BEVERAGE STRATEGY TASK FORCE

QUARTERLY MEETING

April 19, 2024

BEVERAGE STRATEGY

LEVY CONVENTION CENTERS
EXPERIENCE STRATEGIES

XD EXPERIENCE DESIGN

Levy CONVENTION CENTERS

PART

01

HAPPY HOUR!

BEVERAGE STRATEGY TASK FORCE

HAPPY HOUR

... every call ...

Cheers!

before each quarterly call, we will share the "happy hour recipe" with you!

prepare the "spirit-free" drink in advance of our call time, so we can all sip and cheers together during our meeting!

HAPPY HOUR

SPIRIT FREE COCKTAIL

a refreshing, pick-me-up made for those who're looking for a good time without the buzz!

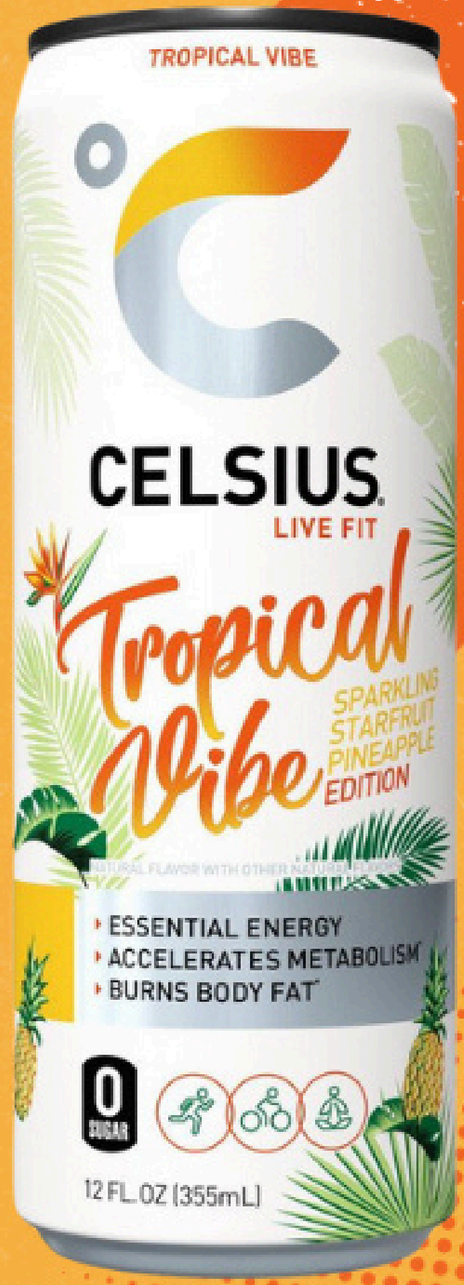
RECIPE:

- 1 Cup Sparkling CELSIUS® Tropical Vibe
- 2 tsp Pineapple Juice
- 2 tsp Vita Coco Coconut Water
- Fresh Lime for Garnish

DIRECTIONS:

- Fill one glass with ice, about halfway
- Add CELSIUS® Tropical vibe
- Add Pineapple Juice
- Add Vita Coco Coconut Water
- Stir until well combined and flavors are balanced throughout
- Cut a lime into quarters and add a slice to the top

Take a sip and experience the flavors of a tropical paradise!



"ZERO PROOF" BEVERAGES *for every occasion*

HAPPY HOUR TALK
GROUP CONVERSATION

FEEDBACK?

- How does the recipe taste?
- Do you think your guests will like it?
- Was it simple enough to make?

IDEAS?

- What types of F&B services/ functions could you use this recipe with?
- What are some fun ways to "tell the story"?

QUESTIONS?

- Do you need help with how to implement/ sell at your property?
- Do you need help sourcing the ingredients?

CALL TO ACTION
FIELD BEVERAGE CHAMPIONS

ACTION *Item*

Use today's featured recipe (or your own variation) at your property, and share with us!

1. **Either use this recipe or develop your own version using *an energy drink to create a craft "spirit free" drink feature***
2. ***Feature this suggestive recipe or something similar at your property*, before our next quarterly Beverage Strategy Task Force call, held on Friday, July 19th**
3. **Be sure to *display messaging and storytelling about the drink you feature* for your clients and guests to see. Have fun with the recipe, and give people a story to go along with it!**
4. **Take pictures of your property featuring the drink, write a quick summary of how you chose to serve it, and *send your story to Mitzy by Friday, June 14th***

Mitzy Ocasio
Georgia World Congress Center
Director of Customer Experience
mocasio@levyrestaurants.com

PART

02

LOOKING BACK

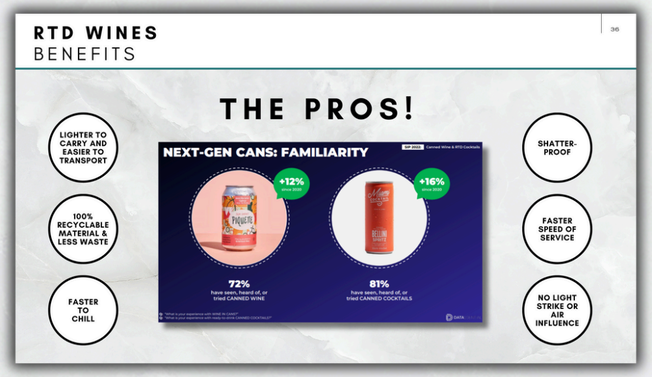
LAST QUARTER'S MEETING
DISCUSSION OVERVIEW

Click here to download December's full call deck

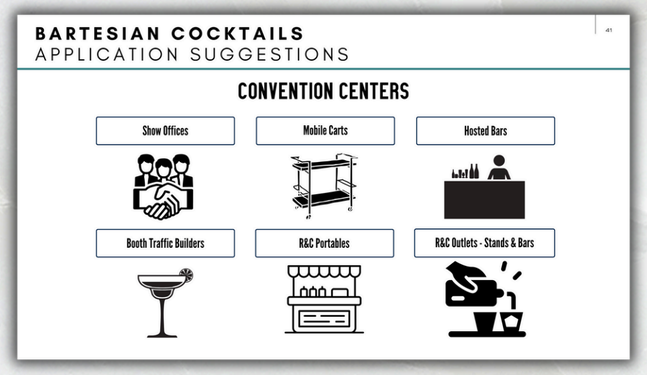
MAIN TOPICS....

2024 BEVERAGE TRENDS

CONVENTION CENTERS WINE SALES

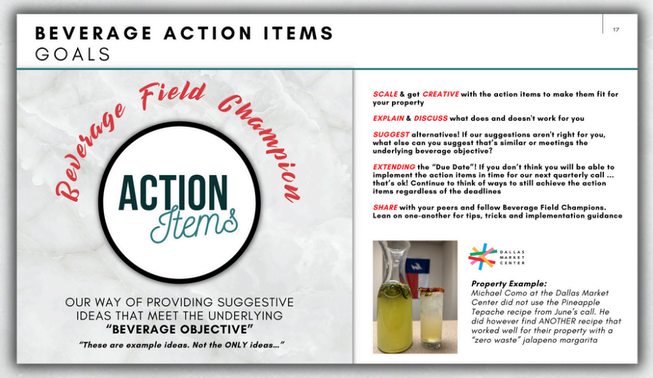


RTD WINE



BARTESIAN COCKTAIL MAKER

LEVY CORE BEVERAGE GUIDE:
DEI & SUSTAINABLE PRODUCTS



GOALS WITH BEVERAGE ACTION ITEMS

LAST QUARTER'S MEETING
ACTION ITEMS

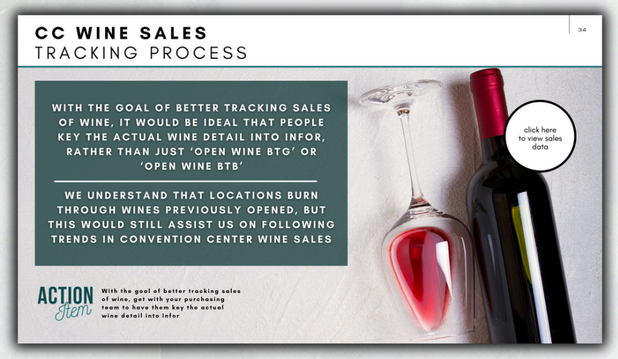
December 2023 | click here for more details

Either use the Earl Grey Happy Hour Cocktail recipe or develop your own cocktail/ spirit-free beverage that incorporates bergamot flavoring

Click here for recipe information

Look at the beverage trends forecasted for 2024, and use at leastone of them at your property

Click here for Beverage Trend Information



With the goal of better tracking sales of wine, get with your purchasing team to have them key the actual wine detail into Infor

Click here to download CC Wine Sales Overview Guide

Order a Bartesian Cocktail Maker & Develop Programming Opportunities at Your Property

Click here to download Bartesian Ordering Guide

BEVERAGE ACTION ITEMS
IMPLEMENTATION CONVERSATION

1. **Did you use the Earl Grey Holiday Cocktail recipe or feature a craft cocktail that incorporates bergamot flavoring? If so, how?**
2. **Did anyone look through the 2023 & 2024 beverage trends and either feature or start incorporating something new? If so, what?**
3. **Has your property/ purchasing team started to accurately key-in your wine sales through Infor?**
4. **Did you order a Bartesian Cocktail Maker? And if so, how have you started to apply it in your service environments?**

PART

03

YOUR PURPOSE

BEVERAGE STRATEGY TASK FORCE
FIELD CHAMPIONS

YOUR PURPOSE

- *To be your property's beverage expert*
- *To drive and influence beverage change and evolution within your property location*
- *To collaborate with the Beverage Strategy Task Force team, and contribute to the monthly discussions*
- *To actively implement the learnings, processes and "Action Items" identified during the quarterly meetings*

ACTION Items

CALL ATTENDANCE GOALS
100% PROPERTY PARTICIPATION

ATTENDANCE REQUIREMENT

We are looking for full CC Division property attendance and active engagement with every quarterly Beverage Strategy Task Force call

100% property participation is imperative to the success of this beverage-centric initiative

ATTENDANCE REPORTING

Attendance will be taken and reported out with the post-call progress report that gets shared with the Regional Leadership team/ all property DO's/ GM's & VPH's

Property GM/ DO or Field Champion to notify Julio in advance if they are unable to attend the quarterly call

PROXY/ REPLACEMENT ATTENDEE

The property assigned Beverage Field Champion may send another person from their property in their place, if they are unable to attend the call

Property GM/ DO to select who their replacement will be if needed, in order to have 100% property participation

MISSED CALL PROPERTY CATCH-UP

If your property is unable to have representation on a quarterly call, rest assured... there are methods in place to help your Beverage Field Champion catch up! Including.....

- Video recording of the meeting attached within the 'chat' on the corresponding Microsoft Teams Calendar Invite
- Presentation deck shared via email by Julio after the call concludes
- The presentation deck is also posted to the Beverage Strategy Webpage
- Quick-view placement of the call's "Action Items" housed on the Beverage Strategy Webpage for ease in access

Additionally, Julio will follow up with all properties/ Field Champions who missed the quarterly call to see if they need any information regarding how to access these catch-up tools, and provide any additional support with questions involving the topics discussed

FIELD CHAMPION ATTENDANCE REPORT
APRIL 19, 2024

JOSEPH CRAMER
SR. OPS MANAGER
AMERICA'S CENTER

MARK STUESSE
SR. OPS MANAGER
AMERICA'S CENTER

CHELSEA HARNEY
CATERING SALES
THE CLASSIC CENTER

LUC LACERTE
DIR. OF BARS & CAFES
AUSTIN CC

MATT TINSLEY
SR OPERATIONS MANAGER
BOSTON CC

EIMAN KARIM
DR. HOSP STRATEGY
BOSTON CC

ALEXIS DELIVORIAS
CATERING SALES MANAGER
BOSTON CC

MICHAEL CHRISTIAN
TBD ON TITLE
HYNES

HEATHER MCKENZIE
TBD ON TITLE
KENTUCKY EXPO

LAUREN LAURENT
DIR. OF CATERING SALES
GREATER COLUMBUS CC

KATHRYN YARANO
CATERING SALES MANAGER
GREATER COLUMBUS CC

CHRISTOPHER OBENOUR
DIR. OF PURCHASING
GREATER COLUMBUS CC

MIKE WERNER
BEVERAGE MANAGER
GREATER COLUMBUS CC

JENNIFER ASWEGAN
GENERAL MANAGER
CHATANOOGA CC

DAVID MELARA
ASSISTANT GM
SANTA CLARA CC

ARIANA SACCHI
BANQUET MANAGER
SANTA CLARA CC

JENIFER PINADELOPEZ
DIR. OF PREMIUM
HYNES

JOHN WALLACE
PURCHASING
KENTUCKY EXPO

STEVE VINING
GENERAL MANAGER
MISSISSIPPI CC

LAUREN TEDFORD
SENIOR CATERING SALES
MISSISSIPPI CC

ANDREW HEEFNER
DIRECTOR OF OPERATIONS
GWCC

SEAN CALHOUN
DIRECTOR OF BEVERAGE
GWCC

MITZY OCASIO
DIR. OF GUEST EXPERIENCE
GWCC

ALEX CROSS
ASSISTANT DO
OMAHA: CHI HEALTH CENTER

SEANEEN LAMONTAGNE
TBD ON TITLE
OREGON CC

STEPHANIE HENDERSHOT
SR. CATERING SALES
OREGON CC

JEFFREY SCHMIDT
ASSISTANT GM
KENTUCKY EXPO

PATTY FOLEY
ASSIST DIRECTOR CATERING
JAVITS CC

AMANDA SUKHLAL
BANQUET MANAGER
JAVITS CENTER

BIANCA KISIN
DIGITAL MEDIA STRATEGIST
JAVITS CC

AURELIUS JENKINS
CATERING SALES
JAVITS CENTER

KENNY BEDARD
PURCHASER
DAVID L. LAWRENCE CC

ANDREW KING
R&C/ BAR MANAGER
DAVID L. LAWRENCE CC

JAMIE MCGOLDRICK
FOH LEAD
DAVID L. LAWRENCE CC

STEPHEN SCHNEIDER
GENERAL MANAGER
PORTLAND EXPO

AMANDA AKERS
ASSISTANT GM
KENTUCKY EXPO

ADRIANA MESTRES
TBD ON TITLE
PUERTO RICO CC

MARIA RIVAS
SENIOR SALES MANAGER
PUERTO RICO CC

TORI CHELLIS
SITTING IN FOR BECCA
LOS ANGELES CC

REBECCA COOKSEY
SR. CATERING SALES MANAGER
LOS ANGELES CC

MICHAEL COMO
SENIOR CATERING SALES
DMCC/ ARLINGTON CC

MELISA KASTEN
CREATIVE DESIGNER
CLEVELAND CC

JOSH NORMAN
SR. OPS MANAGER
CLEVELAND CC

FOREST EVANS
DIR. OF BANQUETS
CLEVELAND CC

VIKRAM HERMON
ASSISTANT GM
KENTUCKY CC

ASIA ROSS
SR. CATERING SALES
RUPP ARENA/ LEXINGTON CC

EDSON VIZCARRA
TBD ON TITLE
RUPP ARENA/ LEXINGTON CC

JUSTICE MONHOLLEN
TBD ON TITLE
RUPP ARENA/ LEXINGTON CC

SHENEKA PERRYMOND
DIR. OF RESTAURANTS
GRB

TRISTAN LEMONS
R&C MANAGER
GRB

MICHAEL SMITH
SENIOR PURCHASER
HAWAII CC

MERIDITH LAMBERT
AREA DIRECTOR OF SALES
SPOKANE CC

ASHLEY PEARCE
CATERING SALES
SPOKANE CC

CHRIS BROWN
DIR. OF PREMIUM
WISCONSIN CENTER DISTRICT

CHANGES WITH PROPERTY BEVERAGE FIELD CHAMPIONS? PLEASE REACH OUT TO:

Mitzy Ocasio
Georgia World Congress Center
Director of Customer Experience
mocasio@levyrestaurants.com

BEVERAGE ACTION ITEMS
GOALS

Beverage Field Champion

ACTION *Items*

OUR WAY OF PROVIDING SUGGESTIVE IDEAS THAT MEET THE UNDERLYING **"BEVERAGE OBJECTIVE"**

"These are example ideas. Not the ONLY ideas..."

SCALE **& get** ***CREATIVE*** **with the action items to make them fit for your property**

EXPLAIN **&** ***DISCUSS*** **what does and doesn't work for you**

SUGGEST **alternatives! If our suggestions aren't right for you, what else can you suggest that's similar or meetings the underlying beverage objective?**

EXTENDING **the "Due Date"! If you don't think you will be able to implement the action items in time for our next quarterly call ... that's ok! Continue to think of ways to still achieve the action items regardless of the deadlines**

SHARE **with your peers and fellow Beverage Field Champions. Lean on one-another for tips, tricks and implementation guidance**

DALLAS MARKET CENTER

Property Example:
Michael Como at the Dallas Market Center did not use the Pineapple Tepache recipe from June's call. He did however find ANOTHER recipe that worked well for their property with a "zero waste" jalapeno margarita

THIS QUARTER'S ACTION ITEMS
FIELD CHAMPION TO-DO'S

1. **Either use the celcius happy hour recipe or develop your own version using an energy drink to create a craft "spirit free" drink feature**
2. **Start suggesting signature cocktails in the sales process with clients to cut down on full bar setups**
3. **list of sustainable/ organic & DEI beer, wine & spirit brands must be added to every property's bar menu within the convention center division**
4. **learn about each new bar product brand, and find ways to tell the sustainability & DEI stories to your clients and guests**
5. **A bullet point overview inclusive of your progress with all of the above, as well as pictures to support each action item**

DUE DATE FOR ALL OF THE ABOVE:
Friday, June 14th

QUESTIONS?

Mitzy Ocasio
Georgia World Congress Center
Director of Customer Experience
mocasio@levyrestaurants.com

ACTION *Items*

As a Beverage Field Champion, you are your property's chosen representative that's responsible for taking the learning objectives that we share during our quarterly calls, and finding ways to use & them within your venue

Not all suggestive beverage "Action Items" are "one-size-fits all", and finding ways to appropriately SCALE & creatively MODIFY the ideas to fit the nature of YOUR business will be important

If you aren't sure how to achieve the "Action Items" in a way that works best for your property, reach out for advise, tips, tricks, and even some on-on-one brainstorming conversation. We are here to help!

Additionally, look to your fellow Beverage Field Champions for guidance. The best ideas come from all of you within your properties. Lean on one-another for implementation collaboration

Let's make impactful, division-wide change with our beverage programming, together!

BEVERAGE FIELD CHAMPION

OF THE QUARTER

SEAN CALHOUN

Georgia World Congress Center
F&B Consultant/ Food & Beverage Services
jacalhoun@gwcc.com

Thank you, Sean Calhoun & the Levy GWCC Team for developing programming for the Bartesian Cocktail maker!

BARTESIAN COCKTAIL MAKER
GWCC PROGRAMMING PLAN

click here to download word document

Bartesian

How do we use the Bartesian at GWCC

- Show Office for our clients that drink (Promo)
- Wows for clients internal and external (Promo)
- Demo for Client Tastings (Promo)
- Booth Services (anytime and when we cut off bars)

I have attached a one pager that I asked Casey Cline with Bartestian to create for us. This is used by Sales to send to clients who ask or when we cut off bars as the only option for them to get liquor in their booth. We sell the Bartesian at $1800 for 50ppl which includes 100 pods with 4 bottles of liquor Titos, Bacardi, Jack Daniels, and Teremana Blanco with our Cocktail list below. Upsell opportunities are Dehydrated fruit $250, 50 more pods $500 additional bottle of liquor $225.

Cocktail List

Vodka-Cosmo**,** Ginger Peach Iced Tea

Tequila- Margarita, Spicy Margarita, Mango Margarita

Whiskey-Whiskey smash, Old Fashioned

Rum-Hurricane, Painkiller

click here to download sales info sheet

PART 04

THIS QUARTER'S BEVERAGE INSIGHTS

CORE BEVERAGE PROGRAM INSIGHTS

Andrew Brinkman
Sr. Director of Beverage
Levy Core Solutions
andrew.brinkman@levyrestaurants.com

RFP PROCESS
INSIGHTS

Changes are being made to the current Core Beverage List/ Program...

1. **This Spring, Levy will conduct another Request for Proposal from alcohol suppliers and distributors**
2. **The Home Office Beverage Team will evaluate potential new offerings in May, launching a new Core Beverage Program (Core Beverage List) July 1st**
3. **The Core Program (Core Beverage List) is looking for strategic opportunities for pricing, aspects of the program**

Exception Requests...

1. **Submit an exception report based on the beverage program. Internally released July 1st, live October 1st**
2. **Submit an exception report based on the 2025 program but use 2024 as a guide leading up to July**

BEER
STRATEGY & INSIGHTS

BEER
Strategy and Insights

Beer is consistently our top revenue driver as well as the ***most profitable*** food or beverage category.

Strategy

- Levy CORE beer products are indexing highly in the on-premise sector, offer national account pricing and distribution, and meet a variety of consumer needs.

Trends

- Craft beer continues to trend up, fueled by recent growth in hazy/seasonal IPA and hoppy lager.
- The 'Beyond Beer' category continues to grow rapidly including hard seltzer, tea and cider.

Insights

- Shifting to packaged beer, wine and cocktails in concessions reduces waste and increases throughput.
- Every 1% reduction in Beer COS% is worth over $1.5M in cost savings.

Levy

Click here for full Core Beverage Program Guide

SPIRITS
STRATEGY & INSIGHTS

SPIRITS
Strategy and Insights

Spirits are a key differentiator for Levy and an opportunity to create memorable moments, as well as the second-most profitable food or beverage category.

Strategy

- Levy CORE spirits products are indexing highly in the on-premise sector, offer national account pricing and distribution, and meet a variety of consumer needs

Trends

- Agave spirits are trending up, fueled by recent popularity of celebrity owned/endorsed brands such as Casamigos and Teremana
- The 'Ready to Drink' cocktail category grew 30% nationally

Insights

- Focusing on craft cocktails in full service and premium outlets drives top line revenue and gross profit
- Adding frictionless, automated dispensing units or adding a portable bar/kiosk is a great way to promote incremental sales

Levy

WINE
STRATEGY & INSIGHTS

WINE
Strategy and Insights

We select our core wine program to reflect brand recognition, trends and quality product while working closely with our valued suppliers and partners.

Where does it make sense?

- Every location is different - we have created tiers within the core wine program to ensure there is the right fit for every need.
- Premium locations and suites can select from three tiers within our core program that suit the needs of our guests refined tastes.
- Concessions may wish to utilize our house wine selections unless there is a demand for reserve options.

APPROVED CANNED WINE SELECTIONS

While a specific brand of canned wine is not mandated, the canned category is growing, and we've selected some of our favorites from which you may choose. Anything not on this list must be approved through the beverage exception process.

Brand	Supplier	Size	NAP
Underwood	Union Wine Company	250 ml	$3.00
Graham & Fisk's Wine-In-A-Can	Graham & Fisk's Wine-In-A-Can	250 ml	$2.65
Une Femme	Une Femme Wines	250 ml	$3.00
Hogwash Rosé Cans	Mark Wine Group	250 ml	$12.00
Archer Roose	Archer Roose	250 ml	$3.35

SUSTAINABLE, ORGANIC & DEI
LEVY CORE BRANDS

Sustainable, Organic and DEI Brands

MINORITY/WOMEN-OWNED

Spirits	Wine	Canned Wine
Uncle Nearest	Marques de Caceres Brut Cava	Une Femme
Bahnez	Burgans	Archer Roose
Amaro Nonino	House of Brown	
	Chapoutier Belleruche Rosé	
	Intercept	
	Black Girl Magic	
	Borgo Scopeto Chianti Classico	
	Rainstorm Pinot Gris	

SUSTAINABLE

Beer	Spirits	Wine	Canned Wine
Stone Delicious IPA	Flor de Cana 12	Cakebread	Archer Roose
New Belgium	Maker's Mark	Huber 'Vision'	
Sierra Nevada	Foro Vermouth Rosso	Kendall-Jackson Vintner's Reserve	
Brewing Company	Foro Vermouth	Benvolio	
Athletic Brewing Co	The Botanist	House of Brown	
		La Crema Winery	
		Argyle	
		A to Z Wine Works Rosé	
		Borgo Scopeto Chianti Classico	
		Alois Lagder	

ORGANIC

Spirits	Wine
Bombay Dry	Chapoutier Belleruche Rosé
Bombay Sapphire	Andeluna
	Brancaia TRE Super Tuscan
	Burgans Albariño

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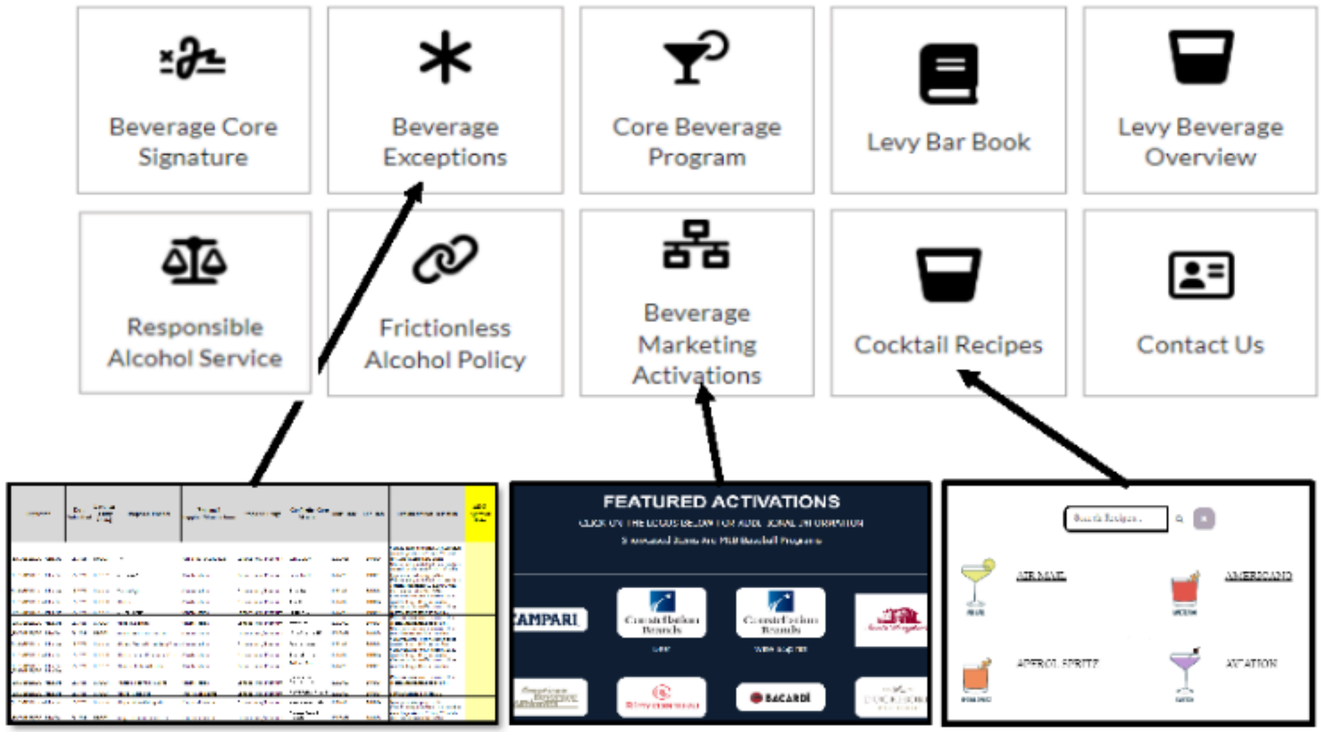
Click here for full Core Beverage Program Guide

Levy

CORE BEVERAGE TOOLS
LEVY DISH

CORE Solutions → Beverage

- Beverage CORE Signature
- Responsible Alcohol Service
- Levy Bar Book
- Core Beverage Program
- Marketing Activations
- Cocktail Recipes



Levy

QUESTIONS?

Andrew Brinkman
Sr. Director of Beverage
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click here to access the beverage page on Levy Dish

SUSTAINABLE & DEI BRAND STANDARDS

Hilary Barash
Levy Convention Centers
Regional Manager of Experience Design Strategy
hbarash@levyrestaurants.com

CC BAR PRODUCT STANDARDS
ACTION ITEMS

1. all of the following brands must be added to every property's bar menu within the convention center division

2. learn about each brand, and find ways to tell the sustainability & dei stories to your clients and guests

wine

- house of brown chardonnay
- benvolio pinot grigio
- black girl magic red blend
- rainstorm pinot gris

beer

- stone ipa
- new belgium voodoo ranger
- athletic brewing na beer

spirits

- uncle nearest whiskey
- amaro nonino liqueur
- the botonist gin
- american harvest vodka

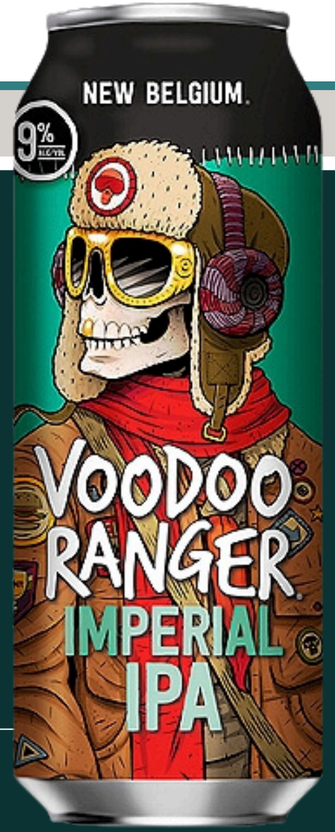
CC PRODUCT STANDARDS: BEER
SUSTAINABLE

STONE IPA

FOR OVER 25 YEARS, STONE BREWING HAS MADE THOUGHTFUL CHOICES TO MINIMIZE THE IMPACT THEIR BUSINESS HAS ON THE PLANET AND ENVIRONMENT

APPROXIMATELY 140,000 LBS/DAY OF SPENT GRAIN FROM THE BREWING PROCESS IS REPURPOSED AS MULCH IN THEIR GARDENS AND AS ANIMAL FEED BY LOCAL FARMERS. STONE WAS AMONG THE FIRST CRAFT BREWERIES TO REPURPOSE HOPS, SPENT GRAIN AND YEAST FOR CATTLE, GOAT AND CHICKEN FEED. IT'S ALSO USED TO PRODUCE LOCALLY-MADE SOAPS AND DOG BISCUITS

NEW BELGIUM VOODOO RANGER



- CERTIFIED B CORPORATION
- 1ST CERTIFIED CARBON NEUTRAL BEER IN US
- 1ST WIND POWERED BREWERY
- 1ST CARBON NEUTRAL FOOTPRINT STUDY FOR BEER

CC PRODUCT STANDARDS: NA BEER
SUSTAINABLE

ATHLETIC BREWING

IN APRIL 2022, ATHLETIC BREWING RECEIVED THEIR B CORP CERTIFICATION. THIS CERTIFICATION SHOWS THAT ATHLETIC BREWING IS MEETING A SPECIFIC (READ: HIGH!) STANDARD "OF SOCIAL AND ENVIRONMENTAL PERFORMANCE, PUBLIC TRANSPARENCY, AND LEGAL ACCOUNTABILITY TO BALANCE PROFIT AND PURPOSE."

CC PRODUCT STANDARDS: SPIRITS
MINORITY/ WOMEN-OWNED

AMARO NONINO LIQUEUR

THE COMPANY WAS HANDED DOWN TO BENITO AND HIS WIFE GIANNOLA, WHO GREW THE COMPANY EXPONENTIALLY, AND FINALLY TO THEIR DAUGHTERS CRISTINA, ANTONELLA AND ELISABETTA WHO CURRENTLY RUN THE COMPANY TODAY

UNCLE NEAREST WHISKEY

- BLACK OWNED
- HISTORY OF JACK (JASPER) DANIELS
- VICTORIA EADY BUTLER (UNLE NEAREST'S GREAT, GREAT GRANDDAUGHTER) IS FIRST BLACK FEMALE MASTER BLENDER IN AMERICA

CC PRODUCT STANDARDS: SPIRITS
SUSTAINABLE/ ORGANIC

THE BOTONIST GIN

AN ISLAY DRY GIN, THE BOTANIST IS MADE WITH 22 SUSTAINABLY HAND-FORAGED, LOCAL BOTANICALS. PRODUCED FROM THE ONE OF THE WORLD'S ONLY B CORP-CERTIFIED DISTILLERIES, THE BOTANIST PUTS COMMUNITY FIRST

AMERICAN HARVEST VODKA

AMERICAN HARVEST ORGANIC VODKA IS SUSTAINABLY PRODUCED IN JUST SIX DAYS FROM GRAIN TO BOTTLE. NO ARTIFICIAL ADDITIVES OR PRESERVATIVES. AMERICAN HARVEST VODKA IS DISTILLED FROM ORGANIC WINTER WHEAT GROWN ON AN AMERICAN FAMILY FARM IN RIGBY, IDAHO

CC PRODUCT STANDARDS: WINE
SUSTAINABLE & DEI BRANDS

HOUSE OF BROWN CHARDONNAY

Today, Brown Estate has two exceptional labels and remains one of few completely family-owned operations in Napa Valley and the region's only Black-owned estate winery

BENVOLIO PINOT GRIGIO

Our vineyards also focus on sustainability. Low environmental impact systems and solutions are tested both for the cultivation and for the protection from diseases. We participate in ongoing research and development from selection of new clones to the use of cutting edge farming practices, identifying irrigation and pruning methods that are more in line with protecting the environmen

RAINSTORM PINOT GRIS

The grapes for this wine are sourced from the estate's sustainably farmed vineyards

BLACK GIRL MAGIC RED BLEND

largest Black-owned and largest women founded wine company in the United States, as well as one of the most inclusive, accessible, and socially aware

GLOBAL TASTING BEVERAGES

Rachael Lowe
National Director of Beverage
Levy Core Solutions
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GLOBAL TASTING
PROPOSED OFFERINGS

1
BOTTLED COCKTAILS
On The Rocks

2
CANNED WINE
- *Wine in a Can*
- *Archer Roose*

archer roose:
- women owned
- sustainable
- higher tier offering

3
CANNED CRAFT NA BEVERAGES
Lyre's

- best NA product tasted
- NA here to stay
- sustainable

4
NA "FUNCTIONAL WATER"
Hop Water

5
NA BEER
Athletic

6
ELEVATED RTD COFFEE
La Colombe

- elevated brands
- variety of flavors
- satisfies cold coffee trend

7
NA ESPRESSO "MARTINI"
Owen's

8
ELEVATED MIXERS
Owen's

9
CUSTOM BRANDED BARWARE

10
ELEVATED TOSSWARE

- concessions
- special events (i.e. grammy's)

11
EDIBLE CUSTOMIZED GARNISH
Ripples

- concessions
- special events (i.e. grammy's)

12
DRIED FRUIT GARNISHES

- less waste
- more efficient
- levy difference with elevated presentation

GLOBAL TASTING RECIPE
PROPOSED FOR CONVENTION CENTERS

Owen's Electric Lemonade

electric lemonade popularity has grown by 18% in the last 12 months, per Datassential

base
OWEN'S LEMONADE

mixer
SPLASH OWEN'S TRANSFUSION (GRAPE/GINGER)

garnish
DEHYDRATED LEMON GARNISH

drinkware
CUSTOMIZED MASON JAR FOR SPECIAL EVENTS
(think gaming conventions, valleyball, Comicon)

upsell
OPTION TO ADD VODKA FOR UPCHARGE

PREBATCHED SIGNATURE COCKTAILS

Ashley Russo
Levy Convention Centers
National Sales Director
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SPECIALTY COCKTAILS
GROUP SALES SUGGESTION

UTILIZING PREBATCHED SIGNATURE COCKTAILS IN OUR BAR PROGRAMS

ACTION *Item*

Start suggesting signature cocktails in the sales process with clients to cut down on full bar setups

- **labor** — REDUCE LABOR + AND LIMIT PRODUCT ON BAR SET UPS
- **efficiency** — INCREASES SPEED OF SERVICE + THROUGHPUT
- **revenue** — AN OPPORTUNITY TO INCREASE PROFIT ON THE BAR SALES WITH LIMITED ADDITIONAL RESOURCES
- **quality** — HELPS TO ENSURE QUALITY CONTROL + CONSISTENCY
- **sustainability** — AN OPPORTUNITY TO BE CREATIVE WITH PRODUCT TO HIGHLIGHT SUSTAINABILITY

SPECIALTY COCKTAILS
GROUP SALES SUGGESTION

PRICING AND MERCHANDISING STRATEGIES FOR BATCHED COCKTAILS

Dynamic pricing, along with proper signage + unique vessels and fun garnish will help draw guests to the signature cocktail vs. something that we can use for a different event or has a lower profit margin

- **allignment** — ALIGN WITH THE OPERATIONS + PURCHASING TEAM TO ENSURE THAT YOU ARE PRICING ACCURATELY
- **pricing strategy** — DYNAMIC PRICING
- **messaging** — PROPER SIGNAGE
- **presentation** — UNIQUE VESSELS
- **point of differance** — FUN GARNISHES

SPECIALTY COCKTAILS
GROUP SALES SUGGESTION

client customization

WORK WITH THE CLIENT TO UNDERSTAND THE SHOWS DEMOGRAPHICS AND ANY APPLICABLE THEMES THAT COULD HELP MAXIMIZE THE GUEST EXPERIENCE

product selection

WORK WITH YOUR PURCHASING TEAM TO UTILIZE DEADSTOCK OR OTHER EXCESS PRODUCT TO HELP MOVE INVENTORY

recipe creativity

HAVE FUN! IT DOESN'T HAVE TO BE ANYTHING OVERLY COMPLICATED – BUT SHOULD BE SOMETHING THAT IS AT MINIMUM – REFLECTIVE OF OUR SHOW QUALITY STANDARDS

storytelling

DON'T FORGET TO TELL THE STORY!
IF YOU ARE USING A LOCAL INGREDIENT, OR YOU ARE USING DRIED GARNISH PRESERVED FROM A REPURPOSED ITEM IN THE KITCHEN – IT'S CRITICAL TO TELL THE STORY

guest experience

CONNECT WITH GUESTS
THE MORE WE CONNECT WITH OUR GUESTS – THE BETTER EXPERIENCE THEY WILL HAVE!

HOW TO CREATE A SPECIALTY COCKTAIL MENU

BEVERAGE TECHNOLOGY

Scott E. Brown
Director of Beverage Analytics
Levy Core Solutions
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SIDEWORK
BEVERAGE DISPENSER

sidework can dispense...

1. **cocktails**
2. **zero-proof / spirit free beverages**
3. **iced coffee**
4. **iced tea**
5. **sodas/ carbonated drinks**
6. **kombucha**
7. **juice**

NOTE: cannot dispense hot or frozen drinks

SIDEWORK
BEVERAGE DISPENSER

click here to view full sidework + levy presentation deck

sidework

Quick-Serve&
Full-Serve&
Stadiums&
Bistros&
Hotels&
Cafés&
Bars.

EVERY VENUE

SIDEWORK
BEVERAGE DISPENSER

- on wheels for a mobile solution
- small footprint
- requires a water line, but can be hooked up to water tanks/ jugs
- can drain to a waste bin or drain
- fully refrigerated ingredient storage
- serves shelf-stable & perishable ingredients directly from most off-the-shelf containers
- one machine dispenses a drink in about 10 seconds

Each dispenser comes equipped with an Admin Dashboard to track inventory, monitor orders, and easily add new recipes or modify existing ones.

Our dispenser is available in three sizes.

SMALL
- 20.3" x 26" Footprint (Width x Depth)
- **12** Refrigerated Ingredients + 10 External

MEDIUM
- 32.7" x 26" Footprint (Width x Depth)
- **24** Refrigerated Ingredients + 10 External

LARGE
- 45.1" x 26" Footprint (Width x Depth)
- **36** Refrigerated Ingredients + 10 External

ALL UNITS:

Dispenser Height: **23**"

Ingredient Storage Height:

39.5" with wheels, **35.5**" without

PRICING:
~$1,000
per month

INSTALLATION FEE:
$1,500

AVAILABLE OPTION:
no-charge,
90-day
pilot testing

COMPASS APPROVED VENDOR

SIDEWORK
BEVERAGE DISPENSER

Dispenser Maintenance

DAILY

- Restock low or empty ingredients. If necessary, used connectors are swapped out and soaked.
- Wipe down all surfaces and pour hot water down the drain.
- Start fully-automated cleaning cycle. Each ingredient line can be configured to clean at a different frequency.

WEEKLY

- Refill cleaning solution, if necessary.
- Manually run extra cleaning cycles on any lines, if needed.

QUARTERLY

- A Sidework technician conducts full health check of system.

Infrastructure Requirements

- ☑ Drain line
- ☑ Water line
- ☑ Power: Dedicated 100-120 VAC, 50/60 Hz, 10 amp wall plug

SIDEWORK
BEVERAGE DISPENSER

Application at Gainbridge Fieldhouse

click here to see the full gainbridge fieldhouse pilot overview

Stats from the last 7 days

- 203 drinks made
- Positive feedback from bartenders
- 92 drinks during peak event

We would love to invite you to see one of our universal beverage dispensers in action.

The first step towards setting up a live demo would be to schedule a call with Ben Martin, our Head of Revenue Operations.

ben@sidework.co • (619) 627-8434

Apply to All Concession Stands

- Turn every concession or beer stand into a **full beverage station**
- Allows for more high end (higher cost) beverages to be served at all stands

Drink Consistency

- Reduction in spillage/overpouring due to machine's **1/20th of an ounce accuracy**
- Wholesale-like prices via the Sidework marketplace, especially given price fluctuations in raw goods

Upsells/Menu Additions/Customizations

- Capitalize on different tastes
- Quickly keep up with changing consumer tastes
- Add $ customizations to the beverage price point (flavoring, etc.)
- **Little to no impact on supply chain** due to Sidework marketplace

Throughput

- Our dispenser models can make a full sized beverage in under 10 seconds. Reduction in **line times**
- The largest lower unit delivers unmatched ingredient capacity to make any beverage on demand

PART 05

WRAP UP

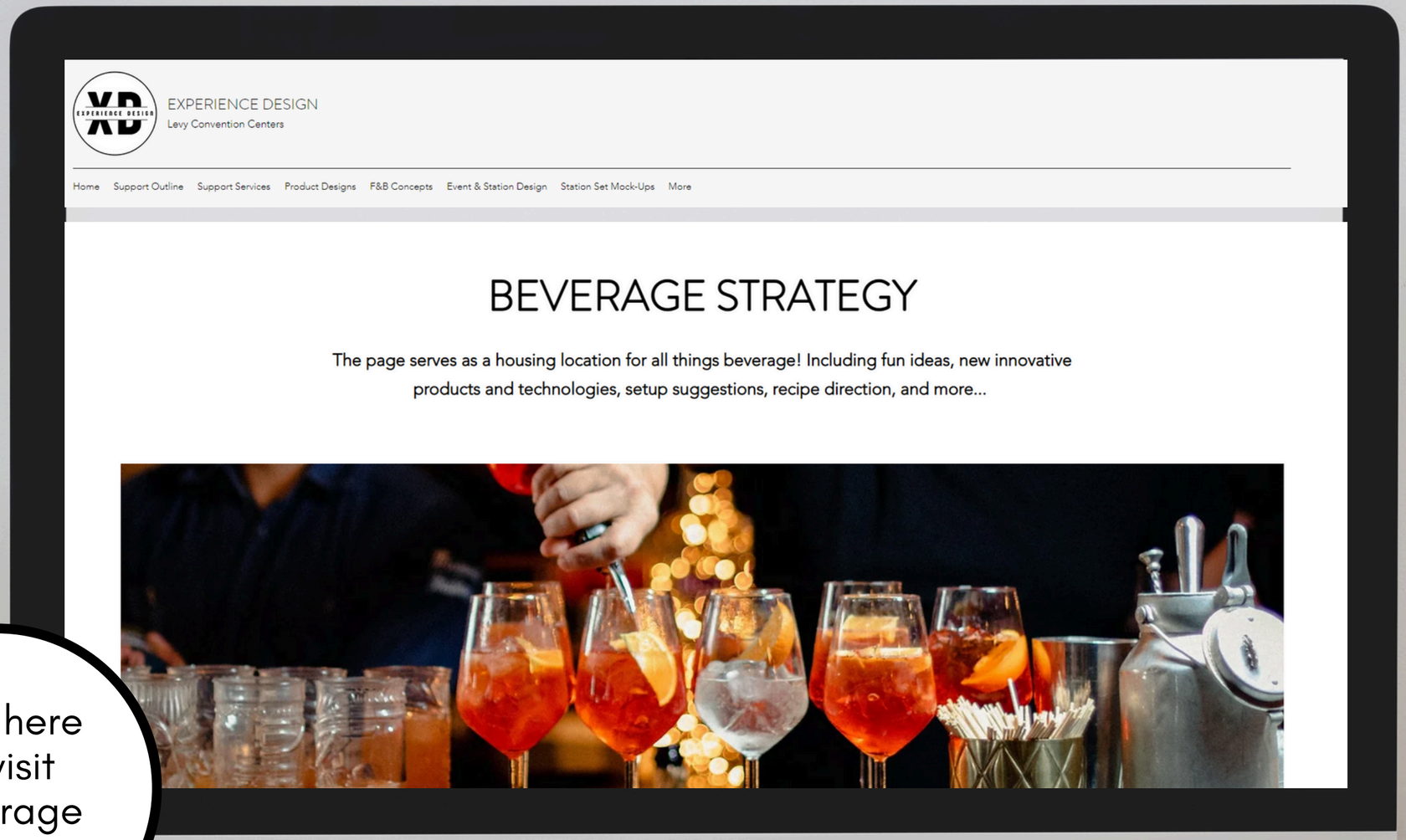
REMEMBER TO VISIT...
... THE BEVERAGE STRATEGY WEBSITE

Be sure to review the Beverage Strategy Page on the Experience Design Website

Ultimately, our end-goal with this group is to create a "beverage toolkit" that effectively supports our teams so that they know where to look and how to implement everything that we develop and discuss

This Beverage Strategy Webpage is the solution to being that "one-stop-shop" for all things beverage content related

click here to visit beverage webpage



QUESTIONS?

Hilary Barash
Levy Convention Centers
Regional Manager of Experience Design Strategy
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NEXT STEPS
CALL WRAP UP

1. **Our next call:**
   Friday, July 19th / 12:30-2:00pm EST
2. **Property representation for call attendance is critical**
3. **"Field Champion of the Quarter" Selection:**
   We want to know what beverage Action Items you are implementing within your property to that we can feature one of you on our next call!
4. **Any final questions before we conclude?**

QUESTIONS?

Julio Henriquez
Wisconsin Center District
Vice President of Hospitality
jhenriquez@levyrestaurants.com

ACTION *Items*

QUESTIONS?

Mitzy Ocasio
Georgia World Congress Center
Director of Customer Experience
mocasio@levyrestaurants.com

DUE DATE FOR ALL ACTION ITEMS:
Friday, June 14th

1. **Either use the celcius happy hour recipe or develop your own version using an energy drink to create a craft "spirit free" drink feature**
2. **Start suggesting signature cocktails in the sales process with clients to cut down on full bar setups**
3. **list of sustainable/ organic & DEI beer, wine & spirit brands must be added to every property's bar menu within the convention center division**
4. **learn about each new bar product brand, and find ways to tell the sustainability & DEI stories to your clients and guests**
5. **A bullet point overview inclusive of your progress with all of the above, as well as pictures to support each action item**

BETTER
together.