

Tasting Centre Guidelines



The nutraceutical event for Asia

25-26 September 2019
Singapore

The Tasting Centre is one of the most popular features where visitors come to sample the most exciting functional foods and beverages on the market. Visitors can also vote for the Best Tasting Functional Food and the Best Tasting Functional Beverage at the Tasting Centre Awards.

The cost to have your products featured in this area is US \$300 per product (plus VAT) if approved and a maximum of 2 products can be submitted via the [Sponsorship Shop](#).

The deadline for registrations is Monday 8th July 2019

Please note there are limited spaces available and it works 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.

How will my product be promoted?

- *Pre & post event:* Your products will be featured on the Vitafoods Asia and will also 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 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 food and beverage. All successful submissions will be automatically enter 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 Thursday 26 September at 14:00 to find out the winners.

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 contact Stephanie.campos@informa.com

Please note: The Organisers will not be responsible for the return of samples. Any remaining samples should be collected by Thursday 26 September between 16:30 – 17:00 from The Tasting Centre or they will be disposed of by the Organisers.

How many product samples should I bring/deliver?

Please bring enough of your product to make 1,200 samples with extra supplies to keep at your stand.
1 sample size = 50ml or 10gr

- **Beverages:** all beverages are required to be delivered ready to be served, Vitafoods is not responsible for preparing the products. For example, if you have a powder which needs to be mixed with water, you will need to mix the product yourself before delivering and transport in a suitable labelled container
- **Hot Beverages:** All hot beverages will need to be prepared by the exhibitor and delivered in thermos to the Tasting Centre throughout the days of the event.

Where should I bring/deliver my sample?

Samples MUST be delivered on Tuesday 24th September between 11:00 and 16:00 to the Tasting Centre (Stand R54), clearly labelled (example provided below – please fill out the relevant fields and print&stick this label to all boxes containing your samples) – if delivered earlier, the Organisers are not responsible for the receipt of them and additional costs may apply.

Company Name:
Stand Number:
Product Name:
Product Area: Box # ___ of ___

If you can not deliver it during these hours or need to deliver your product throughout the show due to preparation please email stephanie.campos@informa.com as soon as possible to make alternative arrangements.

If you are unable to deliver you samples in person please contact EFI logistics, the official freight forwarder who can assist with arranging delivery and liaising with customs. Contact Vitafoods@efilogistics.com for more information. Please note we do not recommend transporting the items to the show in your suitcase.