

BEVERAGE STRATEGY TASK FORCE



DECEMBER ACTION ITEMS

FIELD CHAMPION TO-DO'S

1

Either use this Earl Grey Holiday recipe or develop your own version using bergamot flavoring

2

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

3

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

4

Order a Bartesian Cocktail Maker for your property, and find an application for usage that works for you

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, February 16th**



QUESTIONS?

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



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!

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 *bergamot flavoring*

2

Feature this suggestive recipe or something similar at your property, before our next quarterly Beverage Strategy Task Force call, held on Friday, March 22nd

3

Be sure to *display messaging and storytelling about this flavor trend* 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 by Friday, February 16th*



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

BEVERAGE TREND INSIGHTS

LOOKING TO 2024

2023 MENU RUNNER-UP'S

- **HARD SODA**
- **LOW CALORIE/ CARB CRAFT BEER**
- **BOOZY FROZEN DESSERT-DRINKS**
- **SINGLE-SERVE, BOTTLED OR CANNED, READY-TO-DRINK COCKTAILS**
- **SPICY INGREDIENTS**

ACTION
Item

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



HARD SODA

66% awareness (new in 2023)
63% interest (new in 2023)
mac stage: proliferation

Traditional soda flavors such as grape, orange, or root beer but with the alcohol content of a traditional beer (4%-8% ABV).

LOW CALORIE/ CARB CRAFT BEER

66% awareness (new in 2023)
50% interest (new in 2023)
mac stage: proliferation

Lagers, IPAs, and pilsners brewed for craft beer taste with a lower caloric content.

BOOZY FROZEN DESSERTS

63% awareness (+1% vs 2022)
72% interest (+2% vs 2022)
mac stage: proliferation (adoption in 2022)

MAC MOVER →

Alcohol-infused popsicles, freeze pops, ice cream, sorbets.

SINGLE-SERVE, BOTTLED OR CANNED, READY-TO-DRINK COCKTAILS

74% awareness (+5% vs 2022)
66% interest (+3% vs 2022)
mac stage: proliferation

Things such as: Spritzes, Cutwater's line of canned cocktails and mixed drinks, On The Rocks brand, or Hochstadler's Slow & Low Rock & Rye Cocktail.

SPICY INGREDIENTS

49% awareness (-0% vs 2022)
39% interest (+1% vs 2022)
mac stage: proliferation

Alcoholic beverages with a kick of heat from ingredients like jalapeno, ancho chiles, pink peppercorn, Thai chili, Szechuan chili peppers, or ghost pepper. Examples include St. George Green Chile Vodka, Ballast Point Habanero Sculptin Beer, Goose Island Stout with Ancho Beer, Ancho Reyes Verde Poblano Chile Liqueur, and Tanteo Chipotle Tequila.

CC WINE SALES TRACKING PROCESS

WITH THE GOAL OF BETTER TRACKING SALES OF WINE, IT WOULD BE IDEAL THAT PEOPLE KEY THE ACTUAL WINE DETAIL INTO INFOR, RATHER THAN JUST 'OPEN WINE BTG' OR 'OPEN WINE BTB'

WE UNDERSTAND THAT LOCATIONS BURN THROUGH WINES PREVIOUSLY OPENED, BUT THIS WOULD STILL ASSIST US ON FOLLOWING TRENDS IN CONVENTION CENTER WINE SALES



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 view sales data](#)

BARTESIAN COCKTAILS PROGRAMMING OVERVIEW



click here
to download
full overview
deck



BARTESIAN QUESTIONS?

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LEVY APPLICATION QUESTIONS?

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ACTION
Item

Order a Bartesian
Cocktail Maker for
your property, and
find an application
for usage that works
for you