

The background is a collage of three images. On the left, two beer mugs with thick foam are shown against a warm, golden light. In the center, several wine glasses filled with white wine are arranged in a row. On the right, a glass of pink cocktail with a slice of citrus and a garnish is shown against a bokeh background of warm lights.

# **Core Beverage Program 2024**

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**AUGUST 21, 2023**

# 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.

# Beverage Strategy

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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




# 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



-  Finest Call 2022 Pricing\_Foodservice ...
-  Finest Call 2022 Pricing\_Wine & Spirit...
-  OnTheRocksCocktails\_2020NatIAcct...

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**INDUSTRY NEWS** 

**BEVERAGE TRAINING VIDEOS** 











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# The Dish – Beverage Page

## BEVERAGE


### Resources & Tools


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### 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...

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# The Dish – Beverage Page

## BEVERAGE

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Beverage Strategy & Analytics  
levyrestaurants.com  
Director of Beverage  
levyrestaurants.com  
67



# Beer



# Beer



+56%




+49%

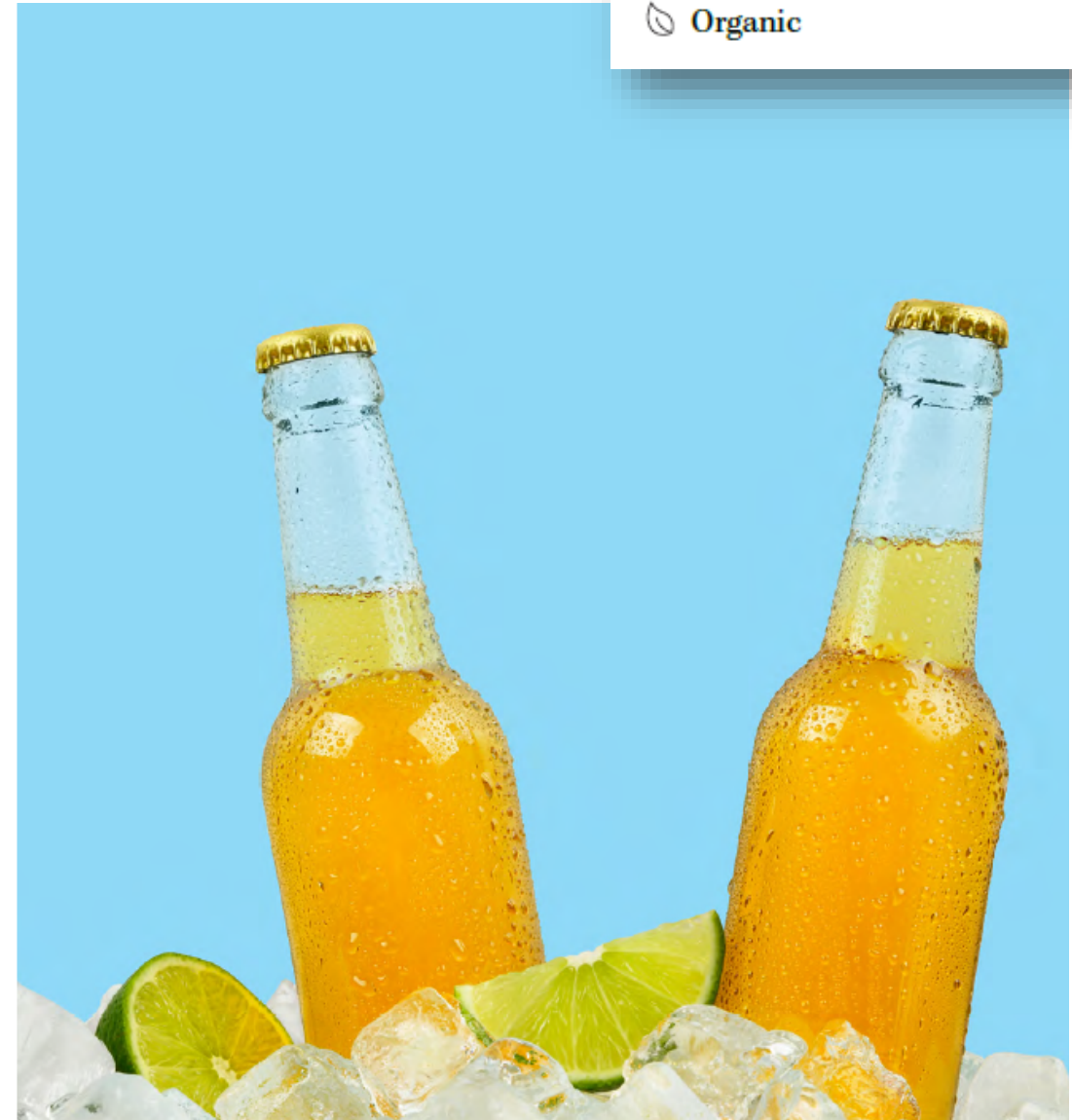
+110%



# 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.	<a href="#">Click for Options</a>	6.2%
 Craft	Hazy Little Thing IPA	Sierra Nevada Brewing Co.	Hazy IPA	6.7%
Hard Seltzer	High Noon	E. & J. Gallo Winery	<a href="#">Click for Options</a>	
Hard Seltzer	White Claw	Mark Anthony Brands	<a href="#">Click for Options</a>	4.5%
FMB	Twisted Tea	Boston Beer	<a href="#">Click for Options</a>	5.0%
 Non-Alcoholic	Athletic Brewing	Athletic Brewing	<a href="#">Click for Options</a>	0.0%

-  Minority/Women-owned
-  Sustainable
-  Organic



# Spirits



VODKA

GIN

RUM



TEQUILA

MEZCAL

WHISKEY

BOURBON



SCOTCH


COGNAC


VERMOUTH


LIQUEUR



# 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	<i>St. George Botanivore</i>	St. George Spirits	1L	\$24.00
Rum	Captain Morgan Spiced	Diageo	1L	\$14.12
Rum	Bacardí Superior	Bacardí USA	1L	\$17.00
Rum	 <i>Flor de Cana 12</i>	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	 <i>Uncle Nearest 1856</i>	Uncle Nearest	750ml	\$60.00

Category	Brand	Supplier	Size	NAP
Bourbon	<i>Four Roses Single Barrel</i>	Beverage Management	750ml	\$33.00
Bourbon	<i>Four Roses Small Batch</i>	Beverage Management	750ml	\$26.00
Bourbon	Jim Beam White Label	Beam Suntory	1L	\$20.80
Bourbon	Buffalo Trace	Sazerac	1L	\$24.50
Bourbon	<i>Elijah Craig Small Batch</i>	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'USSÉ	Bacardí USA	750ml	\$45.96
Cognac	<i>Rémy Martin VSOP</i>	Remy Cointreau	1L	\$58.00
Vermouth	 <i>Foro Vermouth-Rosso</i>	Chatham Imports	1L	\$10.44
Vermouth	 <i>Foro Vermouth</i>	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




# RTDs
















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


18

19

# 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	Gruner Veltliner	 Huber 'Vision'	Mark Wine Group	\$11.67
White	Pinot Gris	 Rainstorm	Banfi Vintners	\$10.00
White	Pinot Grigio	 Benvolio	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	Meiomi	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	 Guigal 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



# Sustainable, Organic and DEI Brands



## MINORITY/WOMEN-OWNED

Spirits	Wine	Canned Wine
Uncle Nearest	Marques de Caceres	Une Femme
Bahnez	Brut Cava	Archer Roose
Amaro Nonino	Burgans	
	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	
Brewing Company	Foro Vermouth	Vintner's Reserve	
Athletic Brewing Co	The Botanist	Benvolio	
		House of Brown	
		La Crema Winery	
		Argyle	
		A to Z Wine Works Rosé	
		Borgo Scopeto	
		Chianti Classico	
		Alois Lageder	



## ORGANIC

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

