

Alcoholic Beverage Sampling Guidelines

We are all interested in the safety and wellbeing of our customers who attend the ORA food convention. To avoid over-serving anyone, sampling of all alcoholic beverages, beer and wine should only be provided in the following sizes:

- 4 oz - Beers, malt beverages, and coolers (fl. oz)
- 2 oz - Wine and Champagne (fl. oz)
- 2 oz - Mixed Drink (Margaritas, Daiquiris, etc. (fl. oz)

There was particular concern expressed by the management of the Cox Center regarding the sampling of straight liquor. Samples of liquor must be very small (1 fl. oz)

All exhibitors providing samples of alcoholic beverages, beer and wine must commit to only serving patrons 21 years of age and older. Properly identifying all guests sampling these products will be enforced. Serving to the point of intoxication is strictly prohibited.

Exhibitors are responsible for adhering to all City of Oklahoma City Ordinances. Oklahoma State Statutes and the rules and regulations set forth by the Oklahoma ABLE commission. ORA will provide exhibitors with any signage that is required to display in your booth.

The ABLE Commission will be in attendance.

If you need to decline service to an attendee, you are encouraged to tell them that convention management will not allow you to serve anyone more than a small educational sample of your product. Make us the bad guy to keep your customer happy with you. Contact ORA staff members in the registration area if a customer needs to be escorted from the convention floor.

Your continued involvement and support of the ORA is deeply appreciated and we hope you have a very successful sales opportunity at the ORA Convention and Expo. Our mutual goal is to provide a safe, educational environment for all of our customers, and of course, for you to sell a lot of product.

If you have any questions regarding the above, you may contact the ORA and Debra Bailey at 800-375-8181 ext 213 or 405-641-3336 (cell.)