SYDNEY SHOWGROUND

Sampling & Selling Guidelines



Food & Beverage Policy

Sydney Showground is the exclusive provider of food and beverage services onsite. Any food or beverage sampling, full-size sampling, preparation or selling by exhibitors or external parties requires prior written approval from Sydney Showground.

Exhibitors undertaking these activities must submit a Food and Beverage Sampling and Selling Application. Submission of an application or payment of any applicable fee does not constitute approval. Activities may only commence once written approval has been issued and all applicable fees have been paid.

Activity Definitions

Activity	Meaning
Sampling	Small complimentary portions offered for tasting or demonstration.
Full-size sampling	Complimentary retail-size products or giveaways that exceed the approved sampling size.
Immediate consumption	Products that can reasonably be opened, served or consumed at the event, including single-serve items. Examples include muesli or protein bars, packaged snacks, baked goods, ready-made meals and bottled or packaged drinks.
Packaged or take-home sale	Sealed, bulk, frozen, chilled, raw or other products intended to be prepared or consumed after the event. Examples include unopened multipacks, frozen or chilled products, heat-and-eat meals, coffee, tea bags, drink powders and mixers.

Sampling Requirements

Food sampling

- Food samples must be complimentary, bite-sized and no more than 60g per serve.
- Samples must be served in a suitable single-use vessel unless approved washing facilities are provided. Used sample containers must not be refilled.
- Sampling must remain within the approved stand boundary, and only products approved in writing may be offered.

Beverage sampling

- Non-alcoholic beverage samples must not exceed 60ml per serve.
- Alcohol sample limits are beer 50ml, wine 50ml and spirits 10ml per serve.
- Complimentary products exceeding the approved sampling size will be treated as full-size sampling and may attract additional conditions or fees.

Alcohol Sampling

The Royal Agricultural Society of NSW, trading as Sydney Showground, holds an On Premise Liquor Licence covering the entire Sydney Showground site. Under this licence, Sydney Showground retains the exclusive right to supply and sell alcoholic beverages across the venue.

- Alcohol must not be supplied to anyone under 18 years of age. Proof of age must be requested where a person appears to be under 25 years of age.
- All persons serving alcohol must hold a current NSW Responsible Service of Alcohol competency card, either physical or digital. RSA details must be provided with the application, and competency cards must be produced for inspection when requested.
- Alcohol sampling must comply with Responsible Service of Alcohol requirements, Liquor & Gaming NSW requirements, the Liquor Act 2007, Sydney Showground's liquor licence and any applicable event Alcohol Management Plan.
- Alcohol sales, orders and payment processing by exhibitors are not permitted onsite unless separately approved in writing by Sydney Showground.
- Free drinking water must be available and mandatory Liquor & Gaming NSW signage must be clearly displayed while alcohol is being sampled.
- Samples must be dispensed in a vessel appropriate for the approved sample size.
- Alcohol samples must not leave the venue.
- Only beverages approved in writing may be sampled. Sydney Showground may inspect the stand before sampling begins and at any time during the event.
- RSA courses, liquor requirements and mandatory signage: Liquor & Gaming NSW

Selling Guidelines

The sale of food or beverage products may be approved where the products are directly related to the exhibitor's core business and do not directly compete with Sydney Showground's food and beverage offering. Sydney Showground will assess each application using the information provided, including the proposed products, intended consumption, nature of the event and impact on venue food and beverage operations.

Product examples are indicative only. Sydney Showground will determine the final classification and may apply fees, additional conditions or a separate commercial arrangement.

- Only products approved in writing may be sold.
- All selling, payment processing and customer collection must remain within the approved stand boundary and must not obstruct aisles, neighbouring stands or venue operations.
- Changes to approved products, quantities, pack sizes, equipment or operating methods require further written approval.

Fees & Payment

- Sydney Showground will advise in writing whether fees apply following assessment of the application.
- A fee of $650 per day may apply to sampling or selling activities that fall outside these standard Sampling and Selling Guidelines.
- Fees may also apply to approved selling activities and full-size sampling. Additional commercial arrangements may apply depending on the nature and scale of the activity.
- Payment of a fee does not constitute approval. Activities may only commence once written approval has been issued and all applicable fees have been paid.

Food Safety Compliance

Food and beverage must be prepared, stored, handled, served and disposed of safely. All operators must comply with applicable City of Parramatta, NSW Food Authority and Sydney Showground requirements.

Where required for the proposed activity, the operator must hold a current City of Parramatta Temporary Food Outlet Registration and provide evidence of registration with the Food and Beverage Sampling and Selling Application. Sydney Showground or the event organiser may request the registration confirmation or registration number before approval is issued.

Temporary Food Outlet Registration | City of Parramatta
Council contact: council@cityofparramatta.nsw.gov.au
Further information: City of Parramatta website

Operators must retain their registration confirmation and registration number while trading at events or markets within the City of Parramatta local government area.

General Equipment

- Reusable utensils, drinking vessels and serving equipment require approved washing facilities. Where required, a double-bowl sink must be installed.
- Sinks may be provided by Sydney Showground, and additional charges may apply. Sydney Showground does not provide communal washing facilities for exhibitors.
- Cooking, heating, LPG and electrical equipment require prior written approval and must meet venue safety requirements.
- Refrigeration, power, water and drainage requirements must be identified in the application and may attract additional charges.

Waste Disposal

- Waste must be stored in properly sealed containers or bags, removed regularly and disposed of through approved waste streams.
- Wastewater, grease and oil must not be discharged into sinks, drains or other venue infrastructure unless specifically approved.
- Waste oil, grease and packaging disposal requirements must be identified before the activity commences.

Additional Requirements

- Ingredient and allergen information must be accurate and available for inspection.
- Business name and contact details must be included on product labels where applicable.
- Disposable products must comply with current NSW requirements and any applicable event conditions.
- The applicant is responsible for the conduct and compliance of its staff, contractors and representatives.
- Only products, portion sizes, quantities, equipment, personnel and operating methods included in the written approval may be used.
- Sydney Showground may inspect an activity, impose additional conditions, vary operating arrangements or direct an activity to stop where it is unapproved, unsafe or non-compliant.
- Incomplete or inaccurate information may delay assessment or result in approval being refused or withdrawn.
- Approval applies only to the event, stand, dates and activities identified in the written approval.