

ALCOHOL SERVICE AT THE EXHIBITION – SAFE, SIMPLE, AND LEGAL

All alcohol service within Svenska Mässan Gothia Towers is conducted in accordance with Swedish alcohol legislation. Our premises are controlled, meaning that only we — Svenska Mässan Gothia Towers — hold the serving permit for the area. This makes it easy for you as an exhibitor or organizer to comply with the rules. We take responsibility, so you can focus on the experience.



How to serve alcohol in your booth

To ensure everything is done properly, there are a few simple guidelines to follow:

1. Only our staff may serve alcohol: Alcoholic beverages in booths may only be served by our trained staff, employed under our organization number.
2. No brought-in alcohol: You may not bring your own alcohol. All drinks must be purchased through us.
3. What counts as alcohol? Beverages with an alcohol content above 2.25%, such as wine, beer, spirits, and cider.
4. Alcohol may be served no earlier than 11:00 AM. Note: At certain events, the organizer may set a later start time.

How does it work in practice?

We have made it easy for you, you can place your order through an order form.

- Choose from wine, beer, sparkling wine, or non-alcoholic options
- We deliver directly to your booth - including drinks, glasses, and serving staff
- Need a refill? We'll be there quickly!

If you also serve food

Handling food requires special hygiene standards set by the Environmental Department. Correct temperatures, clean surfaces, and proper storage are a must. Check what applies to your specific product — we are happy to help you clarify the requirements.

Supervision & control

To create a safe environment for everyone, regular supervision is conducted by:

- Restaurant inspectors
- The County Administrative Board
- The Police

We are here to support you in making sure everything is done correctly.

Guidance all the way

We understand that as an exhibitor you want to offer a memorable experience, perhaps with a glass of sparkling wine in hand. We are here to help you find the right solutions while ensuring you safely comply with laws and regulations.

Have questions? Contact us - we are happy to assist you.