

EXPO
2020
DUBAI
UAE

Food and Beverage Instructional Handbook

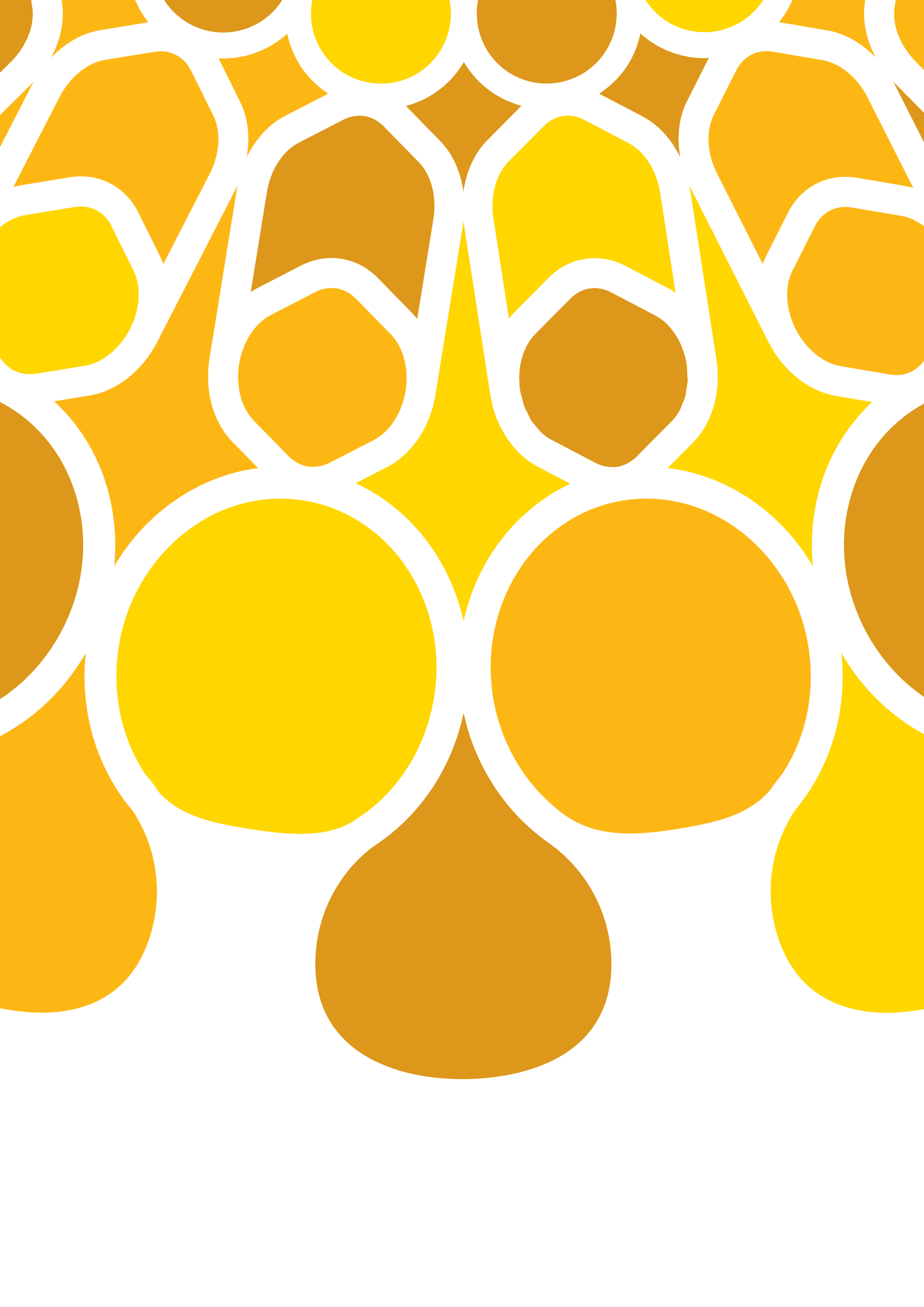


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Acronyms, Abbreviations, Units, and Definitions

Acronyms and Abbreviations

Acronym/Abbreviation	Expansion
CCTV	Closed-circuit television
MMI	Maritime and Mercantile International LLC
PIC	Person-in-Charge
RIAB	Retail-in-a-Box
UAE	United Arab Emirates
VAT	Value Added Tax
VIP	Very Important Person

Units

Unit	Expansion
AED	United Arab Emirates Dirham
ml	One millilitre is equal to one thousandth of a litre
Oz	One ounce which is equivalent to 30 millilitres

Definitions

Term	Definition
Alcohol Quota System	The method used to ensure a licensed entity does not exceed the permitted weekly allowance for the purchase of alcohol.
Allergen	A harmless substance capable of triggering a response that starts in the immune system and results in an allergic reaction.
BIE Convention	The Paris Convention of 22 November 1928 relating to international exhibitions as amended and supplemented.
Calendar Days	All days in a month, including weekends and holidays. All construction and decommissioning and removal work durations are counted in calendar days.
Commercial Guide	A document developed by the Organiser and issued to Participants to provide them with the necessary information they need in conducting commercial activities in their Self-Build Pavilion or Rented Pavilion.
Commercial Proposal	A retail and food and beverage plan produced by the Participants and approved by the Organiser, outlining the commercial activities that they plan to integrate into their pavilion.
Concept Design	Is the second stage of the Participant's submission and expands on the Theme Statement. The submission will include the plot layout, architectural concepts, exhibition design and content, technology plan, material specifications, engineering proposals, utility loads and schedule of work. The Concept Design should also describe the overall thematic approach to the retail, food, and beverage components of the pavilion.
Country Manager	The Organiser's representative appointed to provide end-to-end support to Participants throughout their journey.
Customs Codes	Two unique codes that are issued by Dubai Customs to the Participants whose Expo 2020 licence permits them to import and export goods in relation to their participation at Expo 2020 Dubai.
Dining Outlet	A restaurant intended to table serve a multi-course meal to guests in a seated manner.
Dining Style	Dining choice of a visitor.
Expo 2020 Dubai®	Name of the event that will be hosted on the Expo site; Also referred to as 'Expo 2020,' 'Expo,' 'Dubai Expo 2020,' 'Expo Dubai 2020,' and 'Expo event'
Expo 2020 Licence	A licence issued by the Organiser to facilitate the operations of the Participants in the UAE including but not limited to the import, export, exhibition, sale, distribution, and storage of goods.
Expo Site	The gated area on which Expo 2020 Dubai will be hosted; also referred to as 'site.'

Definitions

Term	Definition
Final Design	Will expand on the Concept Design and provide the level of detail that allows all necessary building approvals and permits to be issued by the Organiser and statutory approving authorities to allow construction to commence. Submission will include final plot layout, floor plan, elevations, exhibition design and content, material specifications, accessibility report, fire prevention strategy and deconstruction plan. For retail and food and beverage, the plan should give a detailed layout of kitchen, storage, and dining areas.
Fine Dining Outlet	A restaurant intended to table serve a high-end multi-course meal to guests in a seated manner, often featuring highly specialised cuisine, known chefs, or unique experiences.
Food and Beverage Operations	Is the preparation, service and/or selling of any food and beverage item for both commercial and non-commercial purposes.
Food and Beverage Outlet	A location used to serve consumable products.
Food and Beverage Sample	A small, single bite-sized portion of food, given away free of charge, designed to incentivise purchase of a food item and to engage or educate a visitor.
One-Stop Shop	The virtual and physical entity that has been set up as a single body to process, and respond to all submissions and requests from Participants through a single window (the Expo Portal). The One-Stop Shop is integrated with statutory authorities and will facilitate all Participants' interactions from initiation through to decommissioning.
Participants	Countries and multilateral organisations who have received and accepted the official invitation from the Government of the United Arab Emirates to participate in Expo 2020 Dubai. Participants also include those parties who have been authorised by the Expo Commissioner General to participate in the Expo event.
Pavilion Space	The total built-up area within a pavilion.
Person-in-Charge	The first point of contact for any food safety related matters and ensuring food safety in day-to-day operations. They are also responsible for ensuring all requirements as stated in the Food and Beverage Guide, Food and Beverage Instructional Handbook and Dubai Municipality Food Safety training are met.
Pre-Packaged Food and Beverage Products	Items that have been prepared and containerised offsite for consumption onsite.
Rate Card	The information that describes the services available to the Participants and the prices for those services. Rate cards are available on the Expo Portal.
Retail	Retail within Expo 2020 is the sale of goods that's have been approved by Organiser to visitors/end consumers.
Retail-in-a-Box	A plug-and-play, point-of-sale (POS) system that in accordance with Special Regulation No. 9 Participants must use to handle all sales income for their commercial activities.
Section Commissioner General	The Section Commissioner General of a Participant appointed in accordance with Article 13 of the BIE Convention.
Shipment Transportation Plan	A specific transportation plan that details the timing, sequence, size, and vehicle type of each delivery associated with the load-in, replenishment, and load-out of the Participants' pavilions.
Snacking In Outlet	An outlet designed to serve guests a sit-down meal via a takeaway or grab-and-go style; often a single-course meal.
Snacking Out Outlet	An outlet designed to serve guests a takeaway or grab-and-go style; often a single-course meal.
Special Regulations	The Special Regulations listed in Article 34 of the General Regulations.
Tax Registration Number	A number allocated by the United Arab Emirates Federal Tax Authority to registered companies and traders for the purpose of filing tax.
Value Added Tax	A tax on the consumption or use of goods, levied at the point of sale along each step of the supply chain.
Venue	An operational physical location found onsite or offsite.
Visitor Experience	The overall approach to the enjoyment of visitors at the Expo event.
Working Days	All official business days of the week, excluding public holidays and weekends. The processing durations for all approvals, permits, and requests by statutory authorities and the Organiser are counted in working days. In the United Arab Emirates, the official business days are from Sunday to Thursday. All Fridays and Saturdays are considered weekends.



Introduction

Expo 2020 promises visitors an unforgettable culinary experience. The offering of authentic and unique cuisines is a critical element to the food and beverage showcase at Expo 2020 Dubai. Cuisine tells the story of a culture and expresses a nation in a way that connects visitors to a Participant's people and way of life.

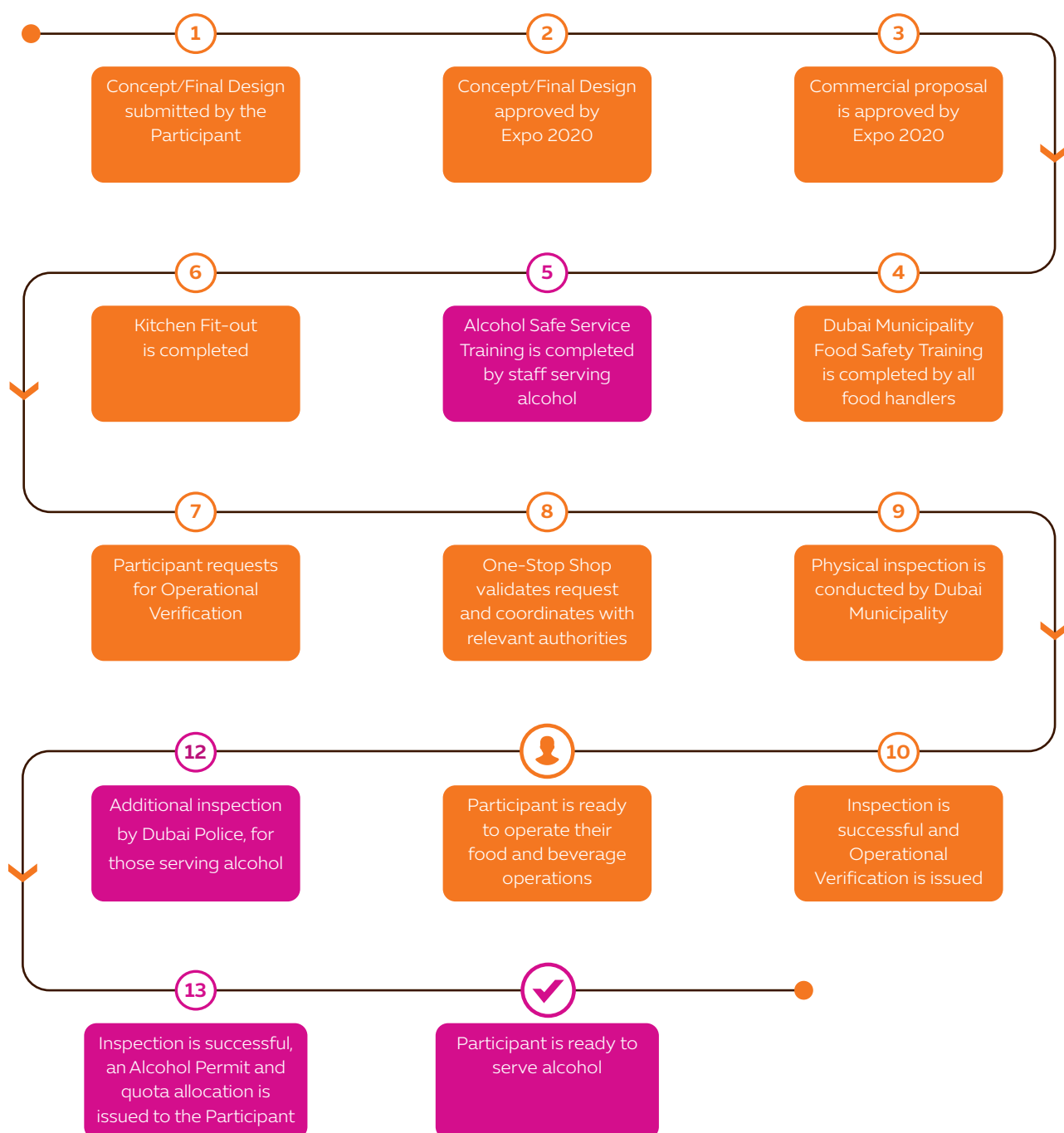
The Food and Beverage Instructional Handbook has been developed to support Self-Build and Rented Participants in ensuring the smooth delivery and readiness of their food and beverage operations at Expo 2020.

This handbook is to be read in conjunction with the Food and Beverage Guide, Commercial Guide and Special Regulation 9 available on the Expo Portal.

We will provide Participants with regular updates with regards to any additional United Arab Emirates Covid-19 government directives impacting food and beverage operations on the Expo Portal.

The following diagram provides a high-level overview of the end-to-end food and beverage Participant journey.

Figure A Expo 2020 Food and Beverage Participant Journey



1. Expo Licence

Each Participant is issued with an Expo 2020 Dubai License to facilitate their Expo operations in Dubai and within the United Arab Emirates. The Expo License allows Participants to undertake the following activities:

- ✓ Construction
- ✓ General Trading
- ✓ **Food and Beverage**
- ✓ Event Management
- ✓ Exhibition

The Expo License is also used by Participants to:

- › Be identified by the relevant Governmental Authorities in the UAE as an Expo 2020 Participant.
- › Issue the necessary visas and residencies to their employees when such employees are residing outside the UAE through the One Stop Shop.
- › Open their bank accounts.
- › Obtain Dubai Customs Codes for importing and exporting purposes.
- › Obtain their Tax Registration Number (TRN), which will be required when dealing with, and receiving invoices from contractors, suppliers, service providers etc.
- › Apply for the Value Added Tax (VAT) refunds, where eligible.
- › Obtain the necessary permits and approvals for conducting construction operations.
- › Conduct other operations in relation to Expo 2020 Dubai event.

1.1 Subcontracting Third Party

Once the Participation Contract has been signed and the Expo License is issued to the Participant, the Section Commissioner General is responsible for all commercial activities conducted within the Pavilion.

As per Section 2.11 of the Commercial Guide, a Participant may subcontract a third party to carry out their commercial activities for both retail and food and beverage operations, under the Participant's Expo License. The Section Commissioner General will however have direct responsibility for the subcontracted party. This also assumes that the Participant has met all requirements as set by the Organiser to serve food and beverage including alcohol where applicable. Participants may appoint a local or non-local operator.



All food and beverage operations must adhere to the requirements provided within this document, the Food and Beverage Guide and Special Regulation 9.

The designated operator's staff will be considered as Pavilion staff allowing the facilitation of any visa and accreditation requirements. All food and beverage handlers for both local and non-local operators must complete the necessary Dubai Municipality Food and Safety Training and health checks where required, refer to Section 6 for further details. Expo 2020 will also provide training for the Retail-in-A-Box system please refer Section 2.1.3 of the Commercial Guide.

If the Participant appoints a local provider, the provider must be registered within Dubai and be an entity approved by Dubai Municipality. There are no further requirements for non-local operators.

2. Design Submissions

Participants are required to submit their concept designs and final designs ensuring all food and beverage related design requirements as identified in the Self-Build Delivery, Rented Pavilions and Food and Beverage guides, are met.

As stated in Section 3.3.1 of the Self-Build Pavilion Guide, food and beverage outlets within the pavilion must have a dedicated entrance, separate from the pavilion's primary access. Additionally, for those serving alcohol the design must:

- › Clearly show the demarcation of licensed areas and non-licensed areas.
- › Show secure storage for alcohol stock, meaning entry into the storage room/area is secured and controlled. Additionally, CCTV coverage on the entrance only of the storage area is required.
- › It is recommended that an adequate number of toilets are made available within the licensed areas based on the capacity of the seating area. However, the minimum requirement is a single unisex toilet that is equipped for People of Determination.
- › Indicate how licensed areas will be visually obscured from public view. A number of solutions can be used to achieve this such as softscape and landscape, fences, and various types of glass including frosted, textured and smart glass. Tinted glass can also be used as long as sufficient obscurity is maintained.
- › Identify placement of signage to indicate where alcohol cannot be taken out of the licensed area. These signs should be placed at all exit points of the licensed area and should remind visitors that alcohol cannot be taken past the point exit of the licensed area. Figure 2.1 provides samples of licensed area signage.



Participants who wish to have a dedicated smoking area within their space must set and manage their own 'Tobacco Policy' for their building and grounds in compliance with the Dubai Municipality Administrative. Participants must adhere to 'Cabinet Decision No. 24 of 2013 concerning the Implementing Regulation for the Federal Tobacco Control Act No. 15 of 2009', which also covers the regulations for shisha smoking. Staff smoking is only permitted within the pavilion back of house as outlined in the Section 3.11 of the Operations Guide.

For Rented Participants smoking activities of any form are strictly prohibited within the Thematic District Pavilions.

Figure 2.1 Alcohol Area Signage



**NO ALCOHOL
BEYOND THIS POINT**



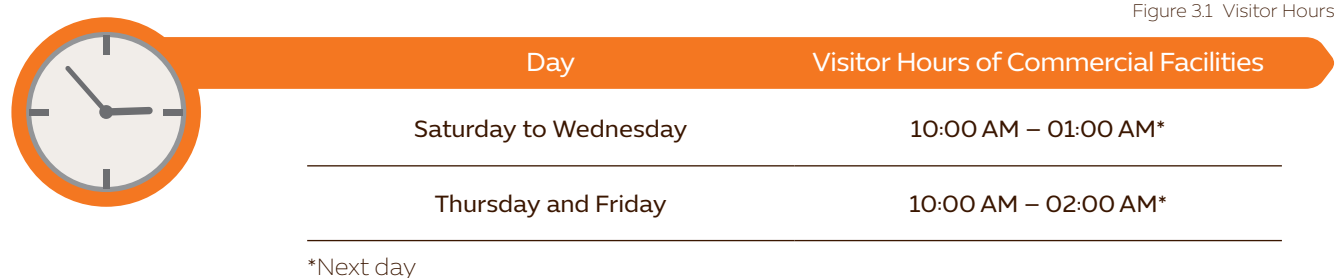
3. Commercial Proposal

The Commercial Proposal gives Expo 2020 an overview of the Participant's planned commercial activity and includes onsite and online sales, as well as insight into the products that will be sold and menus that will be offered. Upon approval of the food and beverage final design Participants will need to complete and submit their Commercial Proposal on the Expo portal.

The Commercial Proposal is an important submission that captures both Participants' commercial food and beverage that will be sold, as well as non-commercial food and beverage that will be provided to guests at no cost. All Commercial Proposals are to be submitted to Expo 2020 Dubai by no later than May 2021. Participants may submit multiple Commercial Proposals.

Commercial Proposal submissions for Food and Beverage must include the following details:

- › **Number of Outlets** – the total number of food and beverage outlets planned for operations.
- › **Name of Outlets** – where the outlet(s) have unique names else by default all outlet(s) will be identified with the pavilion name.
- › **Style of F&B Outlet** – the style of the outlet
 - **Fine Dining:** Formal outlets that provide a high-quality and inclusive full-service food and beverage offer. Fine dining outlets are typically reserved for main meals.
 - **Dining:** Outlets that provide a good quality and inclusive full-service or buffet food and beverage offer. Dining outlets are typically reserved for main meals.
 - **Snacking In:** Outlets that provide light foods as well as seating or dwell areas for visitors to consume food and beverage. Examples: sandwiches, arabic savoury pastries, falafel, pizza slices, wraps, and vegetables or crisps with hummus pots, often accompanied with beverages. Takeout food will also be available for visitors.
 - **Snacking Out:** Outlets that provide light foods but without seating or dwell areas for visitors. Examples: sandwiches, arabic savoury pastries, falafel, pizza slices, wraps, and vegetables or crisps with hummus pots, often accompanied with beverages.
- **Impulse:** Light foods that are bought spontaneously, and tend to be consumed between main meals. Examples: pastries, chocolates, fresh fruit cups, crisp potatoes, dates, and nuts. Impulse outlets serve visitors on a 'takeaway' and 'grab and go' style at a high frequency and have no designated seating area.
- **Non-Commercial:** This is to highlight any VIP lounges/ majlises or other non-commercial spaces within the pavilion where food and beverages including alcohol will be offered to guests (at no cost).
- › **Type of F&B Activity** – the type of takeaway activity planned in the outlet
 - Food and Beverage (non-alcoholic)
 - Food and Beverage (alcoholic)
 - Food and Beverage (non-alcoholic and shisha)
 - Food and Beverage (alcoholic and shisha)
- › **Average spend per head** (Optional)
- › **Seating capacity**
- › **Expected maximum throughput per hour** (Optional)
- › **Planned Operating Timings** – the default assumed operating timings will 10:00 AM – 01:00 am 7 days a week, unless the Participant indicates different operating times. As stated in Section 3.4 of the Food and Beverage Guide, the visitor hours of the commercial facilities on the Expo site are shown in Figure 3.1. Participants need to ensure that their food and beverage operation is aligned with the Expo site's visitor hours, taking into consideration the last call times in advance of the Expo closing hours.
- › **Menu** – captures all food items and non-alcoholic beverages in both English and Arabic in both a digital and printed format. Section 3.2 provides further details with regards to menu requirements.
- › **Alcohol-Specific Operational Plan** – An Alcohol-Specific Operational Plan must be submitted by all Participants serving alcohol and will encompass the following:



- Menu of alcoholic beverages being sold in English and Arabic, inclusive of pouring sizes (for example, wine by the glass/bottle, 30ml, single/double shot, 2-ounce), prices, and any planned promotional activity. Menu must also be available in both printed and digital format. Please refer to Figure 3.3 for menu samples.
- Evidence of understanding of safe service procedures to prevent underage consumption of alcohol and service to intoxicated persons. This will be achieved through a list of all individuals handling alcohol and confirmation of completion of the Alcohol Safe Service Training. Refer to Section 6.3 for further details.
- Proposed hours of service, with final call times (aligned with overall food and beverage operational hours).
- Plan, process or procedure that provides detail on safe management of the number of people in the licensed area.

All Alcohol-Specific Operational Plans should be uploaded as part of the Participant's Commercial Proposal submission in either a Microsoft Word or Portable Document (PDF) Format.

3.1 Menu Requirements

Menus that are submitted as part of the Participant's Commercial Proposal must be in Arabic and English in both a digital and printed format. Menus must include for each menu item the name, price, applicable tariffs, ingredients and description. Additionally, clear and accurate information regarding the pork content and common allergens of menu items must also be provided.

Figures 3.2 and 3.3 provide samples of both food and non-alcoholic beverages as well as alcoholic beverage menus. The menu submitted can be an indicative visual design, however the content of the final menu presented to visitors must not vary from the menu submitted.

Figure 3.2 Sample Food and Non-Alcohol Beverage Menu




ALCOHOL FREE


DAIRY FREE


VEGETARIAN


NUTS FREE


CONTAINS ALCOHOL


GLUTEN FREE


CONTAINS NUTS


CONTAINS PORK


SUGAR FREE


PORK FREE



MENU

Starter 

Tuna Tartar AED 83

In tomato vinaigrette, served with Avocado and Sourdough crostini.  

Main course 

Marinated Salmon AED 83

Beetroot cured salmon, yuzu and dill marinated cabbage, green pea purée.  

Cornflake Chicken AED 79

Oven baked Chicken in Cajun cornflake crust, served with zucchini and parmesan waffle.

Dessert 

Chocolate Fondant AED 40

Warm chocolate mud cake filled with mixed berries served with vanilla ice cream.

Drinks 

Orange Juice AED 25

Fresh pressed orange juice.

Figure 3.3 Sample Alcohol Beverage Menu

For further details please refer to Section 3.3 Menus and Menu Display of the Food and Beverage Guide. Participants serving alcohol are reminded to submit their Alcohol Beverage menu as part of their Alcohol-Specific Operational Plan. For menu changes ahead of and during event time Participants must submit a Menu Change request on the Expo Portal with the updated menu.

3.2 Commercial Proposal Submission for Non-Commercial Food and Beverage Operations

The following section provides details on how Participants can submit their Commercial Proposal for any food service or catering that will be served to guests (at no cost). This includes areas within your pavilion where any non-commercial food and beverage is offered to guests such as VIP lounges.

Figures 3.4 to 3.6 show the forms that must be completed on the Expo Portal for food service that will be served to guests at no cost including alcohol (non-commercial). An easy to follow video tutorial will also be available on the Expo Portal.

For Participants planning to offer only catering to guests, with no alcohol being served, the following should be indicated in their Commercial Proposal submission:

- › **‘Style of Food and Beverage Outlet’** should be indicated as **‘Non-Commercial’**
- › **‘Type of Food and Beverage Activity’** should be indicated as **‘Food and Beverage(non-alcoholic)’**
- › **‘Menu’** An indicative menu of food that will be served must be submitted

For Participants planning to offer catering and alcoholic beverages to guests only the following should be indicated in their Commercial Proposal submission:

- › **‘Style of Food and Beverage Outlet’** should be as **‘Non-Commercial’**
- › **‘Type of Food and Beverage Activity’** should be **‘Food and Beverage (alcoholic)’**
- › **‘Menu’** An indicative menu of food that will be served must be submitted. Participants are reminded that at minimum food bites/light snacks must be offered where alcohol is served.

BEVERAGES		
Spirits		
Single malt whiskey Glenmorangie 10 years	Glass AED 53	Bottle AED 1210
Wine		
Red wine Quinta da serralheria “Nocturno, 2015”, Setubal, Portugal	Glass AED 42	Bottle AED 500
Champagne Don perignon 2009 Epernay, France	Glass AED 95	Bottle AED 1500
Cocktails		
Gin Rosca Bombay Sapphire, lemongrass- ginger Syrup, Lime juice, Basil leaves, egg hite	AED 65	
Limoncello Martini Limoncello del sole, Fresh Pineapple juice, fresh lemon juice	AED 65	

Figure 3.4 Commercial Proposal Submission Form

The screenshot shows the 'COMMERCIAL PROPOSAL' form in the 'PARTICIPANT PORTAL'. The left sidebar contains navigation links: Dashboard, Your Expo Journey, Document Library, Services, Manage Users, Manage Queries, Manage Events, Glossary, Help, Brand Portal, Online Marketplace, and Expo Theme. The main form area is titled 'General Information - Commercial Proposal'. It includes a 'Commercial Operations Overview' section with a text area for an overview. Below this is a sustainability note. The 'Please identify your commercial operations' section has radio buttons for 'Retail' and 'Food & Beverage' (selected). Under 'Food & Beverage', there are radio buttons for 'Participant' (selected) and 'Subcontractor'. There are input fields for 'Food & Beverage Outlets Operated by', 'Main point of contact for Commercial Operations' (Full Name), 'Contact Number', and 'Email address'. At the bottom are buttons for 'Save as Draft', 'Preview and Submit', and 'Cancel'.

An indicative menu of food that will be served must be submitted

Figure 3.5 Non-Commercial Food and Beverage Operations

The screenshot shows the 'Submit Food & Beverage Proposal' form. A red box highlights the 'Menu details' field with the text 'An indicative menu of food that will be served must be submitted'. Another red box highlights the 'Planned Operating Timings' field with the text '**All other fields to remain at default values'. The form includes a 'How many Food & Beverage Outlets will you be running' counter set to 1. Below this is a table of fields: 'Name of Establishment', 'Style of F&B Outlet' (set to 'Non-Commercial'), 'Type of F&B Activity' (set to 'Food & Beverage (Non-alcoholic)'), 'Menu details', 'Average spend per head', 'Seating capacity', 'Expected maximum throughput per hour', 'Planned Operating Timings' (set to 'Sun to Sat 10:00 to 22:00'), and 'Alcohol Operation'. At the bottom are buttons for 'Save as Draft', 'Preview and Submit', and 'Cancel'.

Style of Food and Beverage Outlet' should be marked as 'Non-Commercial'

Should be set to Food and Beverage (non-alcoholic)

An indicative menu of food that will be served must be submitted

Figure 3.6 Non-Commercial Food and Beverage Operations

The screenshot shows the 'Submit Food & Beverage Proposal' form, similar to Figure 3.5. A red box highlights the 'Menu details' field with the text 'An indicative menu of food that will be served must be submitted'. Another red box highlights the 'Planned Operating Timings' field with the text '**All other fields to remain at default values'. The 'Style of F&B Outlet' is set to 'Non-Commercial'. The 'Type of F&B Activity' is set to 'Food & Beverage (Alcoholic)'. The 'Planned Operating Timings' is set to 'Sun to Sat 10:00 to 22:00'. At the bottom are buttons for 'Save as Draft', 'Preview and Submit', and 'Cancel'.

Style of Food and Beverage Outlet' should be marked as 'Non-Commercial'

Should be set to Food and Beverage (alcoholic)

4. Food Importation

Participants have the option of sourcing food ingredients and items from local suppliers in United Arab Emirates or importing the goods to the UAE.

Through the collaboration of the One-Stop Shop with UAE Authorities the procedure for food importation to the UAE for the Expo 2020 Participants has been simplified. An example is the waiving of the requirement to obtain an additional license for Pork Trading (importation of Pork).

Participants are responsible for ensuring that all items planned for importation are registered in the Dubai Municipality Food Import and Re-Export Service (FIRS) system, which is available under the Import Permits services on the Expo Portal. All food and beverage items imported to the UAE are subject to food safety inspections at the point of arrival. Random samples for laboratory testing will be carried out. Participants are reminded that all food products originating from meat or poultry must be halal, this excludes fish and seafood.

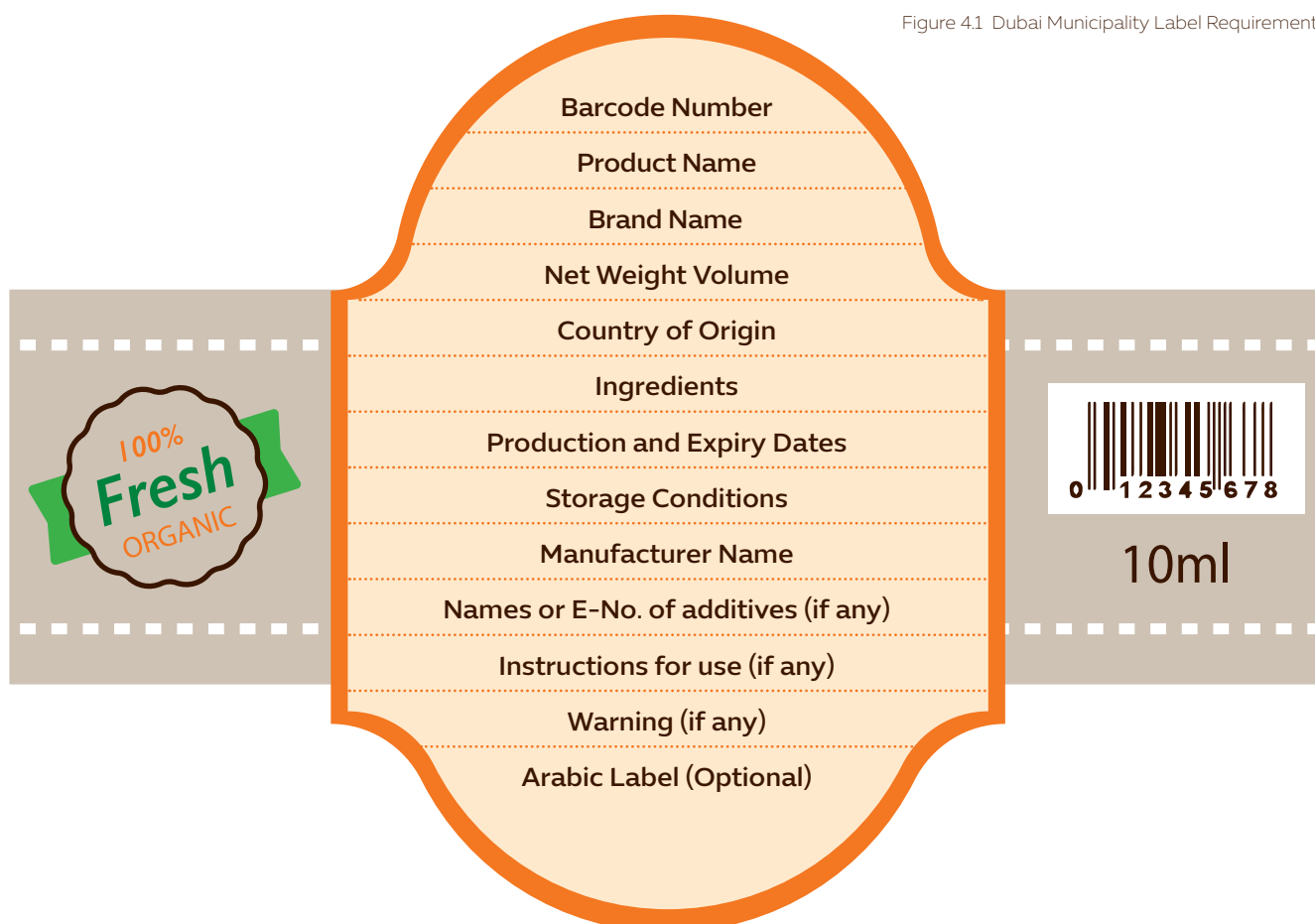
Upon arrival of the goods at the UAE port these food shipments will be released only upon the submission a Dubai Municipality Conditional Release Undertaking letter available on the Expo Portal. The letter must be signed by the Section Commissioner General or the authorized person agreeing to not consume, use or sell any of the food and beverage items until a final clearance has been issued by Dubai Municipality.



Once the items are approved by the Dubai Municipality Lab, a final Release Letter will be provided by Dubai Municipality to the Participant and accordingly the items will be permitted for use.

Participants must ensure that all food and beverage items are in compliance with the label requirements set by Dubai Municipality as shown below in Figure 4.1.

Figure 4.1 Dubai Municipality Label Requirements



Barcode Number
Product Name
Brand Name
Net Weight Volume
Country of Origin
Ingredients
Production and Expiry Dates
Storage Conditions
Manufacturer Name
Names or E-No. of additives (if any)
Instructions for use (if any)
Warning (if any)
Arabic Label (Optional)

Figure 5.1 Alcohol Importation Process



5. Alcohol

Maritime and Mercantile International (MMI) and African + Eastern are Dubai's only licensed providers for alcoholic beverage supply and services. MMI is Expo 2020 Dubai's exclusive provider of alcoholic beverage supply and services. The purchase, clearance, storage and transportation of any alcohol to be served at the Expo 2020 site by Participants must be conducted through MMI. Through this collaboration with MMI Participants are able to access both MMI and African Eastern alcoholic beverages through a single consolidated rate card.

Participants planning to import alcohol have the option to do so with MMI or other licensed companies within the UAE. However, all customs clearance, transportation, storage and delivery to site activities must be performed through MMI only.

5.1 Alcohol Purchase

The process to purchase alcohol has been streamlined allowing Participants to place their online orders for alcoholic beverages directly on the MMI System through the Expo Portal. Participants will be able to track all orders and quota spend through the MMI system. All orders will be delivered directly to the Participant's pavilion. A detailed video tutorial will be available on the Expo Portal.

5.2 Alcohol Importation

Participants who wish to import alcohol must include these items in their Commercial Proposal. As per Figure 5.1, once the Commercial Proposal is approved, a request for an Alcohol Importation Pre-Approval Letter will need to be raised on the Expo Portal.

The Organiser will issue a pre-approval letter to the relevant authorities once the Participant's Commercial Proposal for food and beverage has been approved. The Participant will be notified by the One-Stop Shop upon the issuance of letter and may then initiate the importation of alcoholic beverages.

Alcohol purchases or importation for commercial purposes by Participants is subject to the following tariffs:

- › Import duty: 50% on the declared Commercial Value of the alcoholic item.
- › Value Added Tax (VAT): 5% of the declared Commercial Value.
- › Dubai Municipality fees: 30% on the cost of the item once it has been cleared. This means the 30% is calculated on the value of item plus the import duty and Value Added Tax (VAT).

Additionally, the following tariffs are paid by the end customer visiting the food and beverage outlet within Expo 2020:

- › Value Added Tax (VAT): +5% on the sales price.
- › Dubai Municipality Service Fee: 7% tax to be added on the customer bill, refer to chapter 7 for further details.

5.3 Non-Commercial Alcohol Importation

Only alcohol that is imported for non-commercial purposes will be exempted from any tariffs. Participants must ensure all alcoholic beverages imported for non-commercial activities are clearly identified in their Shipment Transportation Plan as well as labelled as non-commercial on both the cases and individual bottles.

Participants wishing to import alcohol for non-commercial purposes must send an official request to the One-Stop Shop through an email to their designated Country Manager at least 10 days ahead of submitting their corresponding Shipment Transportation Plan.

The One-Stop Shop will review and approve the request and notify the Participant of the outcome or request further information if needed. Participants will then need to raise a request for an Alcohol Importation Pre-Approval letter as per Section 5.2. The One-Stop Shop will also notify and provide Dubai Customs with the shipment details to ensure smooth clearance of the shipment.

5.4 Alcohol Gifting

Participants planning to gift alcohol must raise a request for gifting labels to the One-Stop Shop on the Expo Portal. Gifting labels will be prepared and provided to the Participant's designated Country Manager. All bottles that will be gifted must be offered in a sealed package with the label provided by the One-Stop Shop affixed to each bottle.

6. Food Safety and Training

6.1 Food Safety

To ensure the highest food safety standards are maintained at Expo 2020 Dubai, food safety will be facilitated through the Dubai Municipality Foodwatch system. All Participants will have access to the Foodwatch system through the Expo Portal.

The Foodwatch system will facilitate the completion of daily necessary food safety checks without the burden of paper-based records. The system will also be used to deliver all food safety related online training to Participants at no cost. Further details, on the Foodwatch system will be provided in early 2021.

As stated in Section 7.1 Regulatory Requirements in the Food and Beverage Guide, Participants must designate at least one of their food and beverage staff members to undertake the role of the food safety Person-In-Charge. The PIC will be the first point of contact for any food safety related matters and will be responsible for ensuring all requirements as stated in the Food and Beverage Guide, Food and Beverage Instructional Handbook and food safety training are met.

The roles and responsibilities of the PIC are to:

- › Ensure food and beverage handlers have completed the mandatory Dubai Municipality Food Safety Training.
- › Carry out daily checks on staff health and hygiene.
- › Conduct storage, cooking and transportation temperature checks.
- › Conduct daily cleaning and disinfection checks.
- › Follow-up and carry out any corrective and preventive actions identified in food inspections conducted by the Dubai Municipality.

Specialised training for all PICs will be provided online through the Foodwatch system. PICs will also be granted the relevant access on the Foodwatch System to complete, manage and monitor all food safety checks, inspection reports and staff online training.

Routine inspections of all food and beverage outlets and areas will be carried during the event by Dubai Municipality. The Person-In-Charge of food safety will have access to these reports as well as any relevant alerts and notifications.

6.2 Food and Beverage Handlers

All food and beverage handlers must complete the Dubai Municipality Food Safety training, which will be made available online through the Expo Portal in English, Arabic and French, and is provided at no cost.



Food and Beverage handlers that have already completed the Dubai Municipality Food Safety Training are exempted and no additional training will be required. Individuals that have not completed the Dubai Municipality Food Safety Training but hold an equivalent certification such as ISO 22000 must complete a shortened self-paced 1-hour online course covering the mandatory training modules.

Individuals that have not completed Dubai Municipality Food Safety training nor hold an equivalent certification must complete the entire self-paced 3-hour online course.

All food and beverage handlers must complete a final online assessment to confirm their understanding on the expected food safety standards at Expo 2020.

6.3 Alcohol Safe-Service Training

An Alcohol Safe-Service online training course available on the Expo Portal must also be completed by all staff that will be serving or handling alcohol. The course covers many important aspects such as proper age identification of visitors, limitations on service due to overconsumption, management of the boundaries of the licensed areas and other necessary measures regarding alcohol service and consumption.

The publication timelines for all food and beverage related online training provided by Expo 2020 will be communicated to Participants by October 2020.

7. Food and Beverage Operational Verification

Upon completion of the kitchen fit-out, Participants that have food and beverage operations that involve food preparation must raise an Operational Verification request to the One-Stop Shop on the Expo Portal. The One-Stop Shop will then facilitate all physical inspections of kitchen, storage and service areas with the Participant and Dubai Municipality to issue the necessary permit. The permit will be an electronic approval, and not a physical permit.

The Participant's kitchen, storage and serving areas will be inspected by Dubai Municipality. If the inspection is successful Participants will be issued with an Operational Verification permit. Where the inspection is unsuccessful a corrective actions report will be provided to the Participant and a follow-up inspection scheduled.

For Participants with food preparation operations that will also be serving alcohol, the process will involve two steps. The first step will be the Dubai Municipality inspection detailed above. The second step will be an additional inspection carried out by Dubai Police, who will inspect the alcohol service and storage areas. If the inspection is successful Participants will be issued with an Alcohol Permit along with their designated alcohol quota to operate within the Expo site. If the inspection is unsuccessful a corrective actions report will be issued and a follow-up inspection scheduled.

For Participants that will serve alcohol to guests only (non-commercial purposes) and will not undertake any food preparation operations, only an inspection by Dubai Police is necessary.

The Alcohol Permit will be allocated at no cost to Participants upon successful completion of their Operational Verification.

The Participant will be ready to operate their food and beverage outlets and spaces once all the required inspections are completed and permits are issued.

7.1 Dubai Municipality Fee

As per Dubai government regulations, all food and beverage outlets where alcohol is served for commercial purposes are subject to an additional Dubai Municipality fee of 7% on the total food and beverage bill. The 7% is a fee that is passed on directly to the end customer on the overall bill whether alcohol is purchased or not. The 7% fee will be automatically configured within the Retail-in-A-Box system where an outlet is identified as serving alcohol. The 7% will then be automatically calculated and displayed at the bottom of each final bill.



All Participants with outlets selling alcohol will be able to directly access the Dubai Municipality Portal through the Expo Portal to complete payment of the fee.

On a monthly basis by the 14th of each month Participants are responsible for:

- › Generating their month-end Sales Revenue Reports for all outlets serving alcohol through the RIAB system.
- › Logging onto the Expo Portal and accessing the Food and Beverage services, which will direct them to the Dubai Municipality Portal.
- › Uploading their generated month-end Sales Revenue Report for all outlets selling alcohol.
- › Making direct online payment via credit card or E-Dirhams. Alternatively, payments can be made in person by cash or cheque, at a currency exchange company designated by Dubai Municipality.

Dubai Municipality will conduct regular reviews of payments made and where necessary will request additional documents. Late submission and payment of the Dubai Municipality fee will be subject to a late payment penalty.

7.2 Non-Commercial Alcohol Service for Events

Participants holding Alcohol Permits who wish to serve non-commercial alcohol during a special event within their approved premises should notify the Organiser through an email to their designated Country Manager and include the event name, date, timing and expected number of attendees, no later than five days before the event

Participants that do not have an existing Alcohol Permit but wish to operate a licensed event must request for an Event Alcohol Permit from the One-Stop Shop. Similarly, Participants holding Alcohol Permits who wish to serve alcohol during a special event that is not hosted within their approved premises, must also request an Event Alcohol Permit from the One-Stop Shop. The request must include the information indicated in Figure 7.1 and must be submitted through the Expo Portal at least fifteen working days prior to the scheduled event.

The One-Stop Shop will review the submission within five working days and confirm approval or request additional information. A physical inspection of the designated event area will take place by the Organiser and the relevant authorities, as required.

The Alcohol Permit for the event will be valid for a defined period to allow purchase and disposal of the alcohol products within the designated quota. Final approval to conduct the service or sale of alcohol at the related event will be issued upon verification by the One-Stop Shop to ensure conditions described in the application are met by the event owner.

Figure 7.1 Event Alcohol Permit Request

Event Alcohol Permit Request

- ☑ Date and timing of the event
- ☑ Expected number of attendees
- ☑ Details of the event food provider
- ☑ Number of security personnel planned
- ☑ Event layout
- ☑ Specify alcohol quota requirement for the event
- ☑ Clear demarcation of the licensed areas proposed for the event, indicating toilets within the licensed areas
- ☑ Plan on how licensed area will be visually obscured from public view
- ☑ Plan showing appropriate control points and signage to indicate that alcohol cannot be taken out of the licensed area

Supporting Resources

The following resources can be accessed either from the Expo Portal or using the website address provided.

› **Cabinet Decision No. 24 of 2013 concerning the Implementing Regulation for the Federal Tobacco Control Act No. 15 of 2009**

Will be published on the Expo Portal

› **Commercial Guide**

› **Dubai Municipality**

<https://www.dm.gov.ae/wps/portal/home>

› **Food Code**

<https://www.dm.gov.ae/documents/food-code-english-v01>

› **Halal Products and ESMA-Registered Halal Certification Bodies in the UAE and Other Countries**

www.halal.ae

› **Import and Re-export Requirements for Foodstuff (Dubai Municipality's Food Control Department)**

<https://www.dm.gov.ae/wps/wcm/connect/2a153865-07d6-4ed1-a661-68f2990d3ac2/import+and+re-export+requirements+for+foodstuff+eng.pdf?mod=ajperes>

› **Logistics and Customs Guide**

› **Operations Guide**

› **Rented Pavilions Guide**

› **Self-Build Pavilions Delivery Guide**

› **Self-Build Pavilions Guide**

› **Special Regulations**





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