

Tasting Centre Guidelines

The Tasting Centre is one of the most popular features where visitors come to sample exciting functional foods and beverages. Visitors can also vote for their favourite products in the Tasting Centre Awards.

The cost to have your products featured in this area is €500 per product (plus VAT) if approved and a maximum of 2 products per company can be submitted via the Exhibitor Manual.

The final deadline for registrations is Friday 22 February but limited spaces are available.

Please note there are limited spaces available and entries are accepted on first come first served basis. Once the registration is closed, you will receive an email advising whether your submission has been successful or not. Successful applicants will receive an invoice and the delivery samples instructions.

Please ensure that your product is permitted to be sampled in Switzerland by Swiss Law.

How will my product be promoted?

- *Pre & post event:* Your products will be considered for inclusion within pre-event promotional materials as well as circulated in press releases to the industry's international media.
- *At-event:* Your product display card (designed and printed by the Vitafoods team) will include your company logo, name of product, product description and stand number that will be placed next to the product.

What are the Tasting Centre Awards?

The Tasting Centre Awards give our visitors the opportunity to vote for their favourite functional food and beverage. All successful submissions will be automatically entered the Tasting Centre Awards, no further action is required. The winners will receive a certificate, glass plaque and bottle of champagne so please join us at the Tasting Centre on Wednesday 8 May to find out the results.

What conditions will be products be stored in?

Your products will be stored at room temperature. There is limited refrigeration space available so if your product needs to be stored in a fridge please make sure you highlight this on the online form.

Frozen items will not be accepted in the Tasting Centre due to Health & Safety regulations.

How many product samples should I bring/deliver?

Please bring enough of your product to make **1,800 samples** with extra supplies to keep at your stand.

1 sample size = 50ml or 10gr

Please note:

- Sponsor needs to provide the product ready to be served
- If your product requires preparation, you need to prepare in advance and deliver it to us ready to be served. For example:
 - If your product is a powder which needs to be mixed with water, you need to mix them and deliver the final product to the Tasting Centre in big bottles/jars ready to serve.
 - If your product is a coffee powder, you need to prepare this with hot water and deliver to the Tasting Centre in big thermos.
- Organisers will provide equipment like sample size cups, spoons, sampling trays etc.
- Organisers will handle the distribution of the samples for the 3 days of the event
- The Organisers are not be responsible for the return of samples. Any remaining samples should be collected by Thursday 9 May at 16:00 from the Tasting Centre or they will be disposed by the Organisers.

Where should I bring/deliver my samples?

Samples must be delivered in person on Monday 6 May between 10:00 and 14:00, clearly labelled (you will receive a label for your items closer to the date)

If shipping your samples please ensure delivery on Monday 6 May only. Items arriving before that date will not be accepted and could cause delays to displaying your product. EFI logistics, the official freight forwarder can assist with arranging delivery and liaising with customs. Contact vitafoods@efilogistics.com for more information