

FOOD & BEVERAGE GUIDELINES 2026 - EXHIBITORS

Olympia retains the rights to sell and supply alcohol and provide food and beverage at every event within the venue.

SALE, SUPPLY, OR DISTRIBUTION OF ALCOHOL

*Subject to Special Permission

Olympia is licensed for the sale or supply of alcohol (after 9am); under the approval of a personal licence holder. We therefore need to be advised of any stands or features that intend to supply alcohol and details of the license holder at least 28 days before your event by completing the appropriate form in your exhibitor manual. The completed form should be submitted to the Exhibition Organiser who will then liaise with the Olympia F&B Team.

Items to be aware of include:

- All alcohol being supplied must comply with HM Revenue and Customs and all duties and VAT should be paid. There are considerable fines for the distribution of non-duty-bound alcohol.
- Details of all retailing and sampling of alcohol must be submitted for approval by Olympia, no later than 28 days in advance of tenancy.
- All activity must be carried out in accordance with The Weights & Measures Act 1985.
- All dispensation of alcohol must be in accordance with Challenge 25.
- All dispensation of alcohol must be carried out under the approval and presence of a personal license holder.
- Businesses selling alcohol to other businesses may need to apply for registration under HMRC's Alcohol Wholesaler Registration Scheme. It is an offense to buy alcohol from a supplier that has not been approved.
- All dispensation of alcohol must be carried out in accordance with allergen management, food labelling and food information regulations.
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FOOD SAFETY

Where permission has been granted in writing from us allowing you to supply your own F&B, you will be responsible for implementing a food safety management system to ensure that public safety and compliance with the e-Guide are met.

Items to be aware of include:

- The exhibitor must be a registered Food Business with their 'home' Local Authority
- Full food safety management system (HACCP)
- Allergen management system
- Food safety compliance in place throughout the event, including the Food Information Regulations (FIR) (allergy advice) and Prepacked for Direct Sale (PPDS)
- Personal hygiene, training, washing facilities and all associated procedures

The above must be submitted to the Exhibition Organiser no later than 28 days before the event.

In the interest of clarity - the word F&B or food in the context of 'food safety' legislation is defined as including beverages and ice.

F&B SAMPLING

We understand that exhibitors may wish to showcase their products by offering samples to visitors.

- Sampling must be indicative of the exhibitor's core business being represented at the event.
- Any proposed sampling activity must be notified in writing to Olympia
- All samples must be given away free of charge and in the sample sizes outlined below
- It is imperative that it is understood that food safety compliance must be in place to cover sampling activity and that appropriate risk assessments are submitted.

The acceptable sample sizes are:

- Unwrapped food – 'bite size' portions
- Individually wrapped bite sized snacks
- Drinks:
 - Soft drinks 50ml (1.75 fl oz)
 - Beers/ciders or similar 50ml (1.75 fl oz)
 - Wine/fortified wines/Champagne/alcopops or similar 25ml (0.9 fl oz)
 - Spirits or similar 5ml (0.18 fl oz)

Both the sale and supply of alcohol must be licensed under The Licensing Act (2003); therefore, sampling is a licensable activity. Any exhibitors wishing to supply alcohol not provided by Olympia, whether for on- or off-site consumption, must provide the name of a Personal Licence Holder and a copy of their licence. Where sampling involves items larger than the sizes stipulated in the e-Guide or where the products are not a core part of the stand holder's business, then concession fees will apply.

CONCESSION FEES

Where F&B is intended for on-site or off-site consumption (except for sampling), then the following concession fees will be levied. Concession fee requests must be submitted to Olympia, no later than 28 days in advance of the event and must be paid in full prior to the event opening.

- Soft drinks/ice creams and/or smoothies, fresh fruit juices, etc.
£450+VAT concession fee per show
- Foods, sweet treats, baked goods etc.
£450+VAT concession fee per show
- Nespresso coffee machine or similar
£200+VAT concession fee per show
- Bean-to-Cup machine or similar
£300+VAT concession fee per show
- Barista coffee machine or similar
£400+VAT concession fee per show

Where an exhibitor is or can be deemed to be operating a 'food stall', i.e. hot/cold food (only), including, but not limited to, PPDS items; vendor or pop up, a concession fee will be calculated on application.

Concession fees for restaurants and/or alcohol led bars are negotiated on an event-by-event basis, as their requirements are specific to the event and a concession fee will be calculated on application.



CORKAGE FEES

The following corkage fees are applied to drinks brought into the venue, that have been purchased elsewhere for the purposes of consumption whilst the event is open to the public. We reserve the right to cap corkage and therefore limit the volume of product that can be supplied:

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| • Spirits (70cl) | £50.00 per bottle |
| • Champagne (75cl) | £32.00 per bottle |
| • Sparkling wine (75cl) | £24.00 per bottle |
| • Wine (75cl) | £17.00 per bottle |
| • Beer (330ml) | £3.00 per bottle |
| • Water, Juice, Carbonated Soft Drink or Mixer (750ml) | £3.00 per can/bottle |
| • Water, Juice, Carbonated Soft Drink or Mixer (330ml) | £1.50 per can/bottle |

Corkage fee requests must be submitted to Olympia, no later than 28 days in advance of the event and must be paid in full prior to the event opening.

PRODUCT HANDLING FEES

Product-handling fees are determined by the nature and quantity of products brought in by external operators and are priced on application. Fees are levied where the provider wishes Olympia to handle the brought-in products. Such handling includes the following:

- Receiving stock into the venue
- Storage (refrigerated or otherwise)
- Preparing stock/products for serving
- Providing the necessary crockery, glassware, etc., for the consumption of the stock/products
- Service staff
- Collecting residue stock and returning it either to the provider onsite or storing it awaiting (limited time) collection.
- Providing and or preparing seating areas with furniture



SUSTAINABILITY

*Section 48 e-Guide

As part of The Grand Plan, Olympia's sustainability programme, we work very closely with our local council in supporting the foodbanks within our community (within a mile of the venue). We would appreciate it if you were able to extend your support by contacting them directly:

info@hammersmithfulham.foodbank.org.uk

<https://cityharvest.org.uk>

MORE INFORMATION

Should you require any additional information regarding our Food & Beverage Guidelines please email catering@olympia.london and the F&B team will be delighted to assist you.