

Levy Restaurants
Wisconsin Restaurant Expo Sampling Guidelines
For 2012
(Revised 8/9/2011)

Wisconsin Center District
Owners & Operators of the
Frontier Airlines Center, US Cellular Arena
and Milwaukee Theatre

Sampling Guidelines

Sampling of food and beverage product must comply with sampling guidelines. Sampled product must be produced or distributed by the company that is sampling and sizes must conform to the amounts listed below.

Sampling of beer, wine or alcohol requires a licensed bartender. Arrangements must be made through the Levy Catering Office at 414.908.6150

Food: no more than 2 oz.

Beer and Soda: no more than 4 oz.

Wine: no more than 1 oz.

Alcohol: no more than ½ oz. alcohol to 2 parts mix OR no more than ¼ oz. straight for 14% alcohol content or higher

Liqueurs: ½ oz. sampling size for 14% alcohol or less

EXHIBITORS SAMPLING BEVERAGES ARE REQUIRED TO PROVIDE APPROPRIATE SIZE SAMPLING CUPS/CONTAINERS TO SAMPLE THEIR PRODUCT.

Bartender Labor - 125.00++ per Four (4) hour shift and 25.00++ each add'l hour

**A bartender is required for each booth that is serving alcohol

Runner Labor - 20.00++ per hour with a Four (4) hour minimum

**Runner labor upon request - not a requirement

