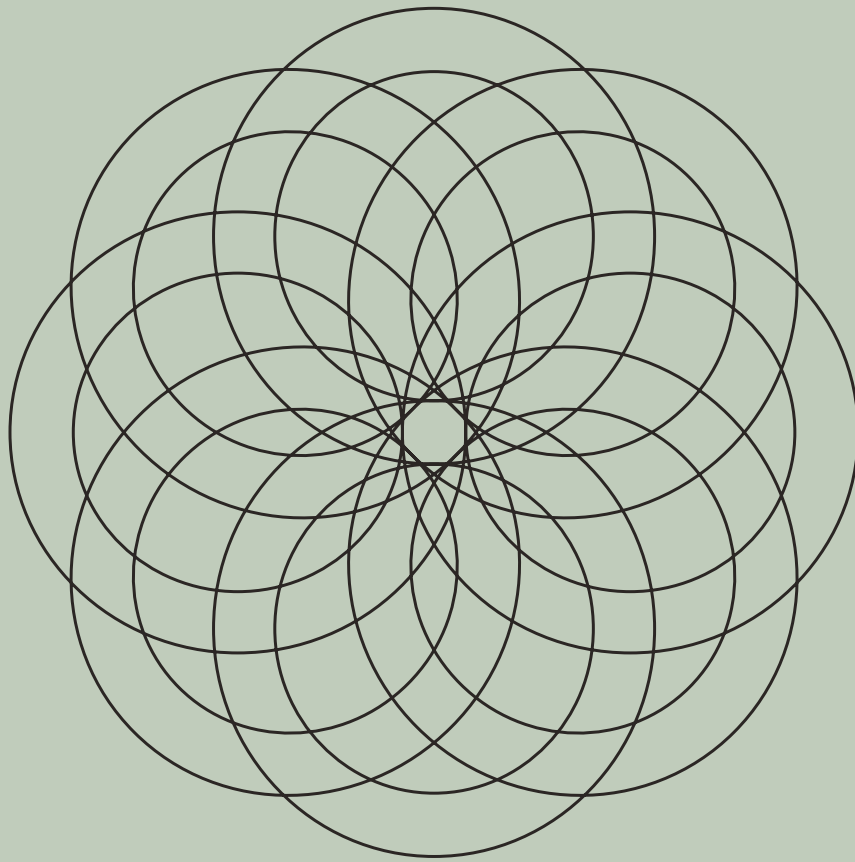


Maestro Culinaire



Policy of food exclusivity
fall 2025



INTRODUCTION

Maestro Culinare is proud to act as the exclusive food services partner at the Palais des congrès de Montréal. Our team is at your service, ready to offer you a wide range of fresh, tasty and creative products.

This guide has been written to support:

1. Event promoters;
2. Exhibitors;
3. Producers and distributors of food products who take part in events and want to showcase their products.

Its aim is to raise awareness of the various rules governing the presentation of food products, particularly during trade fairs, as well as opportunities for using food and beverage to generate traffic at a kiosk or in an entertainment zone.

It is essential to obtain prior authorization from your sales representative before distribution of any food product or beverage, alcoholic or non-alcoholic. Please do not hesitate to contact a member of our team to discuss the best option available to you.

Enjoy your event!

POLICY OF FOOD EXCLUSIVITY

As the exclusive supplier, Maestro Culinaire plays a leading role in ensuring that the laws and regulations that are applicable to the food industry are respected. Its mandate is to ensure that the products offered as part of food functions at the Palais des congrès de Montréal, are of the highest caliber and present no health risks to guests and visitors.

Maestro Culinaire holds the liquor licence for the entirety of the exhibition halls at the Palais des congrès de Montréal, therefore supplies all alcoholic products on an exclusive basis.

Maestro Culinaire has the expertise to act as a partner in your activities, helping you navigate the complex world of these laws and regulations.

Under all circumstances, the distribution of a food product outside Maestro Culinaire's offer must be requested in writing.

1 - Retail sales products

These products are distributed and/or sold on a «to go» basis and consumed outside the Palais des congrès de Montréal.

Although subject to authorization by Maestro Culinaire, the distribution and/or sale of products that are not consumed on site is permitted, free of charge. For example, but not limited to: coffee/tea bags, spice blends, jam containers, condiments, sauces, pasta packages.

2 - Sampling

Sampling food is permitted only when conducted by the producer, manufacturer or representative of the product, within their designated kiosk, and at no cost.

Alternatively, exhibitors are required to reach out to Maestro Culinaire to procure their products.

Exhibitors must adhere to a reasonable sampling format, enabling them to present their product without providing a full portion. The format will be determined by your Maestro Culinaire representative and is expected to be approximately:

- Non-alcoholic beverages: 120 ml (4 oz)
- Food: 100 g (4 oz)

In the case of sampling an alcoholic product, the exhibitor or promoter must communicate with their representative from Maestro Culinaire, the exclusive alcohol permit holder, and adhere to the norms of the Régie des alcools, courses et jeux du Québec (RACJ). The exhibitor must obey to the following sampling formats defined under the alcohol permit law: [p-9.1, r. 6 - Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages \(gouv.qc.ca\)](#), based on the alcohol by volume percentage contained in the alcoholic beverage:

- Up to 7%: 100 ml (3.5 oz)
- More than 7% and less than 20%: 50 ml (1.75 oz)
- 20% and over: 25 ml (0.75 oz)

3 - Products bearing a corporate identity

Exhibitors are permitted to distribute, free of charge, products showcasing their corporate identity, such as logos, slogans, or other unique visual elements that Maestro Culinaire cannot replicate (excluding alcoholic beverages), in any format. This product will be considered as long as it is distributed inside the kiosk on an ad hoc basis.

Maestro Culinaire retains the right to seek financial compensation, determined by your representative based on the circumstances, should products featuring a corporate identity be distributed deliberately as part of a food function.

4 - Culinary demonstrations

Exhibitors or promoters wishing to conduct a culinary demonstration, meaning, preparation and cooking on-site, to showcase a product, dish, or piece of equipment, may do so. The distribution of the featured product for tasting must be complementary and comply with the sampling rules outlined in this document. The exhibitor or promoter may supply themselves with any required product for preparation, except in the case of an alcoholic product which must be purchased from Maestro Culinaire, the alcohol permit holder.

The exhibitor or promoter will be responsible for procuring the equipment required for storing, preparing, and cooking the products. The necessary steps should be taken with your representative from the Palais des congrès de Montréal to validate the terms of preparation and cooking on-site.

5 - Activation

A marketing activity being set up to introduce a new food product in a fun and engaging way. Visitors will be invited to participate in a free tasting during an event that is not food-related. Maestro Culinaire reserves the right to request financial compensation, the amount of which will be determined by your representative based on the context.

6 - All Other Consumer Products

The distribution of any other product must be approved by Maestro Culinaire. Maestro Culinaire reserves the right to refuse the distribution of a product or to request financial compensation—amount to be determined by your representative depending on the context—if the products being distributed are of the same nature as those included in its regular offerings or sold at its various food retail locations.

In all cases, the exhibitor must comply with the food safety regulations of all relevant government authorities.

SAMPLING AUTHORIZATION FORM

**Maestro
Culinaire**

Event Name : _____

From : _____

Year/Month/Day

To : _____

Year/Month/Day

Company Name : _____

On-site contact name : _____

Exhibitor name : _____

Phone number : _____

Booth number : _____

E-mail : _____

1 - Retail products ☐

2 - Sampling ☐

3 - Products with
corporate branding ☐

4 - Culinary
demonstrations ☐

5 - Activation ☐

6 - Any other consumer
product ☐

Product description	Quantity	Product or sample size	Price (if applicable)

Authorized by Maestro Culinaire (Maestro Culinaire use only)

Maestro Culinaire representative signature : _____

Date : _____

Client Signature : _____

Date : _____

*** Please provide us with a photo of the booth and the products ***

This form must be returned duly completed no later than 3 weeks (21 days) before the start of the event, to the address info-mtl@maestroculinaire.ca. You will receive an acknowledgment within 48 hours of receiving the request. This form alone does not constitute authorization. Once this form has been duly approved and returned to you by Maestro Culinaire, please keep it as proof of approval. For any assistance, our team is available by dialing 514-871-3111.

SOME INSPIRATION...

Nothing beats the pleasures of the table to foster beneficial business conversations. Here is an example selection of products that will undoubtedly attract traffic to your booth.

Taxes and administrative fees additional

Beverages

Botanical water 10L **\$81,50**

Served in a transparent dispenser for visual enjoyment. Various flavors available, including citrus-cinnamon and cucumber-mint.

**Variety of
homestyle smoothie** **\$6,00 ea**

Our tempting smoothies are made from fresh ingredients. Bursting with fresh fruits, they can showcase Quebec seaweeds, be vegan, and gluten-free. 6 oz

Nespresso Machine **\$250/day**

Easy to use, this semi-professional machine quickly produces a variety of coffees to your liking. Includes milk frother, milk, cream, sugar, compostable stirrers, and cups.

+ Espresso coffee capsules + \$4,50/ea

Barista services and bubble tea are available. Please feel free to contact your representative for details and rates.

Feeling like toasting with your clients? Ask our advisors to introduce you to our variety of craft beers, as well as our ready-to-drink Quebecois options, with or without alcohol.

Snacks

Viennese pastries and breads

Whether it's a crispy croissant, a fluffy cinnamon bun, or a slice of savory kombu squash bread, our tempting freshly baked pastries and breakfast breads will ensure a smooth start to your day. A selection of vegan and gluten-free products is also available.

Prices range from \$41.50 to \$59.50 per dozen depending on the selection.

Frozen snacks

Tempting variety of ice cream bars, ice cream sandwiches, and topped cones.

Prices range from \$5.50 to \$6.75 depending on the selection.

Candy bar

Sure to catch the eye, our variety of colorful candies and gummy treats are offered in a self-service style, so everyone can indulge their sweet tooth as they please.

Prices starting at \$4.25 per serving.

Pop-corn **\$880**

Freshly prepared in a carnival-style popcorn machine, popcorn is a must-have. The service includes the machine, an operator, paper bags, and 500 servings.

Charcuterie & cheese

Our variety of Quebec charcuteries and artisanal cheeses are mouth-watering. Presented with crackers and dried fruits, they will perfectly accompany a small glass as happy hour approaches.

Prices starting at \$13 per serving.