

The following applies to all exhibitor

The serving of alcohol is subject to the legal regulations for the protection of minors.

The law prohibits the sale and free distribution of

- Wine, beer and cider to under 16-year-olds
- Spirits, aperitifs and alcopops to under 18-year-olds

The consumption of alcohol by visitors is only permitted during the official opening hours and on the respective stand area and not in the hall aisles. Excluded from this are stand parties permitted by MCH Swiss Exhibition (Basel) Ltd.

Drinks may be served to visitors until 17.45 hrs. The end of the serving is announced by means of an acoustic signal.

Serving drinks to drunks is prohibited under cantonal trade law.

Alcohol sampling is prohibited.

Prices

The price per unit must be clearly declared. MCH Swiss Exhibition (Basel) Ltd. stipulates a minimum price of CHF 3 per unit. A minimum price of CHF 1.00 per decilitre applies to the serving of beer.

The following applies to the beer, wine and spirits industry

Floor space > 30 square meters

Exhibitors must offer a 2-zone concept (public zone = Alcohol consumption only against cash payment / guest zone = potential customers can consume free of charge upon invitation of the stand personnel).

Floor space < 30 square meters

Exhibitors must submit a concept showing how the above distinction (public zone/guest zone) will be enforced on their stand space.