

THE *good eating* CO.

Concession Fee *Guidance*

Business Design Centre – 25/26 Guidelines



The Good Eating Company

The Good Eating Company is absolutely delighted that you're exhibiting at the Business Design Centre, and we look forward to seeing you there.

We enjoy exclusive catering rights at the Business Design Centre, so if you would like to complement your stand with any food or drink on the day, we are the people to speak to.

We offer a wide range of food and drink options to help you promote your stand. For more information, please contact operationsbdc@godeatingcompany.com.

Of course, you are more than welcome to make your own arrangements as well. All we ask is that you let us know in advance and respect the guidance below.

Please also understand that fees will be payable if you choose to make your own arrangements outside of our exclusivity agreements with the BDC. Fees must always be paid before the day of the event.

Concession Fees will apply if you are:

- Offering samples of food and/or drink outside of sampling guidelines
- Selling food or drink for consumption on the premises
- Providing food or drink to complement your stand, when it's not your core business.

Our concession fee applies unless the product is either produced by your business or is a food or drink product for which you are the sole distributor in the UK; the product must be an integral part of your business and not used to complement your stand.

Detailed information on event concessions, including portion sizes and sample regulations, can be found in our [eGuide 2025 Edition](#)



Concession Fees

The amount will depend on the nature of the sales, and you should contact GEC to clarify the fee in advance of the show. If you intend to sell food or beverages off the premises, it is advisable to make this very clear to guests; i.e., ensure the products are bagged or wrapped appropriately for removal from the venue.

Example Fees:

- Selling Soft Drinks, Ice Cream, Smoothies, Fruit Juices, or similar: Concession Fee of **£550.00 ex VAT per show day.**
- Operating a 'catering outlet': Concession Fee of **£1,700.00 ex VAT per show day.**
- Including the sale of alcohol: Concession Fee increases to **£2,300.00 ex VAT per show day.**
- Operating an alcohol-led 'catering outlet': Concession Fee increases to **£2,800.00 ex VAT per show day.**

Please ensure the venue are made aware of this.

Using coffee machines on your stand:

- Full Barista machine: **£550.00 ex VAT per show day**
- Nespresso-style tabletop machine: **£250.00 ex VAT per show day**

Providing Your Own Food & Drink

Providing your own food or drink (or using another business to do so) as enhancement will incur a fee. This may be a Concession Fee, Buy-out Fee, Product Handling Fee, or Corkage Fee, as appropriate. The exact fee depends on the scale of the activity taking place.

Corkage Fees & Product Handling Fees

A **Corkage Fee** applies to wine, beer, liquor, and soft drinks brought into the building for onsite consumption that have been purchased elsewhere. If you are offering alcoholic beverages, the Venue or GEC will become the licensee for your event, and you will be briefed on the relevant licensing legislation. All prices are excluding VAT.

Corkage Fee price per bottle:

Champagne (750ml) – £29.00
Sparkling Wine (750ml) – £23.50
Wines (750ml) – £17.50
Spirits (700ml) – £40.50
Beers (330ml) – £2.90
Soft Drinks – £2.00
Fruit Juice (1L) – £2.40
Mineral Water (500ml) – £1.45

Product Handling Fees

Product Handling Fees are levied when the provider or organiser requests GEC to manage brought-in products. Such handling may include:

- Receiving stock into the venue
- Storage (refrigeration or otherwise)
- Preparing stock/products for serving
- Providing the necessary crockery, glassware, or other items for consumption
- Providing service staff
- Collecting residue stock and returning it to either the organiser or provider onsite, or storing it for later collection

Quotations for corkage or product handling fees are determined by the type and quantity of items, as well as the organiser's or provider's specific requirements.

Acceptance of these guidelines is greatly appreciated. Thank you, and we look forward to seeing you at the show.

Food & Beverage Sampling Guidelines

Samples of Food and/or Drink

- No concession fee is payable provided that the samples you are offering are your own products; offered free of charge; and provided in accordance with Association of Event Venues guidelines, which state:
- Food: must be in bite-size portions
- Soft Drinks & Hot Drinks: no larger than 50ml
- Beers, Cider, or similar: no larger than 50ml
- Wine, Fortified Wines, Champagne, Alcopops, or similar: no larger than 25ml
- Spirits and similar: no larger than 5ml

Our concession fee applies unless the product is either produced by your business or is a food or drink product for which you are the sole distributor in the UK; the product must be an integral part of your business and not used to complement your stand.

Permission to Sample

Sampling of food and beverage is only permitted for the producer, manufacturer or seller where they form an essential part of the event.

Sampling of Food

- Samples must be bite size only and served in single units.
- Samples must be free of charge from a specific stand or location within the hall.
- Hawking and cash sales are not permitted.
- Food sampling must be carried out in such a way that customers do not touch the food that other people will eat, in order to minimise cross-contamination.
- Food for sampling should be placed where the exhibitor can see it and therefore supervise it.
- Bowls, plates or dishes should not be topped up unless they have been properly cleaned after use.
- Customers should be directed as to where to place any discarded items such as stones from food or sampling sticks/utensils.
- Different containers for food and waste should be used to avoid any confusion by customers.

Food & Beverage Sampling Guidelines

- The terms of the Licensing Act (2003) and subsequent legislation
- The Weights and Measures (Intoxicating Liquor) Order 1988
- Alcohol can only be served during the hours stipulated in the venue's
- Premises License
- Service staff must be over the age of 18.
- Product for sampling must be held in a secure area
- Alcohol may not be served to anyone under the age of 18 or anyone who appears to be under 18 (unless proof of age is shown).
- Alcohol must not be served to anyone who appears to be under the influence of alcohol.
- Exhibitors must have displayed appropriate signage promoting the challenge 21 scheme.

This Concession Guide Brochure must be distributed to all exhibitors prior to the show. Exhibitors planning to bring food or drink subject to concession rules must notify GEC in advance. Failure to do so will require the exhibitor to settle the applicable fees on the day, and the main show organisers will be responsible for any unpaid costs. Please make the venue aware of any alcohol being sampled or retailed.

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Thank you

