

Bar Convent Brooklyn
Industry City | Brooklyn, NY USA
June 10-11, 2025

Alcohol Compliance Information

For any questions about compliance or permitting, please contact your [Customer Success Manager](#).

IMPORTANT APPLICATION DEADLINES:

- Acquiring a new US Import Permit: January 5, 2025 (assuming 90 day processing time given the variability in processing time for these permits.)
- Marketing Permit and prerequisite: April 26, 2025 (assuming current 4 week processing time.)
- Formula: March 22, 2025
- Label (COLA): April 5, 2025 (if using a caterer), May 10, 2025 (if using Marketing Permit)
- NY Brand Registration: April 19, 2025
- NY Price Posting: April 19, 2025
- Notice to SLA for Marketing Permit Holders: May 24, 2025

Each exhibitor must submit COLA(s), Certificate of Insurance and Marketing or Catering Permit and New York Distributor information to the Bar Convent Brooklyn team. All items must be valid through the end of the event. If your product is non-alcoholic and you will not be mixing with any type of spirit, you are exempt from submitting a COLA and a Marketing Permit. You must still submit a Certificate of Insurance by the deadline.

DEADLINES TO SUBMIT INFORMATION TO BAR CONVENT BROOKLYN VIA YOUR EXHIBITOR

DASHBOARD:

- COLA: May 17, 2025
- Certificate of Insurance: June 2, 2025
- Marketing or Catering Permit: May 17, 2025
- New York Distributor: May 17, 2025

General Information

Park Street Imports is a licensed US Importer and NY Wholesaler and is offering its services to assist any exhibitor who does not already have a Federal Basic Permit, COLA(s), a NY Wholesaler, and/ or NY Marketing Permit who qualifies in obtaining one. Please contact the Park Street BCB team at bcb@parkstreet.com for additional information.

All exhibitors who already have a US Importer and NY Wholesaler must use their current importer and wholesaler to supply product for the show. All exhibitors who have a US Importer, but no NY distributor, should contact Park Street to serve as their NY distribution partner.

All exhibitors who are bringing in new products (those which are not already sold in NY) should advise their distributors that if the products will be offered to the public through a caterer, then they must be price posted no later than April 19, 2025 and must have a brand registration filed with the NY SLA as early as possible to avoid any potential state processing delays.

The following entities qualify for NY marketing permits: manufacturers, importers, and alcoholic beverage manufacturer associations that are incorporated in the State of New York. Those who qualify but do not yet hold a Federal Basic permit should be advised that it takes approximately 3 months to

acquire a Federal Basic permit and that the entity who is acquiring a Federal Basic must be incorporated in the US. It does also take approximately 2 months to complete the prerequisites and obtain a NY Marketing permit, so as the show is taking place on June 10th and 11th, these timelines should be taken into consideration.

COLAs can be acquired by Park Street Imports at the same time as the marketing permit and while the timeline for acquiring COLAs does vary, all exhibitors should allow 1-2 weeks for label review and approval.

Exhibitor Licensing

In order to exhibit products at the Bar Convent Brooklyn 2025 show, each exhibitor will be required to hold a New York Marketing Permit or to engage a caterer who will be serving products to the public.

New York Marketing Permit Holders

All exhibitors who will be pouring alcoholic beverage samples must hold a Federal Basic Permit and a New York State Marketing permit and each product that will be showcased must be covered by a valid COLA (Certificate of Label Approval).

It is the responsibility of each marketing permit holder to abide by the rules and regulations covering their permit. This includes the display of their marketing permit during the show and also providing notice to the NY SLA when their permit will be used to pour samples at any unlicensed venue in the state. Please be aware that Industry City does not hold an alcohol beverage license and is considered to be an unlicensed venue. Notice must be submitted via email to Wholesale.Bureau@sla.ny.gov at least 15 days in advance of the event.

Pouring

Exhibitors pouring to consumers using a New York Marketing Permit are permitted to provide no more than 3 samples to a single consumer. Each sample may be combined with nonalcoholic mixers but the amount of alcohol in the sample is limited in size, by commodity type, as follows:

- Wine: Each sample/pour must not exceed two (2) ounces
- Beer, Wine Products, and/or Cider: Each sample/pour must not exceed three (3) ounces
- Liquor: Each sample/pour must not exceed one-quarter (1/4) of one (1) ounce

Please note mixed samples should not have more than 1/4 oz of liquor and should not exceed 5 oz – the size of the sample cups provided.

It is the responsibility of each marketing permit holder to verify that the recipient of any sample or taste of alcoholic beverages are 21 years of age or greater.

Shipping

Marketing permit holders are required to obtain the product they sample to consumers from a licensed NY wholesaler so each exhibitor will be required to pull the product used for the show from their appointed wholesaler or to contact Park Street Imports to serve as their wholesaler for the event. Please note that following the show, all unused product must be returned to your NY Wholesaler or destroyed, so we do not recommend sending a far greater quantity than is anticipated for use.

Product that is being sent from a domestic manufacturer or bottler should be sent directly to a NY Wholesaler. Product that is being sent from outside of the United States must be brought into the country by a licensed US importer. The importer will be responsible for clearing the product through US Customs, but please be reminded that an approved COLA will be required in order to clear the product through US Customs. Once an importer has been appointed, that importer will advise on shipping methods, but generally for small amounts of samples—under 10 cases—an express courier such as DHL or FedEx is used. If an express courier is used, your US importer will work with FedEx or DHL to clear the item through Customs. Customs will reject and return packages that are not associated with a US Importer so it is very important that one is appointed before anything is sent.

All shipments from outside of the United States sent via expedited courier should be sent no later than May 17, 2025 to allow 3 weeks for shipment, US Customs Clearance, and delivery to the venue.

Exhibitors who are working with the caterer, Great Performances, will need to arrange for their product to be purchased by the caterer directly from a NY wholesaler. You will not be able to ship your product into the show directly. The caterer will take care of transportation of the product to the event.

Insurance Certificate

Please see the exhibitor manual for more information about insurance requirements for this event.

Each exhibitor assumes responsibility and agrees to indemnify and defend the Reed Exhibitions a division of RELX Inc., FB International, 1-10 Bush Terminal Owner LP, 19-20 Bush Terminal Owner LP, Jamestown Commercial Management Company, L.P., Park Street Imports and their respective lenders, partners, directors, officers, directors, employees, and agents, as their respective interests may appear, as additional insureds against any claims or expenses arising out of their participation in the event and the use of the exhibition premises.

Caterers

Exhibitors may opt to engage a caterer for the show if they do not have a marketing permit. The exclusive caterer for this event is Great Performances. The caterer will be required to purchase from a NY Wholesaler as a NY Caterer is a type of retailer who must purchase from a NY Wholesaler. Any exhibitor who does not currently have a NY Wholesaler may elect to engage Park Street Imports to serve as its NY Wholesaler for the show and can contact the Park Street BCB team at bcb@parkstreet.com.

All Caterers must hold a valid NY SLA Catering Permit. Great Performances will have this permit for both locations. An agreement with Great Performances indicating their approval for the use of their catering permit.

In order to sell wine, spirits, or beer to a Caterer in New York, the product must be registered and/or price posted as follows:

- Wine – wine is not required to be registered but must be price posted. The price posting must be in effect as of the date the sale takes place.
- Any wine product or wine under 7% ABV – must be registered with the NY Dept. of Agriculture and the NY SLA. We recommend price posting these products; however, if these products are not price posted, the product will still remain eligible for the show.
- Beer – Beer must be registered but is not required to be price posted.

- Spirits – Spirits must be registered with the NY SLA and must also be price posted with the NY SLA. The price posting must be in effect as of the date the sale takes place.

Brand registrations with the NY SLA take approximately 4-6 weeks so long as they do not require lab analysis. When lab analysis is required, the typical timeline is approximately 3 months. Price postings must also be submitted well in advance of their effective dates and are typically posted by a licensed NY Wholesaler.