

BEVERAGE STRATEGY TASK FORCE

MONTHLY MEETING
September 22, 2023



CALL AGENDA

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PART

**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 RECIPE

ICED HORCHATA COFFEE

Horchata Coffee is the combination of the two best things: horchata and coffee. Think of this coffee horchata recipe like cold brew. Coffee grounds are steeped with almonds, rice and brown sugar, blended and then strained to make the most delicious drink.

A PRACTICE WE SHOULD START USING NOW....

In OUR recipe case, we are using leftover already brewed coffee, in place of the coffee grounds mentioned above

This recipe not only gives our guests what they are ALREADY craving.... but its a sustainability WIN for us!



RECIPE

Iced Horchata Coffee



Ingredients:

- 3 cups (6.5 ounces) blanched almonds
- 5 cups (17.5 ounces) uncooked white rice
- 20 cups of chilled, leftover coffee
- 2.5 cups brown sugar
- 6 cinnamon sticks
- 4 teaspoons vanilla extract
- Pinch kosher salt

yield: approx. 15-20 servings
share with your team!

Instructions:

- In a large bowl, combine the almonds, rice, leftover chilled coffee, brown sugar, cinnamon sticks, vanilla extract, and kosher salt. Mix everything up until combined, and cover the bowl with a lid or wrap.
- Let sit at room temperature for 5 hours, or overnight in the fridge.
- Transfer the horchata mix (including the cinnamon sticks) to your mixer or blender. Blend for about 1 minute, until the horchata coffee turns cloudy and coffee-like.
- After you blend it, allow the mixture to stand for 20 seconds (some of the pulp will fall to the bottom of the blender). Slowly pour through a strainer just until all of the liquid has been emptied out of the blender or mixer (leave the pulp in the blender and discard).
- Pour through a mesh strainer into a bowl to catch the majority of the nut and coffee pulp. Re-strain the mixture once more to eliminate any additional small bits of coffee and almonds.
- Transfer to the fridge in a pitcher to keep cold.
- When when you're ready, serve over ice! Add cream or milk to your glass, if desired.
- Use within 3 days., and **Keep Refrigerated.**

BEVERAGE BEST PRACTICE OF THE QUARTER



REUSING LEFTOVER COFFEE

IT'S THAT EASY!

Don't throw away your leftover brewed coffee...

- Collect what remains sitting in urns, and store it by refrigerating it
- Sell it/ serve it as a cold brew coffee offering
- Culinary teams can use to cook with it (i.e. coffee cake)

Any property location can do this! No specialty equipment or product required

SUSTAINABILITY PRACTICE

Sustainability initiatives are EVERYTHING... and reducing waste is the biggest way we can make an impact within our F&B environments

With coffee being one of the biggest items we sell in our properties, that also means that there is a LOT of waste associated with it...

SALES SUGGESTIONS

- Use as a client "random act of kindness"
- Sell at R&C outlets as a special feature of the day
- Use as an up-sell opportunity with hosted events

TAKE IT A STEP FURTHER...

- Freeze the coffee to create coffee ice cubes
- If no opportunity to sell or serve to guests, create a coffee station for your employees!
- TELL THE STORY: Use our Sustainability Practice Logo's and Messaging to tell our guests WHY this cold brew coffee is special...

ACTION
Item

Start reusing leftover coffee as cold brew coffee! Take it a step further and use the Horchata Coffee Recipe to elevate your guest offering



QUESTIONS?

Ashley Russo
Levy Convention Centers
National Sales Director
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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?

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

IDEAS?



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 at your property, and share with us!

1

Either use this *Iced Horchata Coffee* recipe or develop your own version of an *iced coffee offering that reuses leftover coffee*

2

Feature the recipe at your property, before our next quarterly Beverage Strategy Task Force call, held on December 15th

3

Be sure to *display sustainability messaging and storytelling* 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 Julio & Hilary by Friday, November 10th*



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Wisconsin Center District
Vice President of Hospitality
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Hilary Barash
Levy Convention Centers
Area Director of Experience Design
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02

LOOKING BACK

PART

LAST QUARTER'S MEETING TOPIC OVERVIEW

SUSTAINABILITY PRACTICES WITH BEVERAGES

Pineapple Tepache



Ingredients:

- Peels and inner core from one pineapple
- 1/2 gallon of water
- 1/2 cup of sugar or piloncillo

RECIPE


yield: 1/2 gallon
prep time: 10 minutes | fermentation time: 5 days

Instructions:

- Thoroughly wash the peels of a whole pineapple and place in a jar with the inner core and 1/2 gallon of water
- Pour 1/2 cup of brown sugar or piloncillo into jar, and stir to dissolve
- All ingredients should fill the jar within an inch of the top
- Cover jar loosely. You can use a cloth napkin attached with a rubber band or a jar lid that's not tightened down. (This allows any built up gasses to escape)
- Leave the jar out at room temperature for several days. Watch for the formation of bubbles. Sample the tepache about 24 hours after the bubbles formed. It may be delicious at that point, or you may decide to let it sit at room temperature for another 24-48 hours
- Pour the liquid through a fine sieve to remove particles
- Transfer to a pitcher and store in the refrigerator in a sealed jar for up to 2 days
- Serve over ice, if desired, and enjoy!

BEVERAGE BEST PRACTICE OF THE MONTH

DRIED FRUIT GARNISHES



INTRO
We're always looking for better ways of doing things. **Dehydrated garnishes** are one of those small steps we can take that have a big impact over time. Every step we can take - no matter how small - to make things simpler, more efficient, more beautiful, etc., has a compound effect on our profitability and joy.

WHAT'S THE VALUE?
Saves time: That's right, instead of cutting and peeling you get to reach, grab, and elegantly place on top.
Reduces Waste: Having garnishes that you can prep ahead of time, and not have to ditch at the end of a shift, goes a very long way.
Holds Aromatics More Effectively: When you strip the water out of anything, it usually intensifies the remaining ingredients.

WHAT YOU NEED
Just a fun vessel to display them in! Garnishes are purchased and received ready to go!

THE COST
Roughly .20 - .50 per piece depending on item.

ACTION Item It is the goal that every Field Champion shares today's Beverage Best Practice with their property, and implements the practice before next month's call

QUESTIONS?
Ashley Russo
Levy Convention Centers
National Sales Director
aruss@levyrestaurants.com

DATA/ TREND INSIGHTS SUSTAINABILITY STATISTICS

PURCHASE DECISIONS

36% Consumers are open to this much of a price increase to support sustainability [The Nature Conservancy]

3 in 4 Consumers would be willing to sacrifice functionality to support sustainability [Datassential]

BEVERAGE MATERIAL SUSTAINABILITY

EPS ██████████

ALUMINUM ██████████

PET/PLA ██████████

REUSABLE ██████████

CONSUMER PERSPECTIVE

94% WANT TO SEE SUSTAINABILITY INITIATIVES IN PLACE AT VENUES [E15]

57% ARE INFLUENCED BY SUSTAINABILITY WHEN EATING AWAY FROM THEIR HOME [DATASSENTIAL]

SOURCING INSIGHTS SUSTAINABLE PRODUCT

WHEYWARD SPIRIT



ABOUT
By partnering with domestic dairies, their handcrafted process is helping to reduce whey waste and creating more versatile spirits for consumers who care

WHAT'S THE VALUE?

- Woman owned business
- Grain, gluten & lactose free
- Sustainable spirit made from Whey

PRODUCT OFFERINGS

- Wheyward Spirit
- Wheyward Wheyskey

THE COST/ WHERE TO GET
In the process of identifying state by state distribution, cost for the Wheyward Spirit range from \$49-\$55 per 750ml bottle.

ACTION Item Find an opportunity to use Wheyward Spirit at your property!

QUESTIONS?
Jesse Barrows
Levy Convention Centers
Regional Purchasing Manager
jbarrows@levyrestaurants.com

Be sure to check out the Core Solutions Beverage Program Guide by clicking on the image icon to the left, to view Levy's most current corporate beverage product offerings

EXPERIENCE INSIGHTS SUSTAINABILITY STORYTELLING

SP SUSTAINABILITY PRACTICE

BRANDING

PRIMARY LOGO: with quick visual storytelling, you do not always need additional supporting messaging when displaying this logo variation

PRIMARY GRAPHIC: best used with longer or more specific storytelling messaging opportunities, this graphic is tied to the three guiding principals, which each have a story

LEVY CC LOGO: use where permitted to display messaging about your property, or Levy's Convention Centers overarching sustainability purpose, commitments, goals and current initiatives

Canva


WHY DRAFT COFFEE?

- ENVIRONMENT**
Saving a proprietary blend of rogg coffee eliminates the 100% waste associated with brewed-to-order coffee, the way we currently do it.
- LOCAL ECONOMY**
Our partnership with local roasters allows for us to support our community.
- INNOVATION**
Never be surprised with a cold cup of coffee with the hot brew left. It's ready to be enjoyed for hours and hours.
- EFFICIENCY**
Using our coffee to brew the morning's coffee, instead of brewing coffee every time you get an order.

REUSABLE BOTTLE RETURN

Levy CONVENTION CENTERS

PRE-SET CARAFE TABLE WATER GUEST SELF-SERVICE



FILTERED SPARKLING & STILL OFFERING CAPABILITIES

sparkling, still, infused

GLASS CARAFES/ BOTTLES OFFER AN ELEVATED LOOK WITH TABLESCAPE SET

BRANDING/ LABELING OPPORTUNITY ON GLASS CARAFES/ BOTTLES

ICE-FREE, PRE-BOTTLED WATER AIDS IN LABOR REDUCTION AND FASTER SERVICE

BEVERAGE ACTION ITEMS

IMPLEMENTATION CONVERSATION



- 1** did your property start using dried fruit garnishes, after our last call?
- 2** did you feature the pineapple tepache recipe or another "zero waste" beverage after our last call?
- 3** has your property ordered or started offering Wheyward Spirit products?
- 4** has your property started using the Sustainability Practice logo's/ storytelling materials?



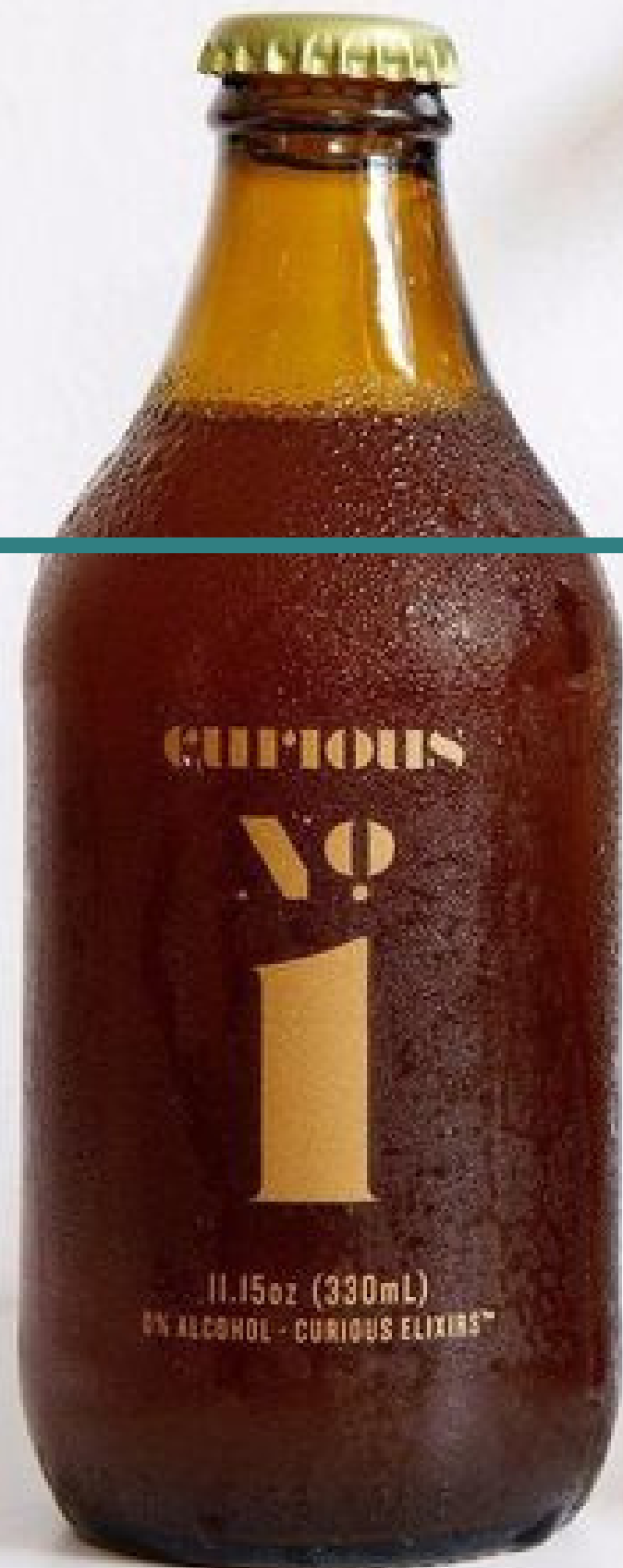
PART

00 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 monthly meetings*



FIELD CHAMPION PARTICIPATION ATTENDANCE REQUIREMENTS

REQUIRED ATTENDANCE

Property representation is **required** with every quarterly Beverage Strategy Task Force call

100% property participation is imperative

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

PROXY/ REPLACEMENT ATTENDEE

The property assigned Beverage Field Champion must send another salaried manager 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



FIELD CHAMPION ATTENDANCE REPORT

SEPTEMBER 22ND, 2023: SUSTAINABILITY PRACTICES WITH BEVERAGES

- JOSEPH CRAMER**
SR. OPS MANAGER
AMERICA'S CENTER
- LAUREN LAURENT**
DIR. OF CATERING SALES
GREATER COLUMBUS CC
- MICHAEL COMO**
SENIOR CATERING SALES
DMC/ ARLINGTON CC
- PATTY FOLEY**
ASSIST DIRECTOR CATERING
JAVITS CC
- DANI PEPLASKI**
GENERAL MANAGER
LEXINGTON CC
- MARK STUESSE**
SR. OPS MANAGER
AMERICA'S CENTER
- KATHRYN YARANO**
CATERING SALES MANAGER
GREATER COLUMBUS CC
- SHENEKA PERRYMOND**
DIR. OF RESTAURANTS
GRB
- AMANDA AKERS**
ASSISTANT GM
KENTUCKY EXPO
- CARLOS TERVINO**
EXECUTIVE STEWARD
DAVID L. LAWRENCE CC
- TAMARA ROSEKRANS**
GENERAL MANAGER
THE CLASSIC CENTER
- CHRISTOPHER OBENOUR**
DIR. OF PURCHASING
GREATER COLUMBUS CC
- ANDREW HEEFNER**
DIRECTOR OF OPERATIONS
GWCC
- VIKRAM HERMON**
ASSISTANT GM
KENTUCKY CC
- AMANDA SUKHLAL**
BANQUET MANAGER
JAVITS CENTER
- ERIN ZIMMERMAN**
R&C SUPERVISOR
AUSTIN CC
- JENNIFER ASWEGAN**
GENERAL MANAGER
CHATANOOGA CC
- SEAN CALHOUN**
DIRECTOR OF BEVERAGE
GWCC
- REBECCA COOKSEY**
SENIOR CATERING SALES
LOS ANGELES CC
- MATT TINSLEY**
SR OPERATIONS MANAGER
BOSTON CEC
- FOREST EVANS**
DIR. OF BANQUETS
CLEVELAND CC
- JENIFER CORREA**
DIR. OF PREMIUM
HYNES
- DANI PEPLASKI**
GENERAL MANAGER
RUPP ARENA
- LAUREN TEDFORD**
SENIOR CATERING SALES
MISSISSIPPI CC
- EMELY ALMONTE**
DIR. OF S&E
OREGON CC
- SARA SIG**
SUPERVISOR
PORTLAND EXPO
- WILLIAM CLEIS**
DIR. OF RESTAURANTS
DAVID L. LAWRENCE CC
- MARIA RIVAS**
SENIOR SALES MANAGER
PUERTO RICO CC
- DAVID MELARA**
ASSISTANT GM
SANTA CLARA CC
- MERIDITH LAMBERT**
AREA DIRECTOR OF SALES
SPOKANE CC
- CHRIS BROWN**
DIR. OF PREMIUM
WISCONSIN CENTER DISTRICT

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



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

THIS QUARTER'S ACTION ITEMS

FIELD CHAMPION TO-DO'S

1

Leftover coffee served as iced coffee option, as property process moving forward

2

"Iced Coffee Horchata" drink recipe property implementation

3

Property Implementation of Tradecraft canned, RTD coffee products

4

Review NEW 2023 Core Beverage Menu with your property team, and implement some of the new RTD products within your location

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, November 10th**



QUESTIONS?

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



As Beverage Field Champions, your main responsibility is to take the learning that we share during these calls, and implement them within your properties

A lot of what we share may be suggestions, but most of what we share will be expectations

Let's be the first in our company to make impactful, division-wide change with our beverage programming, together!

BEVERAGE FIELD CHAMPION

OF THE QUARTER



EMELY ALMONTE

Oregon Convention Center
Director of S&E
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Thank you, Emely and the OMCC team, for implementing **ALL** of the "Action Items" from our last Beverage Strategy Task Force Call! You all are Rockstars!



Implementation Insights from Emely!

- "Zero Waste cocktail implementation: We had some bud light product that was about to expire so we created specialty cocktails in our lobby bar to use the product so we wouldn't just dump and spoil it. Bud Paloma and Shandy"
- "We ordered and added dehydrated garnishes for our VIP services along with our lobby bar and trained staff on it's storage and re-use"
- "We had Wheyward Spirits product in house from when we hosted the Stop Food Waste Day for Compass. We have incorporated the story board and trained our bartenders on how to present and sell the product"
- "We introduced the Sustainability site to our designated in house Canva sign maker and had them develop fun signage using a variety of the Sustainability logos to pair with the practices above"
- "Celsius products are now being sold in our stands. We gathered guest and staff feedback and they enjoy the taste of the product"

THIS QUARTER'S BEVERAGE TOPIC

PART

COFFEE

COFFEE

COFFEE

With coffee being one of the top selling items within our convention center environments, we need to continue to....

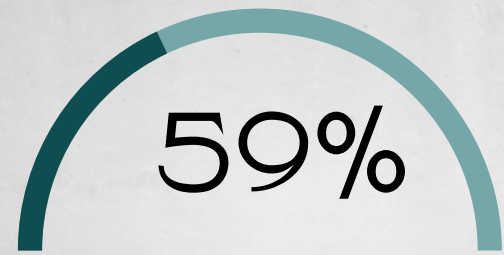
- evolve our offerings with the times & trends
- make strategic decisions in our sales approaches and product selections in order to capture all the revenue we can
- make sure we are doing our part, sustainably
- create a memorable experience vs. a standard experience, every time



DATA INSIGHTS

COFFEE STATISTICS

PURCHASE DECISIONS

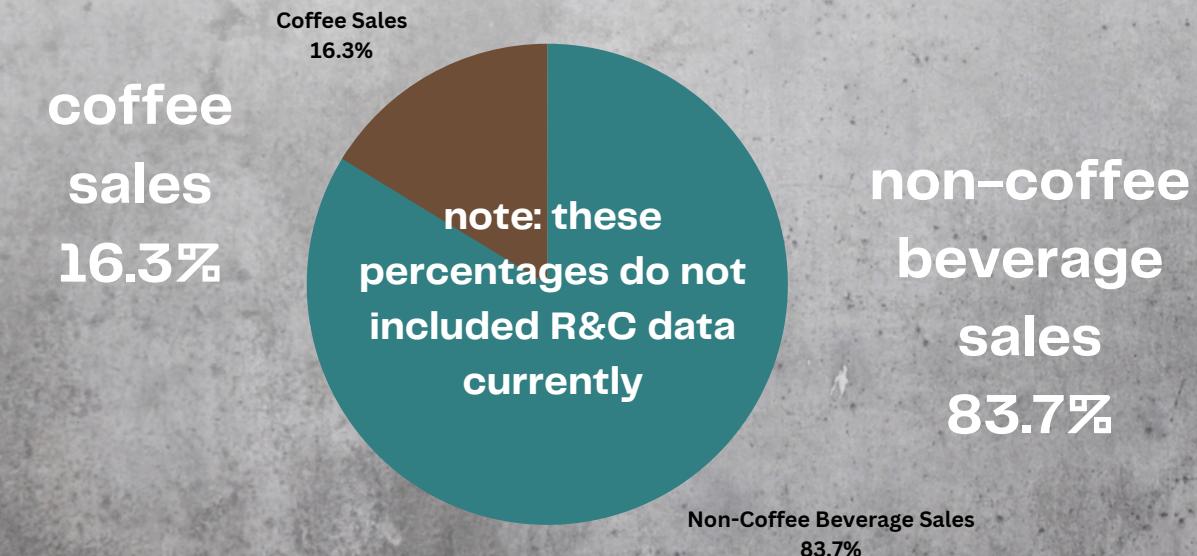


Consumers want more “seed to cup” transparency.

59% of coffee consumed daily is gourmet. Customers are willing to pay a higher price premium for unique flavors and specific origins.

[National Coffee Association]

CC DIVISION YTD PREMIUM SALES



CONSUMER PERSPECTIVE

- HEALTH, WELLNESS, AND SUSTAINABILITY ARE DRIVING CUSTOMERS TO CHOOSE HOMEMADE NUT OR OAT MILK AND SEASONAL SPECIALTY BEVERAGES OVER THEIR USUAL CUP OF JOE.
- ICED COFFEE CONTINUES TO GROW IN POPULARITY. NITRO AND COLD BREW ARE AMONG THE MORE POPULAR COLD OFFERING, ACCORDING TO DATASSENTIAL, THEIR 4-YEAR MENU GROWTH IS AT 247% AND 113% RESPECTIVELY.
- ADDING COFFEE AND ESPRESSO DRINKS FROM TRENDING INTERNATIONAL CUISINES CAN BE A PART OF CREATING AN AUTHENTIC EXPERIENCE.



BEVERAGE TREND INSIGHTS

2023 E15 TREND REPORTS



APRIL 2023

This report explores the top macro and category-specific trends within non-alcohol beverages. By leveraging this information, operators can ensure their beverage programs incorporate the flavors and formats that will excite consumers.

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Macro Trends	8
Category Trends	17

TREND REPORT

NON-ALCOHOL BEVERAGES

[CLICK HERE TO VIEW FULL REPORT](#)

- Social media influences what we drink
- Caffeine is all the buzz
- Consumers are interested in sustainable production and packaging



JULY 2023

This report explores the top trends within adult beverage. By leveraging this information, operators can ensure their beverage programs incorporate the flavors and formats that will excite consumers.

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TREND REPORT

ADULT BEVERAGES

[CLICK HERE TO VIEW FULL REPORT](#)

- Health and Wellness is still a top focus
- Flavor leads the way for trends
- RTDs continue to expand

NA BEVERAGE TREND INSIGHTS

2023 E15 TREND REPORTS

GENERAL NA BEV. CATEGORY TRENDS



QUESTIONS?

Scott E. Brown
 Director of Beverage Analytics
 Levy Core Solutions
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Carbonated Soft Drinks

Carbonated soft drinks (CSD) may be a staple of the beverage landscape, accounting for 24% of all beverages purchased at Evison locations in 2022, but consumer expectations for this traditional category are expanding as guests seek flavors and ingredients that are anything but traditional.

Leading Trends:

- Functional sodas
- Bold and fruity flavors
- Combinations with other categories and ingredients

FUNCTIONAL SODAS
 Poppi, Olipop, and Culture Pop are among the many brands bringing functional benefits like prebiotics and fiber for digestive health, as well as a variety of vitamins and minerals.

DIRTY SODA
 Dirty soda is a drink that combines carbonated soft drinks with cream and flavored syrups or juices. Originating in Utah, this practice is spreading rapidly on social media for its Instagrammable flair.

FRUITY FLAVORS
 Flavored carbonated soft drinks represent almost two-thirds of CSD sales in convenience stores. Brands are using bold and fruit-inspired flavors, like Dr. Pepper's new strawberries & cream, to grab consumer interest and spark curiosity.

NITRO
 Despite carbonation being a central part of CSDs, nitro-style sodas look to reduce the bubbles and provide a smoother drink experience. Nitro has been appearing in other areas of beverage menus, but it is now here to pop soda's bubbles.

Source: Evison 2023 Beverage Insight Report

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Diet/Zero Carbonated Soft Drinks

As health and wellness continue to be top of mind for consumers, zero and diet carbonated soft drinks have seen a 16% year-over-year growth, the highest among beverage categories. Similar to regular carbonated soft drinks, unique and flashy flavors catch the eye of diet soda drinkers as well.

Leading Trends:

- Limited-edition flavors
- Bold and fruity flavors
- Functional benefits

LIMITED EDITION
 Brands are using limited-time only, eye-catching flavors to bring in curious customers that do not usually purchase carbonated soft drinks.

FUNCTIONAL BENEFITS
 Fit Soda exemplifies the trend toward functional zero-calorie sodas. Consumers want drinks that can not only boast that bad elements are excluded, but also that good ones are added, such as electrolytes or amino acids.

FRUITY FLAVORS
 Just as in regular carbonated soft drinks, fruit-flavored diet versions prove to be popular as well. Brands are expanding into less traditional fruit flavors as well, like with Fanta's new dragon fruit.

NATURAL SWEETENERS
 Consumers want low or no-calorie sodas, but without artificial sweeteners. Brands like Zevia are utilizing plant-based, natural ingredients to create their zero-sugar, zero-calorie drink.

Source: Evison 2023 Beverage Insight Report

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Energy Drinks

The global energy drink market is projected to grow at a compound annual growth rate of 8.1% through 2030, and millennials top all generations when it comes to energy drink consumption. Further, 15% of bottled beverage sales at Compass B&I locations in the U.S. are energy drinks, the third highest category.

Leading Trends:

- Caffeinated sparkling water and sports drinks
- Bold flavors
- Better-for-you options with natural, clean ingredients

CARBONATED
 The rapid growth of sparkling water has created demand for carbonated energy drinks. Celsius and True North have experienced an increase of 156% and 678% in items sold, respectively, at Compass B&I locations in the U.S. in 2022.

SPORTS DRINKS
 Gatorade released the caffeinated beverage Fast Twitch to compete against pre-workout powders. Fast Twitch worked with the NFL to develop a drink that offers caffeine without the added sugar and carbonation.

BOLD FLAVORS
 Flavor innovation is ubiquitous in the energy drink category, with bold flavors like Juice Monster Aussie-Style Lemonade and Red Bull Winter Edition Fig Apple.

CLEAN INGREDIENTS
 Energy drinks with no or limited artificial sweeteners or synthetic colorings appeal to health-conscious consumers still on the hunt for a boost. Guayaki Yerba Mate, Vital Proteins Collagen Energy Shots, and Mati Unsweetened Sparkling Organic Energy Drinks are a few products boasting these clean ingredient claims.

Source: Compass B&I POS Data (2022), CBSC, Delectable Non-Alcoholic Beverages, Food Institute, Talking Retail, Healthline

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Flavored Drinks

Consumers' focus on health over recent years has likely been a leading force behind slow sales growth in the juice and sports drink categories. However, these categories have resurged with better-for-you, innovative options.

Leading Trends:

- Zero or reduced sugar
- Clean labels
- Lemonade with natural flavors like lavender, rose, and dragon fruit

LOW OR NO SUGAR
 Thirty-two percent (32%) of consumers have reduced their non-alcohol beverage consumption because they are trying to reduce their sugar intake. As a result, demand has increased for low or no sugar drinks.

NATURAL-FLAVORED LEMONADE
 Lemonade is on 61% of non-alcohol beverage menus, and natural lemonade flavors such as lavender, yuzu, guava, hibiscus, and rose are becoming more prevalent. Major brands like Starbucks offer their own spin on classic lemonade beverages with items like the mango dragon fruit lemonade refresher.

CLEAN LABELS
 Three in four consumers (78%) will pay more for clean labels and natural claims despite inflation. Gatorade Fit boasts no added sugar, colors, artificial sweeteners, or flavors.

CREAMY LEMONADE
 Creamy lemonade, a viral sensation on TikTok, is made from fresh lemons, sweetened condensed milk, sugar, and cold water. While straying from some of the health-focused trends, creamy lemonade uses all natural ingredients without additives or artificial sweeteners.

Source: Delectable NA Beverages, Food Navigator

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Sparkling Water

Sparkling water is on 16% of non-alcohol beverage menus and has grown 19% in the past four years, becoming ubiquitous at dining locations. When analyzing non-alcohol beverage sales by daypart, sparkling water sales peak in the afternoon, making sparkling water a great candidate for snack time combo offerings.

Leading Trends:

- Sparkling water infused with caffeine or adaptogens
- Expansive global, herbal, and floral flavors, such as yuzu and lemongrass

CAFFEINATED
 Popular sparkling water brands, like Aha, Buby, and Perrier, have expanded on their classic sparkling water offerings by adding caffeinated versions.

ADAPTOGEN-INFUSED
 While adaptogens—plants or mushrooms that help with stress, anxiety, and fatigue—have been used in Eastern medicine for decades, adaptogen sparkling water is relatively new to the marketplace, but growing quickly.

GLOBAL FLAVORS
 Nearly half of consumers are excited by the flavors, variety, and opportunity to explore other cultures when they eat globally-influenced foods. Global flavors are also expanding in beverages, with brands like Kimino and Sanzo offering flavor profiles that include ringo, ume, yuzu, and lychee.

HERBAL & FLORAL FLAVORS
 Brands like Aura Bora and Dram offer herbal- and floral-flavored sparkling waters, such as elderflower grapefruit, cardamom and black tea, lemongrass coconut, and basil berry.

Source: Compass B&I POS Data (2022), Delectable Trend Watch, ClearLabel Clinic, Delectable Global Flavors

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Water

Eighteen percent (18%) of bottled beverage sales at Compass B&I locations in the U.S. are still water, the second highest category. Despite bottled water being a mainstay, the widespread use of reusable bottles and the priority that many consumers are placing on wellness has resulted in a focus on innovation within the water category.

Leading Trends:

- Water with functional enhancements such as electrolytes, antioxidants, and anti-inflammatory properties
- Sustainable options, including canned or boxed water

PREMIUM WATER
 Alkaline water, or water with a pH higher than 7.0, and electrolyte-infused water tout benefits like improved hydration and taste. Smartwater is the leading still water brand at Compass B&I locations in the U.S. with 33% of bottled water sales.

SUSTAINABLE OPTIONS
 With sustainability continuing to be top of mind for many, brands like Liquid Death, Boxed Water, and Ever & Ever have capitalized on this demand with canned and boxed water as alternatives to traditional plastic bottles.

WATER ++
 Water enhancers via tablets, drops, or powder remain popular. One market leader, Liquid I.V., is closing in on one billion dollars in net sales. Liquid I.V. is well known for its variety of flavors, convenient packets, artificial-free ingredients, and hydration capabilities.

Source: Compass B&I POS Data (2022), Esposito, Delectable Trending Volume 11, Delectable NA Beverages, Buzzpage Digest

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NA BEVERAGE TREND INSIGHTS

2023 E15 TREND REPORTS

COFFEE/TEA CATEGORY TRENDS



QUESTIONS?

Scott E. Brown
 Director of Beverage Analytics
 Levy Core Solutions
 sebrown@levyrestaurants.com

Packaging materials and plant-based drinks lead sustainability initiatives

Non-alcohol beverage has long relied on plastic bottles as a mainstay format. However, as sustainability continues to inspire change in foodservice, plastic bottles are facing the chopping block. Particularly within the water sub-category, there is a shift toward more sustainable packaging materials like cardboard boxes and aluminum cans to replace plastic.

The growth of plant-based alternatives has had a strong impact in the non-alcohol beverage category, especially among milk alternatives. Oat milk in particular has skyrocketed in popularity, experiencing a four-year growth of over 2,000% on U.S. menus and becoming a popular ingredient in ready-to-drink coffee beverages.

33% of consumers are interested in plant-based milk as an emerging non-alcohol beverage trend

Source: Datassential Non-Alcoholic Beverages, Datassential Trendspotting Volume 11

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Hot Coffee

Hot coffee is one of the most commonly consumed non-alcohol beverages, with **44% of consumers drinking it daily**. Hot coffee, compared to iced, is often used to wake up or start the day, resulting in multiple trends that focus on speed and convenience.

Leading Trends:

- Coffee concentrates or coffee cubes and pucks
- Floral flavors

Source: Datassential Beverage Landscape, TrendHunter Category Focus: Coffee & Tea

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COFFEE CONCENTRATES

Coffee concentrates prove to be another way to create a cup of coffee without sacrificing quality for convenience. Brands like Jot and NuRange capitalize on this trend.

CAFFEINE CUBES

CoffeeCubes and InstaBrew's On-Demand Coffee Cubes dissolve easily in water or milk for a quick cup of joe on the go, also available in decaf and flavored options.

FLORAL COFFEE

In order to compete in a heavily saturated coffee market, brands are infusing their products with trending flavors, including floral options like lavender or hibiscus.

Social media sparks non-alcohol beverage innovation

33% of consumers are interested in over-the-top beverages as an emerging trend

Appealing to younger generations, who have access to ever-evolving trends at their fingertips through social media, presents both a challenge and an opportunity for operators. Younger consumers are more likely to consume a larger variety of types and brands of beverages, as well as new or innovative beverages.

Sixteen percent (16%) of limited-time offerings (LTOs) at chain restaurants were non-alcohol beverages in 2021, many of which made their debut on social media. Create buzz by featuring viral beverages as LTOs and utilize social media to advertise and promote any innovative drinks directly to these online younger consumers who are most interested.

Source: Datassential Non-Alcoholic Beverages, FoodNetwork, New York Times

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Dalgona coffee

Dalgona coffee, a creamy beverage originating from South Korea comprised of instant coffee, sugar, hot water, and milk, became an internet sensation starting in 2020 and now has 741.8 million views on TikTok as of June 2022.



Stanley cup

Stanley, a 110-year-old brand, has exploded onto social media with their 40-ounce reusable tumbler. As of May 2022, the hashtag #StanleyTumbler had received more than 10 million views on TikTok, resulting in stock shortages on multiple occasions.

Iced Coffee

Iced coffee is often viewed as a treat or refreshment. However, consumers still want to see functional benefits from the increasingly popular cold brew—which saw a four-year growth of 121% on non-alcohol beverage menus—whether that be with natural sweeteners, electrolytes, collagen, protein, and more.

Leading Trends:

- Functional benefits
- Global flavors and preparations

Source: Datassential Beverage Landscape, Datassential The World of NA Beverages

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NATURAL SWEETENERS

Pop & Bottle uses natural ingredients like dates and coconut to sweeten their ready-to-drink lattes that come in a variety of flavors.

FUNCTIONAL BENEFITS

Earth & Star's Black Coffee Cold Brew is made with mushrooms to provide immune support, while Ionic Protein includes collagen in their prepared drinks.

GLOBAL FLAVORS

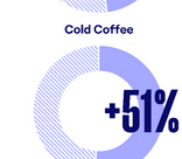
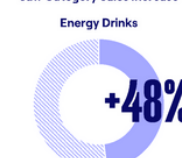
Coffee drinks made popular in global cuisines are heading to the U.S. market with force. Asian options like Vietnamese or Thai coffee, prepared with sweetened condensed milk, are expanding the American coffee repertoire.

Energy drinks and cold coffee top non-alcohol beverage growth

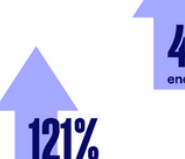
Cold coffee and energy drink consumption has increased 26% and 25%, respectively, over the past year, and one in five consumers under the age of 40 drink cold brew every day.

Taste is most important to consumers when choosing all beverage types, including coffee, while brand, portion size, and price are more important to energy drink selection than other beverages. Top caffeinated trends include better-for-you options that tout clean ingredients, natural sweeteners, and functional benefits, as well as global and bold flavors.

Percentage of Operators who Saw Category Sales Increase



Four-Year Growth on Non-Alcohol Beverage Menus



Source: Restaurant Business, Datassential Non-Alcoholic Beverages, Datassential Trendspotting Volume 11

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Tea

Bottled ready-to-drink teas are a top seller in Compass B&I locations, while prepared teas are capitalizing on global flavors, particularly those stemming from Japan, Taiwan, China, and other East Asian cuisines.

Leading Trends:

- Global flavors



TEA CUBES

Similar to its more caffeinated cousin coffee, tea cubes have emerged as an eye-catching convenience, with brands like Waterdrop and Tea Drops also embracing other beverage trends with their plant-based and globally-inspired products.

BUBBLE TEA

Bubble tea has burst onto the scene, growing on menus by over 40% in the past year. Coming in a variety of flavors and colors, this drink is popular among younger consumers.

JAPANESE GREEN TEA AND MATCHA

While stemming from the same plant, these drinks boast different flavor profiles, preparation methods, and health benefits, however, both are proving popular among non-tea drinkers and tea drinkers alike.

SAKURA

Sakura, or cherry blossom, is a sweet and floral flavor originating in Japan. Often combined with steamed milk to create a caffeine-free treat, sakura powder gives the drink an Instagram-friendly pink tint.

Source: Compass B&I POS Data (2022), TrendHunter Category Focus: Coffee & Tea, Datassential Trendspotting Volume 11

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SOURCING INSIGHTS

TRADECRAFT COFFEE



featuring!

**JAMIE
MCOWAN**

Associate Director of Business Development
Tradecraft

M:203-246-2517

jmcowan@tradecraft.me

Tradecraft Levy RTD Program





WHO, WHAT, WHY?





30 million people drink specialty coffee each day, and the craft coffee market is expected to increase to \$85 billion by 2025, up from \$35 billion in 2018.

ADROIT 2019



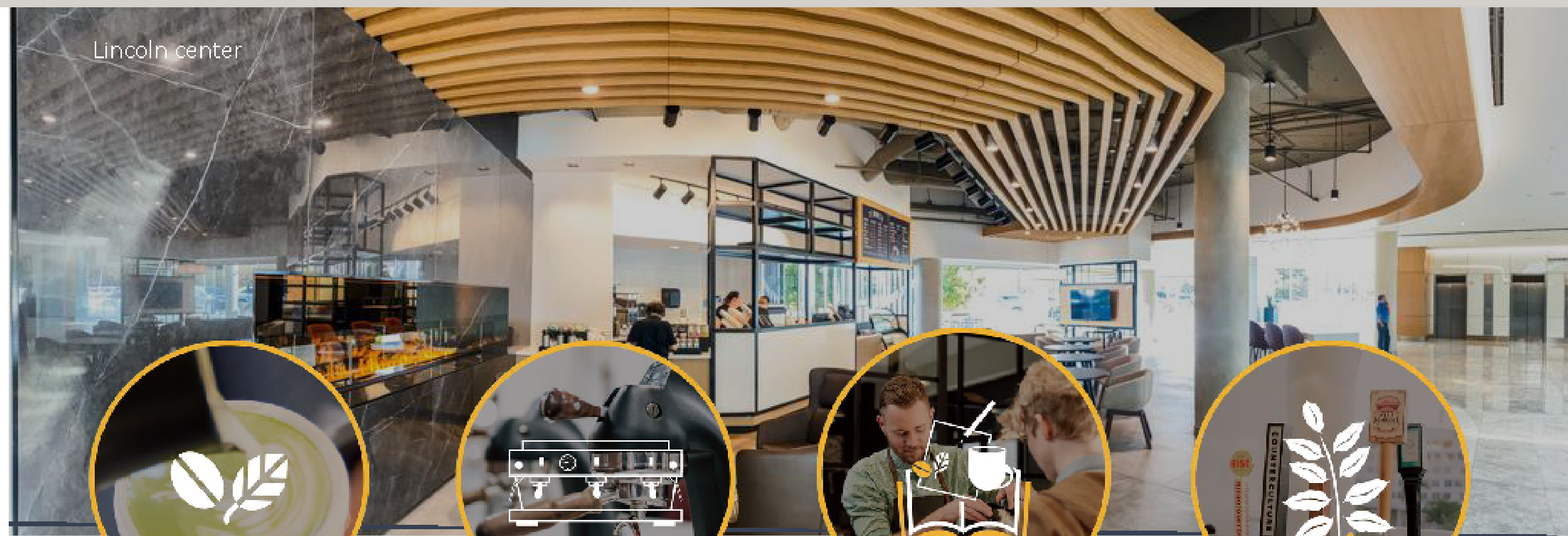
As the largest distributors of specialty coffee and tea, we at Tradecraft are experts at crafting exceptional experiences and deliciously memorable moments.

Founded in 1989, Tradecraft began as a vending company. Seeking to add great coffee to a client's experience, our CEO Mike Klong sought out expert advice from Metropolis Coffee Roasters in Chicago. We fell in love with craft coffee and tea and the rest, as they say, is history.

We serve restaurants, hotels, offices, cafes, specialty grocers, and coffee and tea lovers everywhere by bringing choice and creativity to the craft coffee and tea space. We do this by working with the best roasters and suppliers to deliver quality, innovation, performance and dependability.

WE VALUE AUTHENTICITY, LOCAL CULTURE, CRAFT,
KINDNESS,
AND THE INHERENT BEAUTY OF COFFEE AND TEA.

Lincoln center



Product

From coffee, tea, kombucha, milk and dairy alternatives, paper products, syrups, and more we can set up your space with everything you need to make a delicious drink.



Equipment

Our equipment on-loan approach allows you to have state of the art equipment on site without the price. Our nationwide network of technicians can support install and 24/7 repairs.



Training

With access to a team of coffee and tea experts, your baristas will be serving up top-notch specialty drinks in no-time. Plus our online courses and ongoing support will help new hires adjust.



Marketing

From roaster and tea partner storytelling, to seasonal drinks, to event planning to engage your audience, our marketing team has got you covered.

What makes up a Tradecraft program?

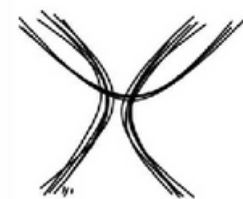




WMBE

WMBE

WMBE



WMBE



18

WMBE

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WMBE

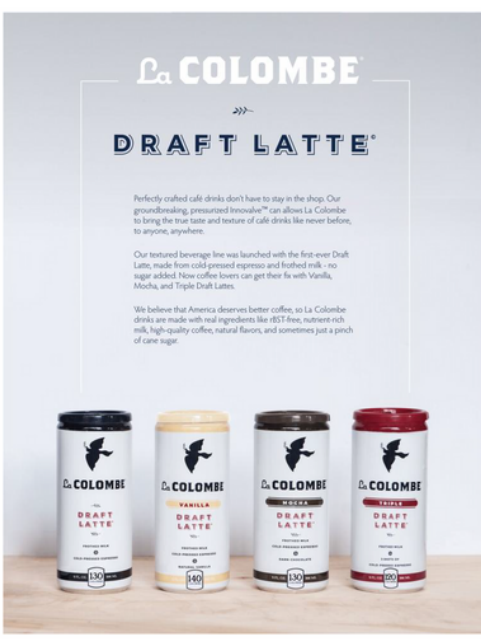
We believe in doing right by our Partners, our clients, our community and the world.





READY TO DRINK



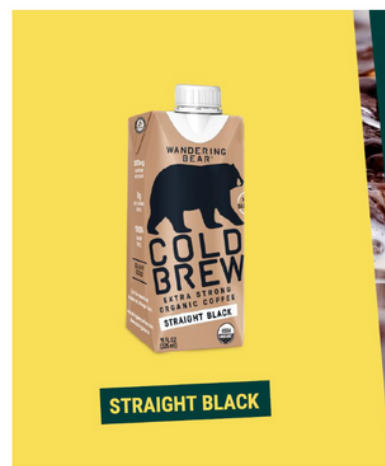


Location - Philadelphia, PA
Shipping - Shelf Stable



Location - Des Moines, IA
Shipping - Shelf Stable

WMBE

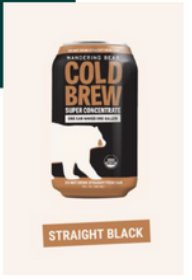


GRAB & GO

Format: single-serve tetrapak
 Size: 11oz
 Units Per Case: 12
 Temperature: shelf stable (ambient)
 Certifications: Organic, Kosher



Location - New York, NY
Shipping - Shelf Stable



Location - New York, NY
Shipping - Shelf Stable





Location – Charlotte, NC
Shipping – Cold Chain



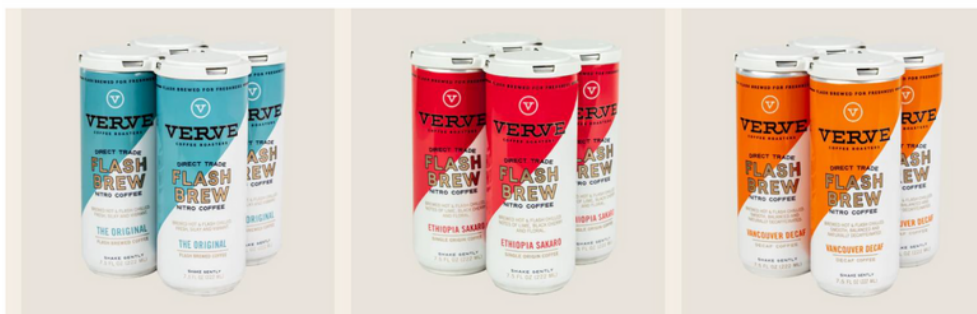
Location – New York, NY
Shipping – Shelf Stable

FLASHBREW

5 GALLON KEG
12 CAN PACK
ETHIOPIA + COLUMBIA
MEDIUM
SWEET, CLEAN, VIBRANT,
COMPLEX

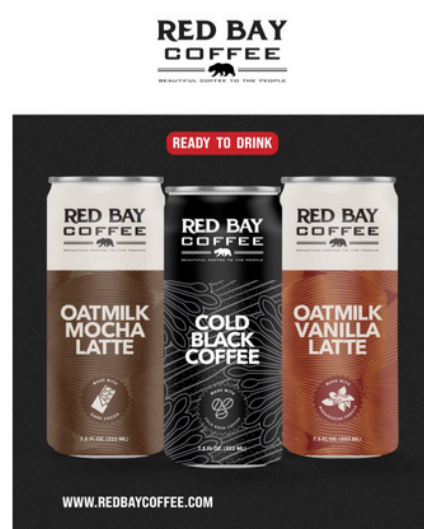


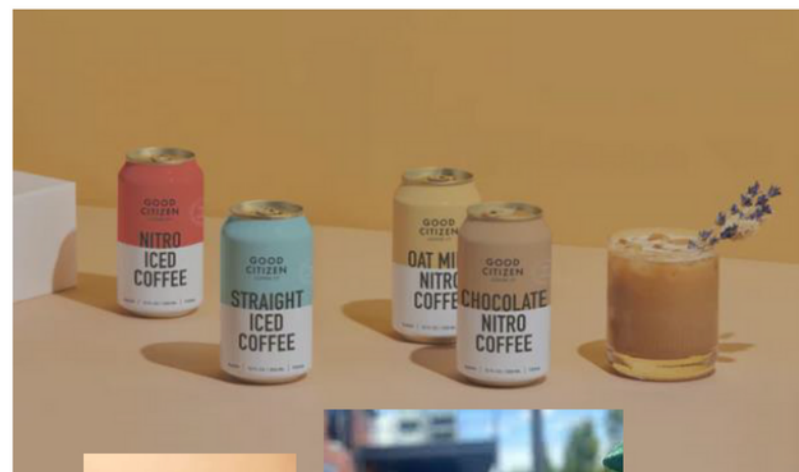
Location – Santa Cruz/ LA, CA
Shipping – Cold Chain



Location – Oakland, CA
Shipping – Shelf Stable

WMBE



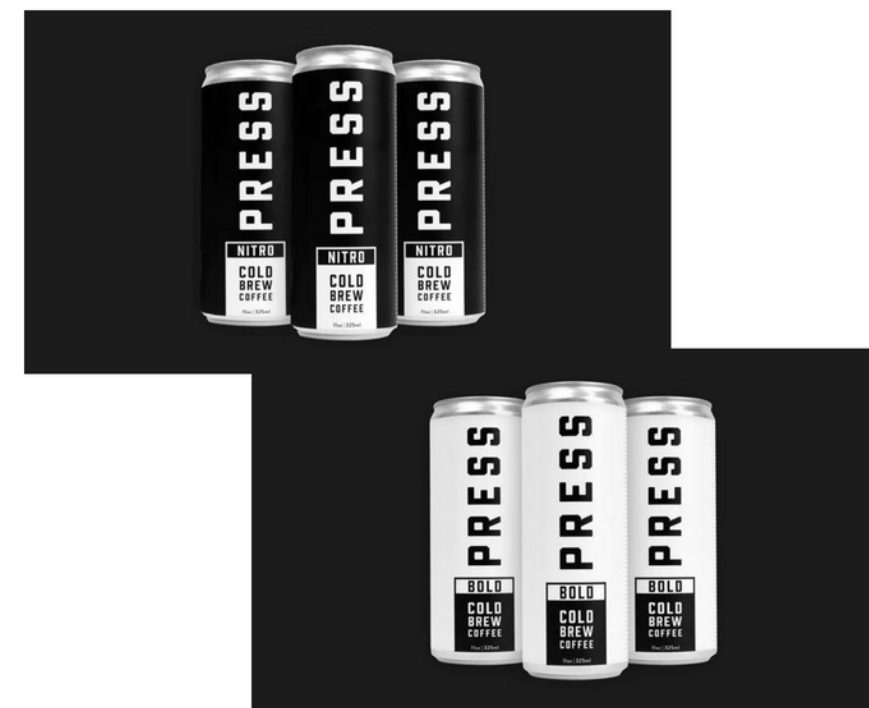


GOOD CITIZEN

COFFEE CO

Location - Nashville, TN

Shipping - shelf Stable



PRESS COFFEE

Location - Phoenix, AZ

Shipping - Cold Chain



Location - Portland, OR

Shipping - Shelf Stable



Location - Chicago, IL

Shipping - Shelf Stable






ATOMIC
COFFEE ROASTERS
EST. 1996

Location – Boston, MA

Shipping – Shelf Stable




Colectivo
COFFEE

Location – Milwaukee, WI

Shipping – Shelf Stable

TRADECRAFT RTD'S TEA & KOMBUCHA

tea!

kombucha!



Location - Milwaukee, WI

Shipping - shelf Stable

WMBE



ORGANIC
BREW DR
KOMBUCHA

Location - Portland, OR

Shipping - shelf Stable





NEXT STEPS





Availability –

- Not all product is readily available in every market.
- Some partners tell better stories, Nationally, Regionally, locally.
- Volume speaks **VOLUMES**.

PROGRAM ENGAGEMENT –

- Contact me (jmcowan@tradecraft.me)
 - Set up call to discuss opportunity, account needs
 - Tradecraft engage seller (for opportunity)
 - Complete opportunity
 - Transition to operations
 - Continual engagement post program launch
-

SOURCING INSIGHTS

TRADECRAFT RTD'S: ORDERING



SOURCING TRADECRAFT RTD'S

WHO TO REACH OUT TO

To open a new account connect with Adam and myself, we will request a new account creation with Canteen. Within a week Canteen will establish a new account and ordering portal access.

PRODUCT AVAILABILITY

Canteen is your source for a variety of RTD's, kcups, Nespresso pods.

CONNECTING WITH CANTEEN

All orders are placed on the Canteen portal. The local account executive will set up access and an order guide.

PRICING INSIGHTS

RTD's cost at a range of generally \$2-3 per can.

ACTION Item

Find an opportunity to start selling canned coffee drinks at your property!



QUESTIONS?

Jesse Barrows
Levy Convention Centers
Regional Purchasing Manager
jbarrows@levyrestaurants.com



Be sure to check out the Core Solutions Beverage Program Guide by clicking on the image icon to the left, to view Levy's most current corporate beverage product offerings

SOURCING INSIGHTS

GROUP POLL



- 1** do you currently sell canned coffee drinks in your retail locations?
- 2** do you currently sell canned coffee drinks in your catering operations?

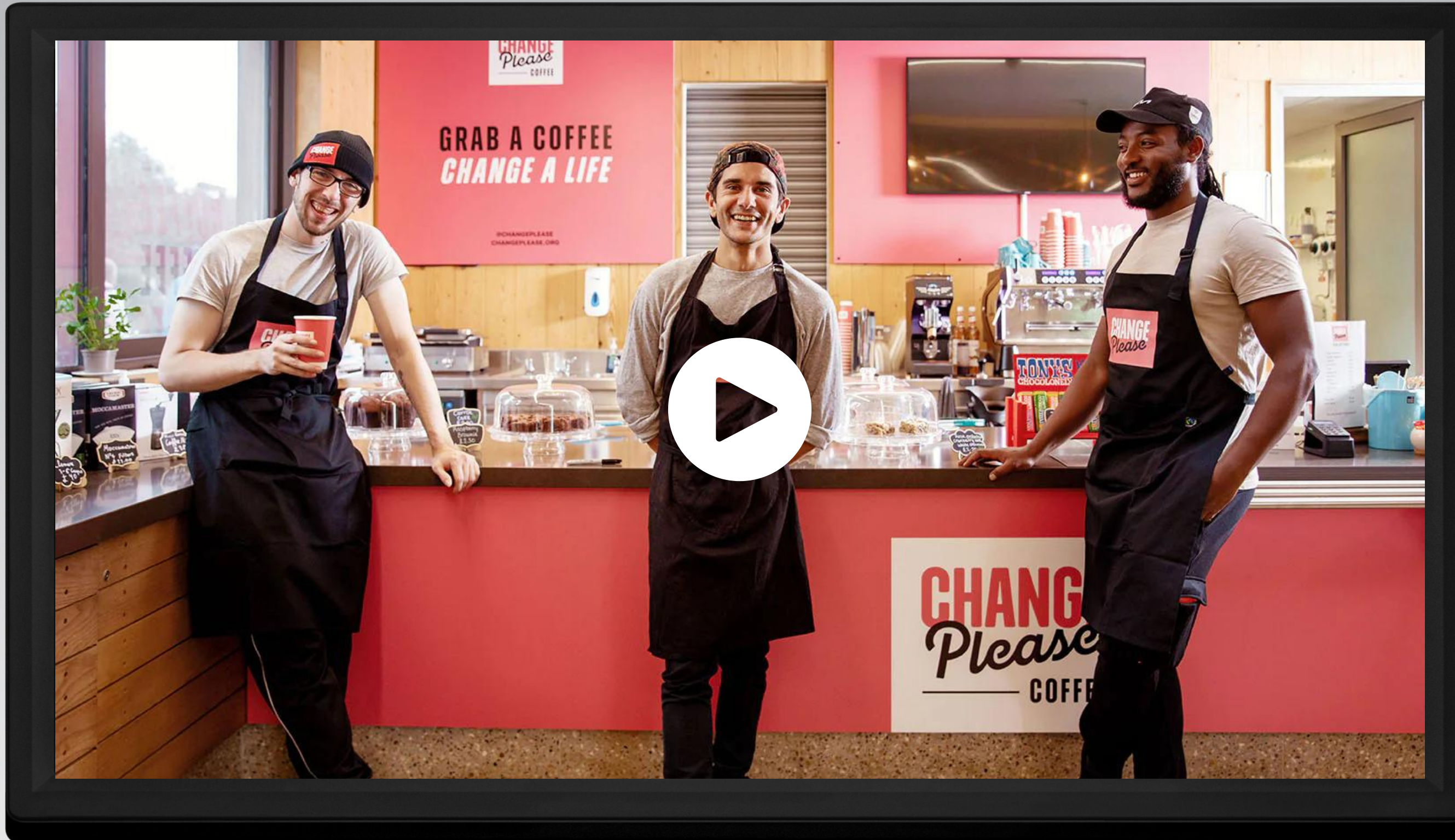


EXPERIENCE INSIGHTS

CHANGE PLEASE COFFEE

Click the play button on this page to watch the Change Please Coffee USA Video

100% of Change Please's profits goes towards training and employing people experiencing homelessness as baristas, while supporting them with vital services



We are pursuing using Change Please Coffee in our catering operations, in our R&C locations, and wherever we have the opportunity, division-wide

... it just makes too much sense

EXPERIENCE INSIGHTS

CHANGE PLEASE COFFEE

**CHANGE IS
BREWING!**

100% of Change Please profits
from this cup of coffee helps
to provide people experiencing
homelessness with:

**LIVING WAGE JOB + TRAINING
HOUSING + ONWARD OPPORTUNITIES**

**@CHANGEPLEASE
CHANGEPLEASE.ORG**

**LIFE-CHANGING
COFFEE**

featuring!

**RYAN
MCMILLAN**

Director of Change Please USA

Change Please Coffee

M:803-504-6190

ryan.m@changeplease.org

EXPERIENCE INSIGHTS

CHANGE PLEASE COFFEE

EVERY CUP OR BAG COUNTS

We use our profits to train people experiencing homelessness to be baristas, pay them a fair wage, help with housing, therapy and onward employment.

On average, every 562 cups of Change Please coffee sold generates enough money to pay for a day of barista training.





CHANGE IS BREWING!

100% of profits from Change Please coffee helps to provide people experiencing homelessness with:

TRAINING + EMPLOYMENT
HOUSING + THERAPY

@CHANGEPLEASEUSA
CHANGEPLEASE-US.ORG

GRAB A COFFEE CHANGE A LIFE

WE ARE CHANGE PLEASE

With cafes around the world, our mission to fight homelessness spans the globe. Our employees are the purpose and the heart of our business. Often marginalized, we believe in removing the stigma around homelessness and showing communities everywhere that everyone deserves the opportunity to support themselves and their families.

TRAINING PROGRAM FOR OUR BARISTAS



INTERNATIONAL IMPACT

8

NUMBER OF COUNTRIES WE ARE NOW IN

100%

OF CHANGE PLEASE PROFITS HELPS FIGHT HOMELESSNESS

500

TRAINEES WHO HAVE BECOME BARISTAS THROUGH OUR TRAINING

1000

TRAINEES TARGETED FOR 2022 ALONE

\$3.1M+

GRANTS AND DONATIONS RAISED TO HELP FIGHT HOMELESSNESS

WE HELP CHANGE LIVES

There are many factors that can cause homelessness, including unemployment, stagnant wages, domestic abuse, and lack of affordable housing, to name a few.

In addition to work-based skills, we focus on our employees' greater needs. A stable income means we can help improve their living circumstances and provide therapy support to address complex trauma issues so they can begin to truly heal.



DRIVING FOR CHANGE

Driving for Change is an all-in-one direct intervention service providing those experiencing homelessness access to free GP consultations, haircuts, dental care, digital and financial literacy training, support opening a bank account where appropriate, employment support, shower facilities, therapy assessments, and essential everyday items.



4 DELICIOUS BLENDS



Change Please Coffee product costs less than what you would pay for Starbucks coffee

Online Ordering Portal makes placing an order simple... even with large quantities

Orders are roasted on demand to provide the most quality product, and typically ships within 3-5 days

EXPERIENCE INSIGHTS

CHANGE PLEASE WEBPAGE

click here
to visit levy's
internal change
please coffee
information
webpage



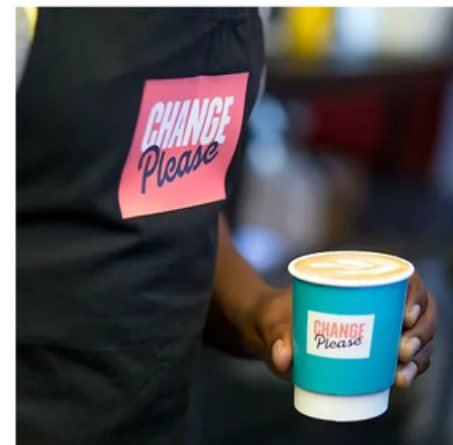
EXPERIENCE DESIGN
Levy Convention Centers

[Home](#) [Support Outline](#) [Support Services](#) [Product Designs](#) [F&B Concepts](#) [Event & Station Design](#) [Station Set Mock-Ups](#) [More](#)

CHANGE PLEASE COFFEE

100% of Change Please's profits goes towards training and employing people experiencing homelessness as baristas while supporting them with vital services

By simply buying a cup or bag of Change Please coffee, you are giving people a fresh shot at life



QUESTIONS?

Hilary Barash
Levy Convention Centers
Area Director of Experience Design
hbarash@levyrestaurants.com

EXPERIENCE INSIGHTS

CHANGE PLEASE COFFEE


change please coffee is going through a re-brand and will be releasing new logo's collateral, and marketing materials soon

CLICK THE IMAGE HERE TO BE DIRECTED TO THE NEW CHANGE PLEASE BRAND GUIDE, FOR A SNEAK PEAK INTO THE NEW BRAND DIRECTION



QUESTIONS?

Hilary Barash
Levy Convention Centers
Area Director of Experience Design
hbarash@levyrestaurants.com

<p>CORE-BRANDING ASSETS OVERVIEW</p>	<p>MONOGRAM</p> 	<p>WORDMARK</p> <p>CHANGE PLEASE COFFEE</p>
	<p>TYPOGRAPHY & TAGLINE</p> <p>COFFEE THAT FUELS CHANGE</p>	<p>COLOUR</p>

PROPERTY INSIGHTS

COFFEE SALES STRATEGY



TIPS, TRICKS & INSIGHTS WITH:

selling coffee by the **PERSON**

VS.

selling coffee by the **GALLON**

featuring!

**KATE
YARANO**

Catering Sales Manager
Greater Columbus Convention Center

PROPERTY INSIGHTS

COFFEE SALES STRATEGY

BENEFITS OF PACKAGE PRICING

- NO CONSUMPTION SHEETS
- CLIENT FOCUS ON EVENT AND NOT ON APPROVING REFILLS
- SEAMLESS SERVICE WITH NO WAIT TIME FOR MORE TO BREW
- SUSTAINABILITY EFFORTS WITH BREWING BASED ON DEMAND VS. BREWING TO THE PRE-ORDERED QUANTITIES
- OPPORTUNITY TO INCREASE REVENUE

CONVERTING THE CLIENT

- WAIVED BEVERAGE ATTENDANT FEES
- ACCOMMODATION WITH GALLON RATES IN STAFF OFFICES & GREEN ROOMS
- PRICING STRUCTURE IS DESIGNED WITH THE ROOM TO NEGOTIATE PER PERSON PRICING TO OFFER "DISCOUNTS"
- NO MINIMUM BREW AMOUNTS REQUIRED
- VALUE PERCEPTION WITH "UNLIMITED" QUANTITIES

SALES CHALLENGES

- CONVERTING NATIONAL CLIENTS AND SEASONED 3RD PARTY PLANNERS
- COMBATTING "RINSE AND REPEAT" EVENTS THAT RE-ORDER SAME QUANTITIES
- A MAXIMUM QUANTITY (GALLONS) MUST BE SET IF THE "DISCOUNTED RATE" IS DISCOUNTED TOO LOW
- RFP PROCESS FOR FUTURE BOOKINGS AND TRANSLATING GALLON COSTS IN ONE CITY TO PER PERSON PRICING IN ANOTHER
- PER PERSON COSTS MAYBE OUTSIDE OF PREDETERMINED BUDGET IF FUNCTION SCHEDULE WAS BUILT AROUND GALLON PRICING

SUCCESS RATE DATA

- GALLON RATE AT 2022 EVENT**
- \$75 PER GALLON
 - 137 TOTAL GALLONS
 - = \$10,275 REVENUE
- PER PERSON RATE AT 2023 EVENT**
- \$13.95PP HALF DAY X 12 PEOPLE \$18.95PP ALL DAY X 2,095 PEOPLE
 - = ROUGHLY \$39,867.65
- 288% REVENUE INCREASE WITH NO ATTENDANT FEES**



GLOBAL LEVY BEVERAGE INSIGHTS

NEW CORE BEVERAGE GUIDE



[NEW Core Beverage...](#)



CLICK THE ABOVE IMAGE TO VIEW THE NEW CORE BEVERAGE MENU, AND FIND SOME NEW RTD PRODUCTS THAT YOU CAN START SELLING AT YOUR PROPERTY LOCATION

Focus on data and trends to determine the addition and removal of selections

Emphasis on diverse and women owned brands, as well as sustainable and organic products

Streamline liquor matrix to include all products

Addition of recommended spirits and wines noted in *italics*

Exception requests required when not able to align with items on Core

New NA and RTD categories

CORE BEVERAGE PROGRAM OVERVIEW



QUESTIONS?

Rachael Lowe
National Director of Beverage
Levy Core Solutions
rlowe@levyrestaurants.com

Core Beverage Program 2024

AUGUST 21, 2023

CORE BEVERAGE PROGRAM OVERVIEW

Levy Beverage Team



Rachael Lowe
Director of Beverage

- Supports Levy Core Beverage Program strategy by providing trend and operational guidance.
- Responsibilities include communicating with the field on menu development, season planning, and training and education.
- Primary beverage team resource for the field supporting training, menu development, and programming.



Scott Brown
Director of Beverage Analytics

- E15 extension of the team with focus on beverage programming, systems and controls.
- Provides analysis and recommendations during season planning to S&E venues.
- Supports business development process by providing market and venue based sales and trend data.

CORE BEVERAGE PROGRAM OVERVIEW

Beverage Strategy

Our beverage strategy centers on refreshing our training tools and resources, a multi-channel communication strategy, and providing meaningful support to our venue teams.

Our intent is to build relationships and dialogue with property leaders to identify opportunities, pain points and solutions to drive efficiency and profitability.

1

CORE PROGRAM

Increased program participation will drive COS down and revenues up across all divisions

2

TRAINING

Skills training is a top priority, focusing on developing best in class in-house training programs

3

BUSINESS INTELLIGENCE

Creating custom reporting to understand business performance and identify opportunities to support the field

4

PRODUCT OPTIMIZATION

Identify and execute the Levy Difference by creating compelling guest experiences, partnership opportunities, product offerings and service efficiency











CORE BEVERAGE PROGRAM

BEVERAGE PAGE ON THE DISH




The Dish – Beverage Page




Resources & Tools


 Beverage Core Signature	 Beverage Exceptions	 Core Beverage Program	 Levy Bar Book	 Levy Beverage Overview
 Responsible Alcohol Service	 Frictionless Alcohol Policy	 Beverage Marketing Activations	 Cocktail Recipes	 Contact Us

Beverage Pricing Agreements



	<input type="checkbox"/>	Finest Call 2022 Pricing_Foodservice ...
	<input type="checkbox"/>	Finest Call 2022 Pricing_Wine & Spirit...
	<input type="checkbox"/>	OnTheRocksCocktails_2020NatIAcct...

[SELECT ALL](#) [DOWNLOAD](#) [REFRESH](#)

[INDUSTRY NEWS](#) 

[BEVERAGE TRAINING VIDEOS](#) 

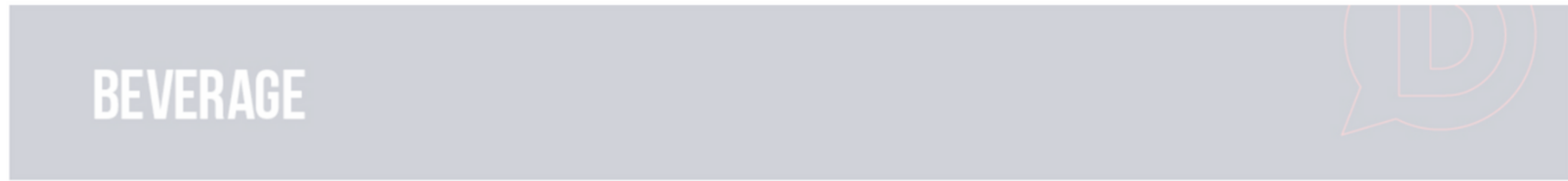
Key Contacts

	Brown, Scott Director of Beverage Strategy & Analytics SEBrown@Levyrestaurants.com
	Lowe, Rachael National Director of Beverage rlowe@Levyrestaurants.com 312-622-7767











CORE BEVERAGE PROGRAM

BEVERAGE PAGE ON THE DISH




The Dish – Beverage Page





Resources & Tools

 Beverage Core Signature	 Beverage Exceptions	 Core Beverage Program	 Levy Bar Book	 Levy Beverage Overview
 Responsible Alcohol Service	 Frictionless Alcohol Policy	 Beverage Marketing Activations	 Cocktail Recipes	 Contact Us

Beverage Pricing Agreements

	<input type="checkbox"/>	Finest Call 2022 Pricing_Foodservice ...
	<input type="checkbox"/>	Finest Call 2022 Pricing_Wine & Spirit...
	<input type="checkbox"/>	OnTheRocksCocktails_2020NatiAcct...

Key Contacts

	Brown, Scott Director of Beverage Strategy & Analytics SEBrown@Levyrestaurants.com
	Lowe, Rachael National Director of Beverage rlowe@Levyrestaurants.com 312-622-7767

CORE BEVERAGE PROGRAM

BEVERAGE PAGE ON THE DISH

The Dish – Beverage Page

The screenshot shows a web page titled 'BEVERAGE'. Below the title is a 'Resources & Tools' section with a grid of icons and labels. A red arrow points from the 'Core Beverage Program' icon to a callout box. The callout box has a yellow background and features the 'Levy' logo, the text 'BEVERAGE PROGRAM GUIDE', and '2023 - 2024'. Below this text is a photograph of a hand holding a cocktail glass with a drink, garnished with lime and mint. The callout box also has a red bar at the bottom.

BEVERAGE

Resources & Tools

- Beverage Core Signature
- Beverage Exceptions
- Core Beverage Program**
- Levy Bar Book
- Levy Beverage Overview
- Responsible Alcohol Service
- Frictionless Alcohol Policy
- Beverage Marketing Activations
- Cocktail Recipes
- Contact Us

Levy
BEVERAGE PROGRAM GUIDE
2023 - 2024

Beverage Strategy & Analytics
levyrestaurants.com

Director of Beverage
levyrestaurants.com

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CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE

Beer



Beer



Beer

Category	Brand	Supplier	Style	ABV
Domestic	Bud Light	Anheuser-Busch	Pale Lager	4.2%
Domestic	Budweiser	Anheuser-Busch	Pale Lager	5.0%
Domestic	Coors Light	Molson Coors	Pale Lager	4.2%
Domestic	Michelob ULTRA	Anheuser-Busch	Pale Lager	4.17%
Domestic	Miller Lite	Molson Coors	Pale Lager	4.2%
Import	Corona Extra	Constellation Brands	Pale Lager	4.4%
Import	Heineken	Heineken USA	Pale Lager	4.0%
Import	Modelo Especial	Constellation Brands	Pale Lager	5.0%
Import	Stella Artois	Anheuser-Busch	Pale Lager	5.0%
Craft	Blue Moon	Molson Coors	Wheat Ale	5.4%
Craft	Stone Delicious IPA	Stone Brewing	IPA	7.7%
Craft	Voodoo Ranger	New Belgium Brewing Co.	Click for Options	6.2%
Craft	Hazy Little Thing IPA	Sierra Nevada Brewing Co.	Hazy IPA	6.7%
Hard Seltzer	High Noon	E. & J. Gallo Winery	Click for Options	
Hard Seltzer	White Claw	Mark Anthony Brands	Click for Options	4.5%
FMB	Twisted Tea	Boston Beer	Click for Options	5.0%
Non-Alcoholic	Athletic Brewing	Athletic Brewing	Click for Options	0.0%

CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE




Spirits



CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE

Spirits

-  Minority/Women-owned
-  Sustainable
-  Organic







Category	Brand	Supplier	Size	NAP
Vodka	New Amsterdam	E&J Gallo	1L	\$10.50
Vodka	Tito's Handmade Vodka	Tito's Handmade Vodka	1L	\$23.00
Vodka	Ketel One	Diageo	1L	\$26.39
Vodka	Grey Goose	Bacardí USA	1L	\$32.68
Gin	 Bombay Dry	Bacardí USA	1L	\$22.86
Gin	 The Botanist	Remy Cointreau	1L	\$36.00
Gin	Bombay Sapphire	Bacardí USA	1L	\$28.35
Gin	Hendrick's	William Grant & Sons	1L	\$32.68
Gin	Beefeater Gin	Pernod Ricard	1L	\$23.57
Gin	St. George Botanivore	St. George Spirits	1L	\$24.00
Rum	Captain Morgan Spiced	Diageo	1L	\$14.12
Rum	Bacardí Superior	Bacardí USA	1L	\$17.00
Rum	 Flor de Cana 12	Beverage Management	750ml	\$25.00
Tequila	Jose Cuervo Especial	Proximo Spirits	1L	\$18.00
Tequila	Espolón	Campari USA	1L	\$28.37
Tequila	Hornitos Plata	Beam Suntory	1L	\$30.00
Tequila	Patrón Silver	Bacardí USA	1L	\$39.87
Tequila	Casamigos Blanco	Casamigos Spirits Co.	1L	\$50.00
Tequila	Casamigos Reposado	Casamigos Spirits Co.	1L	\$55.00
Tequila	Casamigos Añejo	Casamigos Spirits Co.	1L	\$60.00
Mezcal	 Bahnez	Trellis	1L	\$29.19
Whiskey	High West Double Rye	Constellation Brands	1L	\$30.00
Whiskey	Jameson	Pernod Ricard	1L	\$30.48
Whiskey	Crown Royal	Diageo	1L	\$30.80
Whiskey	Jack Daniel's	Brown-Forman	1L	\$31.83
Whiskey	 Uncle Nearest 1856	Uncle Nearest	750ml	\$60.00

Category	Brand	Supplier	Size	NAP
Bourbon	Four Roses Single Barrel	Beverage Management	750ml	\$33.00
Bourbon	Four Roses Small Batch	Beverage Management	750ml	\$26.00
Bourbon	Jim Beam White Label	Beam Suntory	1L	\$20.80
Bourbon	Buffalo Trace	Sazerac	1L	\$24.50
Bourbon	Elijah Craig Small Batch	Heaven Hill	750ml	\$27.13
Bourbon	 Maker's Mark	Beam Suntory	1L	\$36.00
Bourbon	Woodford Reserve	Brown-Forman	1L	\$42.00
Bourbon	Basil Hayden	Beam Suntory	1L	\$51.14
Scotch	Dewar's White Label	Bacardí USA	1L	\$27.93
Scotch	Johnnie Walker Black	Diageo	1L	\$30.13
Scotch	The Glenlivet 12	Pernod Ricard	1L	\$39.22
Cognac	D'USSE	Bacardí USA	750ml	\$45.96
Cognac	Rémy Martin VSOP	Remy Cointreau	1L	\$58.00
Vermouth	 Foro Vermouth-Rosso	Chatham Imports	1L	\$10.44
Vermouth	 Foro Vermouth	Chatham Imports	1L	\$10.44
Liqueur	Fireball	Sazerac	1L	\$16.50
Liqueur	Aperol	Campari USA	1L	\$29.19
Liqueur	Baileys Irish Cream	Diageo	1L	\$30.42
Liqueur	Kahlúa	Pernod Ricard	1L	\$31.04
Liqueur	Campari	Campari USA	1L	\$32.85
Liqueur	Cointreau	Rémy Cointreau	1L	\$36.00
Liqueur	 Amaro Nonino	Terlato	750ml	\$39.00
Liqueur	Grand Marnier	Campari USA	1L	\$40.26

CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE




RTDs





















<p>ABSOLUT VODKA SODAS/ COCKTAILS</p>	<p>BACARDÍ RUM COCKTAILS</p>	<p>CAZADORES COCKTAILS</p>	<p>CUTWATER CANNED COCKTAILS</p>	<p>LONE RIVER RANCH WATER</p>	<p>ON THE ROCKS</p>
<p>Supplier Pernod Ricard</p>	<p>Supplier BACARDÍ</p>	<p>Supplier BACARDÍ</p>	<p>Supplier Anheuser-Busch</p>	<p>Supplier Diageo</p>	<p>Supplier Beam Suntory</p>
					
<p>(CLICK FOR OPTIONS)</p>	<p>(CLICK FOR OPTIONS)</p>	<p>(CLICK FOR OPTIONS)</p>	<p>(CLICK FOR OPTIONS)</p>	<p>(CLICK FOR OPTIONS)</p>	<p>(CLICK FOR OPTIONS)</p>


CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE

Wine

-  Minority/Women-owned
-  Sustainable
-  Organic

Category	Varietal	Brand	Supplier	NAP
Sparkling	Prosecco	La Marca	E. & J. Gallo Winery	\$10.50
Sparkling	Sparkling Rosé	Mumm Napa Brut Rosé	Pernod Ricard	\$16.00
Sparkling	Sparkling Wine	Ferrari Brut	Taub Family / Palm Bay	\$20.00
Sparkling	Champagne	Nicolas Feuillatte Brut	Ste. Michelle Wine Estates	\$27.00
Sparkling	Sparkling Wine	 Marques de Caceres Brut Cava	Vineyard Brands	\$8.75
Sparkling	Sparkling Wine	 Pierre Sparr, Cremant d'Alsace	Wilson Daniels	\$14.00
White	Riesling	Chateau Ste. Michelle	Ste. Michelle Wine Estates	\$7.50
White	Albariño	 Burgans	Vintners Collective	\$12.00
White	Sauvignon Blanc	Kim Crawford	Constellation Brands	\$12.50
White	Sauvignon Blanc	 Cakebread	Kobrand	\$18.00
White	Gruener Veltliner	 Huber 'Vision'	Mark Wine Group	\$11.67
White	Pinot Gris	 Rainstorm	Banfi Vintners	\$10.00
White	Pinot Grigio	 Benvollo	Jackson Family Wines	\$7.50
White	Pinot Grigio	 Alois Lageder	Dalla Terra	\$12.00
White	Chardonnay	 Kendall-Jackson Vintner's Reserve	Jackson Family Wines	\$10.75
White	Chardonnay	Sonoma-Cutrer Russian River Ranches	Brown-Forman	\$15.00
White	Chardonnay	 House of Brown	Brown Estate	\$12.00
Rosé	Rosé	 Chapoutier Belleruche Rosé	Folio Fine Wine Partners	\$9.00
Rosé	Rosé	 A to Z Wine Works Rosé	St. Michelle Wine Estates	\$11.25
Red	Pinot Noir	 La Crema Winery	Jackson Family Wines	\$13.00
Red	Pinot Noir	Melomi	Constellation Brands	\$12.00
Red	Pinot Noir	 Argyle	New Belgium-Bell's-Distinguished Vineyard	\$16.50
Red	Pinot Noir	Belle Glos Clark & Telephone	Copper Cane Wines & Provisions	\$22.13
Red	Merlot	Decoy by Duckhorn	Duckhorn Vineyards	\$11.00
Red	Malbec	 Andeluna	Banville Wine Merchants	\$11.00
Red	Red Blend	Conundrum	Caymus Vineyards/Wagner Family of Wines	\$10.00
Red	Red Blend	 Brancaia TRE Super Tuscan	E. & J. Gallo Winery	\$14.50
Red	Red Blend	The Prisoner	Constellation Brands	\$28.00
Red	Syrah/Grenache	 Gaigal Côtes du Rhône Rouge	VINTUS	\$12.50
Red	Tempranillo	 Faustino Rioja Reserve	Mark Wine Group	\$14.00
Red	Sangiovese	 Borgo Scopeto Chianti Classico	Vineyard Brands	\$16.50
Red	Red Blend	 Black Girl Magic	McBride Sisters	\$15.00

Category	Varietal	Brand	Supplier	NAP
Red	Cabernet Sauvignon	Josh Cellars Craftman's Collection	Deutsch Family Wine & Spirits	\$9.00
Red	Cabernet Sauvignon	 Intercept	O'Neil	\$13.50
Red	Cabernet Sauvignon	Louis M. Martini Sonoma County	E&J Gallo	\$13.75
Red	Cabernet Sauvignon	JUSTIN	Fiji/Justin	\$22.00

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

CORE BEVERAGE PROGRAM

NEW CORE BEVERAGE GUIDE

Sustainable, Organic and DEI Brands



MINORITY/WOMEN-OWNED

Spirits Wine Canned Wine

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



SUSTAINABLE

Beer Spirits Wine Canned Wine

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



ORGANIC

Spirits Wine

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

PART

05

WRAP
UP

SURVEY TIME!

IN-THE-MOMENT RESPONSES



**Let's take a moment to
answer a few quick
questions!**

**We will take this
survey LIVE, together**

**Click the LINK dropped
into the Microsoft Team
Chat!**

*Your responses will be used as data in the
quarterly Beverage Task Force Progress Report,
that gets shared with the CC Regional Leadership
Team & property DO's/ GM's & VPH's*

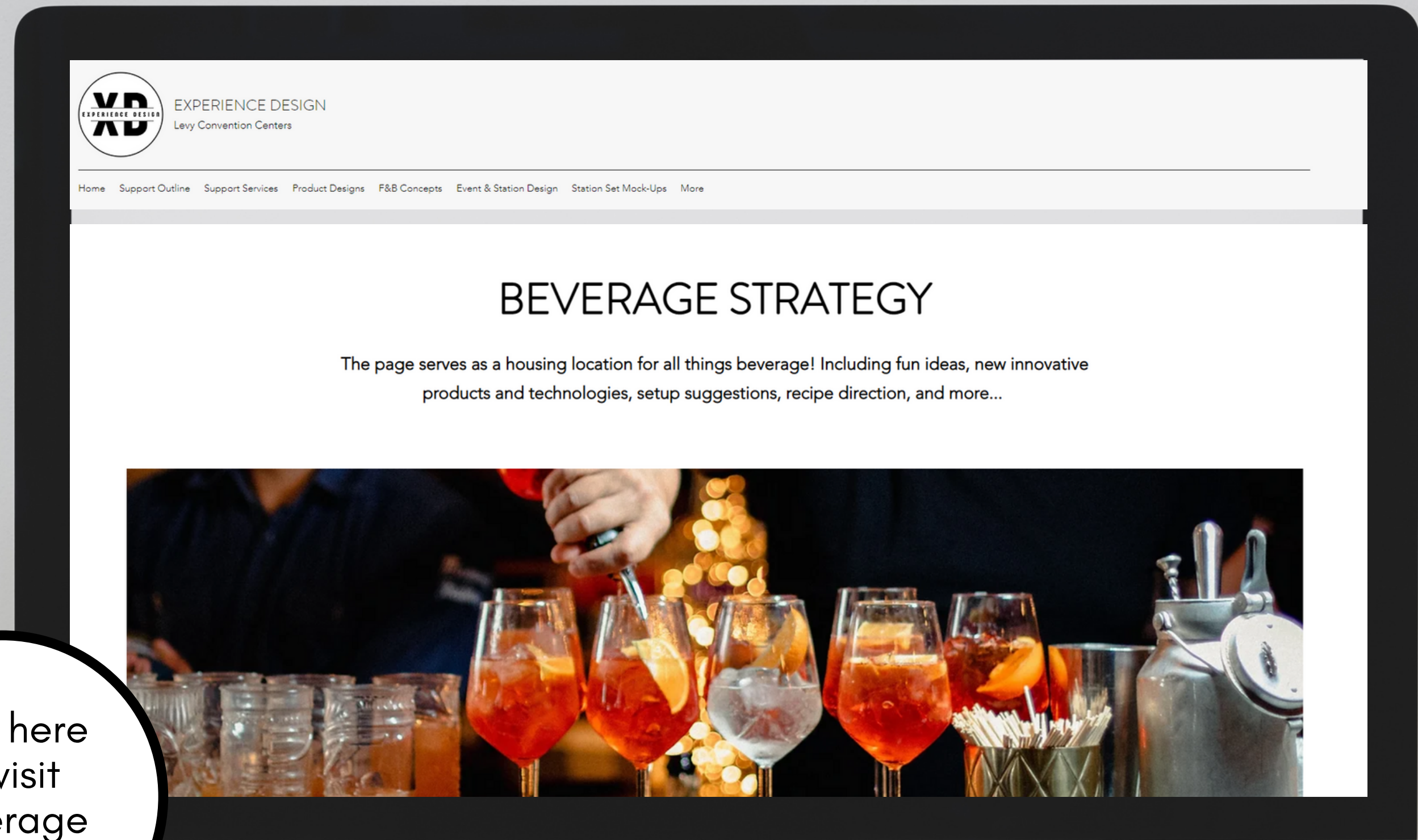
REMEMBER TO VISIT... ... THE BEVERAGE STRATEGY WEBSITE

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
Area Director of Experience Design
hbarashelevyrestaurants.com

GLOBAL LEVY BEVERAGE

INTERACTIVE RECIPE BOOK TOOL

click here



NEXT STEPS

CALL WRAP UP

1

Our next call:
Friday, December 15th / 1:00-2:30pm CT

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

Take our post-call survey to let us know what we can be doing better!

5

Any final questions before we conclude?



QUESTIONS?

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



DUE DATE FOR ALL ACTION ITEMS: Friday, November 10th

1

Leftover coffee served as iced coffee option, as property process moving forward

2

"Iced Coffee Horchata" drink recipe property implementation

3

Property Implementation of Tradecraft canned, RTD coffee products

4

Review NEW 2023 Core Beverage Menu with your property team, and implement some of the new RTD products within your location

5

A bullet point overview inclusive of your progress with all of the above, as well as pictures to support each action item

WE WANT YOUR FEEDBACK AFTER CALL SURVEY

Have thoughts, ideas or feedback for our monthly beverage strategy task force calls?

Let us know how we can better the call experience, as well as how we can incorporate more of YOUR insights into our calls!

click here to
take our
quick survey



**WE WANT
YOUR
FEEDBACK**

BETTER together.

