circumstance the manufacturer or distributor of the product may distribute full-size, individually wrapped samples)

Food & Non-Alcoholic Beverage Sampling

- A company/organization may only distribute samples of food and non-alcoholic beverage products that the company/organization produces and sells in its normal day-to-day operations. Samples may only be distributed in such quantities that are reasonable with regard to the purpose of promoting the merchandise.
 - Food samples are limited to (4) ounce portions
 - Samples of non-alcoholic beverages are limited to (8) ounce portions
- A written description must be submitted in advance to Sodexo Live! that details the product and portion size to be sampled. Sodexo Live! will provide approval of sampling arrangements to the sampling company/organization in writing only.
- All food must be dispensed in single service quantities. Samples must be served in single portions using such items as napkins, a single service cup or toothpick.

Alcoholic Beverage Sampling

- A company/organization may only distribute samples of alcoholic beverage products that the company/organization produces and sells in its normal day-to-day operations. Samples may only be distributed in such quantities that are reasonable regarding the purpose of promoting the merchandise.
 - All alcoholic beverages are limited to:
 - Spirits: two (2) ounce portion
 - Beer/Seltzer: two (2) ounce portion
 - Wine/Champagne: two (2) ounce portion
 - All alcoholic beverages have handling fees associated:
 - Spirits: \$25.00 labor fee per bottle
 - Beer/Seltzer: \$1.00 labor fee per bottle/can
 - Wine/Champagne: \$10.00 labor fee per bottle
- All products must be delivered from a licensed Colorado wholesaler and arrive with an invoice on a zero-balance invoice. All deliveries must arrive through the Sodexo Live! purchasing department.
- Alcoholic beverages can only be given to those that have had a valid over 21 years of age ID that has been checked upon arrival
- The selling or raffling, of alcoholic beverages is prohibited.
- A written description must be submitted in advance to Sodexo Live! that details the product and portion size to be sampled. Sodexo Live! will provide approval of sampling arrangements to the sampling company/organization in writing only.

Labor Fees

Sodexo Live! will determine the labor fees for donated alcoholic beverages. Prior written approval is required.

These fees apply to all alcoholic product delivered and invoiced whether used or unused. Contact your Catering Sales Representative for more information on labor fees and to make the necessary arrangements.

All of the aforementioned policies will be strictly administered. Any violation of these will result in the removal of product from the show floor.

Liability

The sampling company/organization will be fully responsible for any and all liabilities that may result from consumption of their products, and shall waive any and all liability against Sodexo Live!, SMG and the City and County of Denver. Contact your Catering Sales Representative for Liability Form.

Payment

- A 90% deposit and signed Food and Beverage contract is due 30 days prior to your Event, or upon receipt of the preliminary invoice. Sodexo Live! requires full payment (100%) of the total estimated charges (14) days in advance of the first scheduled service. Any deposit schedule that deviates from the above must be agreed to and confirmed in writing by Sodexo Live!'s catering salesperson.
- If you are planning your event in less than 30 days from the date of the event, the required deposit will be 100% of the estimated balance due upon signing of the contract.
- A company check, ACH and credit card are all acceptable forms of payment. If paying by check or ACH, a credit card must be provided to make any changes on site.
- Any additional amounts due to Sodexo Live! from the Customer will be based on the actual number of persons/items served and any on site services requested and approved during your Event. Onsite charges will be reconciled daily. You have within (10) business days from the invoice date, advise Sodexo Live! in writing of any discrepancies in the invoice so that Sodexo Live! may review and, if necessary, make any proper adjustments.

Thank you for selecting Sodexo Live! It is our pleasure to serve you!

Colorado Convention Center, 700 14th Street, Denver, CO 80202 • 303-228-8050 (phone) • 303-228-8054 (fax)