

BEVERAGE STRATEGY TASK FORCE

QUARTERLY MEETING
December 15, 2023



CALL AGENDA

03	Part 1: Happy Hour	16	Attendance Report	36	RTD Wines
04	Happy Hour Intro	17	Action Item Goals	37-44	Bartesian Cocktail Maker
05	Earl Gray Cocktail Recipe Overview	18	This Quarter's Action Items	45-50	DEI & Sustainable Products
06	Earl Gray Cocktail Recipe Card	19	Beverage Field Champion of the Quarter	51	Part 5: Wrap Up
07	Action Items: Beverage Implementation	20	Part 4: This Call's Beverage Topic	52	Live Survey
08	Happy Hour Group Conversation	21	Beverage Trends Intro	53	Remember to Visit: Beverage Strategy Site
09	Part 2: Looking Back	22-24	2023 Beverage Trends	54	Interactive Recipe Book Tool
10	Last Call's Meeting Topic Overview	25	2024 Beverage Trends	55	Call Wrap Up + Next Steps
11	Last Call's Action Items	26-28	What Moved Up in 2023!	56	After Call Survey
12	Implementation Conversation	29	Wine Trends		
13	Part 3: Your Purpose	30-33	Convention Center Wine Sales		
14	Field Champion Purpose Overview	34	Wine Tracking Process		
15	Attendance Requirements	35	Wine Trend Data		



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

EARL GREY HOLIDAY COCKTAIL

Top Beverage Flavor Trend: Bergamot

“Functional Beverage” Trend:

- Rich in Antioxidants
- Detoxifies the Body
- Boosts Energy Levels
- Reduces Stress Levels
- Improves Digestion

Speed of Service at Bars:

This recipe is easy to make because you can do the prep work and batch beforehand

Earl Grey tea is a black tea flavored with the oil of bergamot. Earl Grey tea is high in caffeine and has a light, citrusy flavor.

WHAT IS BERGAMOT?

The fruit itself is the size of a small orange and somewhat pear-shaped. On the outside, bergamot comes in various shades of green, yellow, and orange, and on the inside, they are color of limes, lemons, and, occasionally, oranges. Like most citrus, bergamots are in season from October to March.

Bergamot is most prized for the super fragrant essential oil extracted from its skin. The aroma is citrusy, musky, and floral with an intensity that’s hard to believe. That oil is used to scent perfumes and soaps, and, of course, is commonly combined with black tea for Earl Grey.



RECIPE

Earl Grey Holiday Cocktail

YIELD: 1 COCKTAIL
PRE-PREP/ BATCHING TIME: 12 MINUTES
quick serve/ mix at bar for guests!

Instructions:

- Brew 4 cups Earl Grey tea. This will give you enough to make a few cocktails. Store in the refrigerator to keep cold
- Make a batch of honey simple syrup to store in the fridge as well. 5 cups water, 1 cup honey
- Bring to a simmer until honey has dissolved, then cool in the fridge

when you are ready....

- Take 6 ounces of your cold, pre-brewed Earl Grey tea, and add to cocktail shaker
- Take 1¼ ounces of your cold, pre-made honey simple syrup, and add to cocktail shaker
- Add 1¼ ounces of gin OR a spirit-free gin alternative for a NA version of this drink, to your cocktail shaker
- Add 1/4 ounce fresh-squeezed lemon juice to your cocktail shaker
- Shake all ingredients together, and then strain into a festive holiday cocktail glass of your choosing, over ice
- Garnish with lavender sprigs or lemon rind twists

Ingredients:

- Earl Grey tea
 - 4 cups water / 4 Earl Grey tea bags
- 1¼ ounces gin OR spirit-free gin alternative
 - gin suggestion: "Hendricks"
 - gin alternative suggestion: "Ritual Zero Proof"
- honey simple syrup
 - 5 cups water / 1 cup honey
- 1/4 ounce fresh-squeezed lemon juice
- 2 sprigs lavender OR 1 lemon rind twist



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

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?

02

PART

LOOKING BACK

LAST QUARTER'S MEETING DISCUSSION OVERVIEW



COFFEE.....

BEVERAGE BEST PRACTICE OF THE QUARTER

REUSING LEFTOVER COFFEE



IT'S THAT EASY!

- Don't throw away your leftover brewed coffee.
- Collect what remains after serving and reuse it by refrigerating it.
- Use RTD when it is a cold brew coffee offering.
- Quality means you 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 ESG requirements.

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 coffees as a special feature of the day
- Use as an up-sell opportunity with hosted events

TAKE IT A STEP FURTHER...

- Press the coffee to create coffee ice cubes
- If no opportunity to sell at event to guests, create a coffee station for your employees
- TELL THE STORY: Use our Sustainability Practice Log'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 Reese
Levy Convention Centers
National Sales Director
aresee@levyproperties.com

RESUSING LEFTOVER COFFEE

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, k cups, 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!

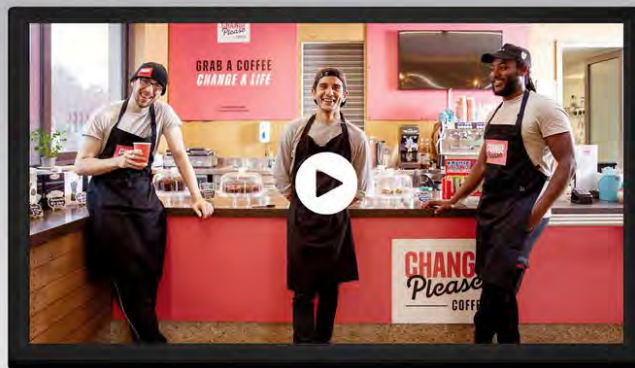
QUESTIONS?
Jesse Barone
Levy Convention Centers
Regional Purchasing Manager
jbarone@levyproperties.com

TRADECRAFT PARTNERSHIP & COFFEE RTD'S

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

CHANGE PLEASE COFFEE

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



COFFEE SALES TACTIC

BEVERAGE TREND INSIGHTS 2023 E15 TREND REPORTS

E15 APRIL 2023

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

E15 JULY 2023

TREND REPORT ADULT BEVERAGES

[CLICK HERE TO VIEW FULL REPORT](#)

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

BEVERAGE TREND REPORTS

GLOBAL LEVY BEVERAGE INSIGHTS NEW CORE BEVERAGE GUIDE



NEW Core Beverage...

ACTION Item 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

LAST QUARTER'S MEETING ACTION ITEMS

September 2023 | [click here for more details](#)

BEVERAGE ACTION ITEM
SEPTEMBER 2023



REUSING LEFTOVER COFFEE

IT'S THAT EASY!	<ul style="list-style-type: none"> 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. Cafeteria teams can use to cook with it (like coffee cake). <p><i>Any property location can do this! No specialty equipment or product required.</i></p>
SUSTAINABILITY PRACTICE	<p>Sustainability initiatives are EVERYTHING... and reducing waste is the biggest way we can make an impact within our F&B environments.</p> <p>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.....</p>
SALES SUGGESTIONS	<ul style="list-style-type: none"> Use as a client "random act of kindness" Sell at B&C outlets as a special feature of the day Use as an up-sell opportunity with hosted events.
TAKE IT A STEP FURTHER...	<ul style="list-style-type: none"> 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 Basso
Levy Convention Centers
National Sales Director
asbasso@levyrestaurants.com

Reusing Leftover Coffee

BEVERAGE ACTION ITEM
SEPTEMBER 2023



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, keups, 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

Selling Tradecraft RTD Coffee Products

[click here to download Tradecraft RTD product deck](#)

BEVERAGE ACTION ITEM
SEPTEMBER 2023



REVIEWING LEVY'S NEW CORE BEVERAGE LIST

- 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

ACTION Item 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

Reviewing Levy's New Core Beverage List

[click here to view the new core beverage guide](#)

BEVERAGE ACTION ITEMS

IMPLEMENTATION CONVERSATION



- 1** Did you start using leftover coffee in your property?
If yes, how so?
- 2** Did anyone use the horchata recipe, or have plans to use it in the future?
- 3** Did anyone start selling any of the RTD coffee drinks shared by Tradecraft? If yes, which ones?
- 4** Has anyone started selling any of the other NEW RTD's shown in the new Core Beverage List?
If so, which ones?

PART

00 YOUR PURPOSE

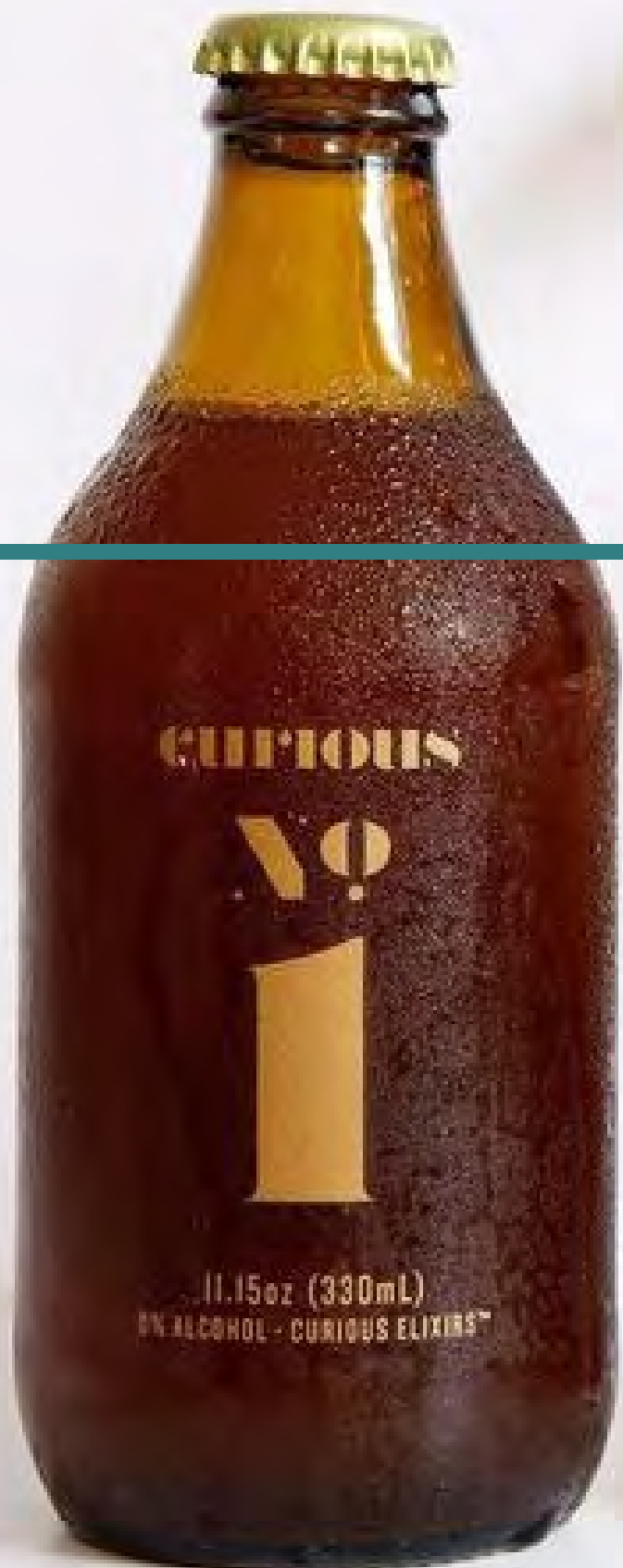
BEVERAGE STRATEGY TASK FORCE FIELD CHAMPIONS

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 quarterly meetings*



ACTION
Items



CALL ATTENDANCE GOALS

100% PROPERTY PARTICIPATION



QUESTIONS?

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

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

DECEMBER 15, 2023

JOSEPH CRAMER SR. OPS MANAGER AMERICA'S CENTER	LAUREN LAURENT DIR. OF CATERING SALES GREATER COLUMBUS CC	MERIDITH LAMBERT ✓ AREA DIRECTOR OF SALES SPOKANE 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	LAUREN TEDFORD ✗ SENIOR CATERING SALES MISSISSIPPI CC	AMANDA SUKHLAL ✓ BANQUET MANAGER JAVITS CENTER	DANI PEPLASKI ✓ GENERAL MANAGER RUPP ARENA
TAMARA ROSEKRANS ✓ GENERAL MANAGER THE CLASSIC CENTER	CHRISTOPHER OBENOUR ✓ DIR. OF PURCHASING GREATER COLUMBUS CC	ANDREW HEEFNER ✓ DIRECTOR OF OPERATIONS GWCC	TORI CHELLIS ✓ SITTING IN FOR BECCA LOS ANGELES CC	VIKRAM HERMON ✓ ASSISTANT GM KENTUCKY CC
ERIN ZIMMERMAN ✓ R&C SUPERVISOR AUSTIN CC	JENNIFER ASWEGAN ✓ GENERAL MANAGER CHATANOOGA CC	SEAN CALHOUN ✓ DIRECTOR OF BEVERAGE GWCC	REBECCA COOKSEY ✗ SR. CATERING SALES MANAGER LOS ANGELES CC	JEFFREY SCHMIDT ✓ ASSISTANT GM KENTUCKY EXPO
MATT TINSLEY ✓ SR OPERATIONS MANAGER BOSTON CC	DEVIKIA TYSON ✓ FOH OPERATIONS MANAGER CHATANOOGA CC	MITZY OCASIO ✓ DIR. OF GUEST EXPERIENCE GWCC	CARLOS TERVINO ✓ EXECUTIVE STEWARD DAVID L. LAWRENCE CC	AMANDA AKERS ✓ ASSISTANT GM KENTUCKY EXPO
JENIFER PINADELOPEZ ✗ DIR. OF PREMIUM HYNES	DAVID MELARA ✓ ASSISTANT GM SANTA CLARA CC	MARIA RIVAS ✓ SENIOR SALES MANAGER PUERTO RICO CC	ANDREW KING ✓ TBD ON TITLE DAVID L. LAWRENCE CC	MICHAEL SMITH ✓ SENIOR PURCHASER HAWAII CC
JOSH NORMAN ✓ SR. OPS MANAGER CLEVELAND CC	NEFTALI PALENCIA ✓ SR. OPS MANAGER SANTA CLARA CC	SARA SIG ✓ SUPERVISOR PORTLAND EXPO	SHENKA PERRYMOND ✓ DIR. OF RESTAURANTS GRB	ALEX CROSS ✓ ASSISTANT DO OMAHA: CHI HEALTH CENTER
FOREST EVANS ✓ DIR. OF BANQUETS CLEVELAND CC	MICHAEL COMO ✓ SENIOR CATERING SALES DMC/ ARLINGTON CC	EMELY ALMONTE ✓ DIR. OF S&E OREGON CC	BRAD WHITING ✓ GENERAL MANAGER GRB	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

BEVERAGE ACTION ITEMS GOALS



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



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 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!

BEVERAGE FIELD CHAMPION OF THE QUARTER



MICHAEL COMO

Dallas Market Center | ESports
Stadium Arlington + Expo Center
Sr. Catering Sales Manager
mcomo@levyrestaurants.com

Thank you, **Michael Como at the Dallas Market Center**, for implementing **ALL** of the "Action Items" from our last Beverage Strategy Task Force Call! You're a **Rockstar!**



Implementation Insights from Michael...

Reusing Leftover Coffee:

- The Iced Coffee Horchata recipe was tasted by the client and they now have it as an option moving forward for their building events.
- They also upsold a "spiked" version with Bailey's, Kahlua, etc. The service is being upsold to groups who have morning coffee services as an afternoon break service.
- R&C - Leftover coffee will be brought to a specialty bar ("Etuk") with the horchata as the spiked option as a daily special when coffee is available

Tradecraft RTD's:

- Their location is now receiving BLK & Bold & La Colombe Coffee
- They have put them in their Byte vending refrigerators that are open 24/7
- DMCC Levy team has also reached out to Ascension (Tradecraft Southern Partner) to create a relationship with them as they are down the block from DMCC

Levy Core Beverage Guide Review:

- They are now ordering "On The Rocks" RTD products
- Cutwater and Lone River products have lived in their locations already

THIS QUARTER'S BEVERAGE INSIGHTS

PART

PART

BEVERAGE TRENDS

*Scott Brown
&
Hilmi Kilickaya*

BEVERAGE TREND INSIGHTS

LOOKING BACK AT 2023

2023 MENU WINNERS

click here to download full mid-year beverage trend report 2023

TREND REPORT GENERATED BY DATASSENTIAL

WHAT IS DATASSENTIAL?



DATASSENTIAL HAS A LEADING FOOD AND BEVERAGE MARKET RESEARCH AND INTELLIGENCE PLATFORM



QUESTIONS?

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

2023

MIDYEAR TREND REPORT

2023 MENU WINNER

HARD KOMBUCHA

WHY IT'S GROWING
 When a non-alcoholic beverage trends, it's almost certain that a hard version is soon to follow. That's the case with hard kombucha, which grew 68% on menus in the past year. Virtuous drinking continues to be a trend, with options like hard kombucha offering a "best of both worlds" approach to the traditional cocktail. Brands like JunShine, Flying Embers, Sierra Nevada, Strange Beast, Boodcraft, and Hooch Booch can all be found on menus now in a wide range of flavors. And, as Datassential Project Manager Eric Masters notes in the "Data Surprises" section of this report, the future growth prognosis is strong for hard kombucha.

Hooch Booch Hard Kombucha in flavors like Bee's Knees and Clover Club.

+68%
12-MONTH GROWTH ON MENUS

+434%
4-YEAR AI PROJECTED GROWTH

2023 MENU WINNER

MOCKTAILS

WHY IT'S GROWING
 Whether you call them mocktails, spirit-free drinks, zero-proof beverages, or any of the other monikers developed for this category, it's no secret that serious beverages without the serious alcohol content are growing on menus. It's de rigueur for on-trend casual and fine dining concepts to feature at least a few mocktails, if not an entire menu, while many major chains are following suit. These drinks often change with the seasons, feature plenty of creative flavor play, and have all of the fun garnishes and presentation of a traditional cocktail. Once a curiosity, these drinks are now mainstream.

Nichinan in Portsmouth, NH, features a full Mocktail Bar menu with options like the passionfruit-flavored Passion Project with ginger, coconut, vanilla, bubbles, and boba.

+65%
12-MONTH GROWTH ON MENUS

+102%
4-YEAR AI PROJECTED GROWTH

2023 MENU WINNER

BERGAMOT

WHY IT'S GROWING
 Surprised to see bergamot as one of the fastest-growing flavors on menus? Don't be -- it's being driven by a number of trends, including the growth of both floral flavors and tea. Indeed, the floral citrus flavor is primarily known for its inclusion in Earl Grey tea, and Earl Grey drinks can be found across menus now, including the London Fog offshoot, one of our 2023 Flavors to Watch. Bergamot liqueurs like Italianes are driving growth in alcoholic beverages, and the flavor can also be found in desserts and soda. In 2022 Shake Shack introduced a Harvest Berry Lemonade with bergamot citrus.

Torani released bergamot-flavored syrup last year.

+60%
12-MONTH GROWTH ON MENUS

+2%
4-YEAR AI PROJECTED GROWTH

2023 MENU WINNER

ESPRESSO MARTINI

WHY IT'S GROWING
 What a comeback. A staple of the '90s, nostalgia has brought the espresso martini back in full force. Chains like Hard Rock Café, Maggiano's, and Starbucks Reserve locations have added new variations to the menu this year (including a version that uses Oleato extra virgin olive oil-infused Golden Foam at Starbucks). RTD canned and bottled versions are also flooding retail shelves. Now that it's back, many bartenders are getting more creative with the cocktail, taking it in new directions with premium coffees, a range of spirts, and next-level flavors.

Golden Rule canned espresso martini made with Equator Coffees.

+59%
12-MONTH GROWTH ON MENUS

+108%
4-YEAR AI PROJECTED GROWTH

2023 MENU WINNER

HARD ICED TEA

WHY IT'S GROWING
 Like we said about hard kombucha, if a non-alcoholic beverage is growing, you can bet a hard version will start trending soon after. That's also the case with hard iced tea, which is growing as a wide range of RTD boozy beverages make their mark. Indeed, the brand Twisted Tea is one of the top-growing brands overall on menus and accounts for much of the growth of the category overall. Chains and independents should consider developing their own unique version of hard iced tea for the menu, while you can expect new varieties to hit retail shelves aiming to tackle Twisted Tea's supremacy in the years ahead.

Brands like Lipton and Arizona have launched their own hard tea line extensions.

+56%
12-MONTH GROWTH ON MENUS

+20%
4-YEAR AI PROJECTED GROWTH

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 (cooperated in 2022)

MAC MOVER →

Alcohol-infused popicles, 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

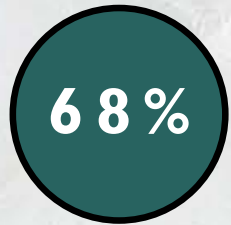
Alcoholic beverages with a kick of heat from ingredients like jalapeno, ancho chiles, pink peppercorn, Thai chili, Szechuan chili peppers, or ghost pepper. Examples include St. George Green Chile Vodka, Ballast Point Habanero Sculptin Beer, Goose Island Stout with Ancho Beer, Ancho Reyes Verde Poblano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

BEVERAGE TREND INSIGHTS

LOOKING BACK AT 2023

What has been added more and more to menus over the past year?

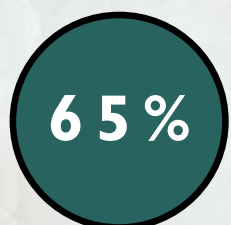
HARD KOMBUCHA



growth on menus



MOCKTAILS/ SPIRIT-FREE



growth on menus



BERGAMOT



growth on menus



ESPRESSO MARTINI

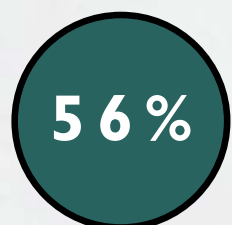


growth on menus



[click here for core bev. menu RTD espresso martini information](#)

HARD ICED TEA



growth on menus



[click here for core bev. menu RTD hard tea information](#)

BEVERAGE TREND INSIGHTS

LOOKING TO 2024

What might guests look for in 2024?

Items that have moved into mainstream status and are growing in interest

HARD SODA

NEW!



LOW CALORIE/ CARB CRAFT BEER

NEW!



WINE COCKTAILS

74%

of consumers
ARE
interested!



BOOZY FROZEN DESSERTS

72%

of consumers
ARE
interested!



RTD COCKTAILS

ON
THE
RISE!



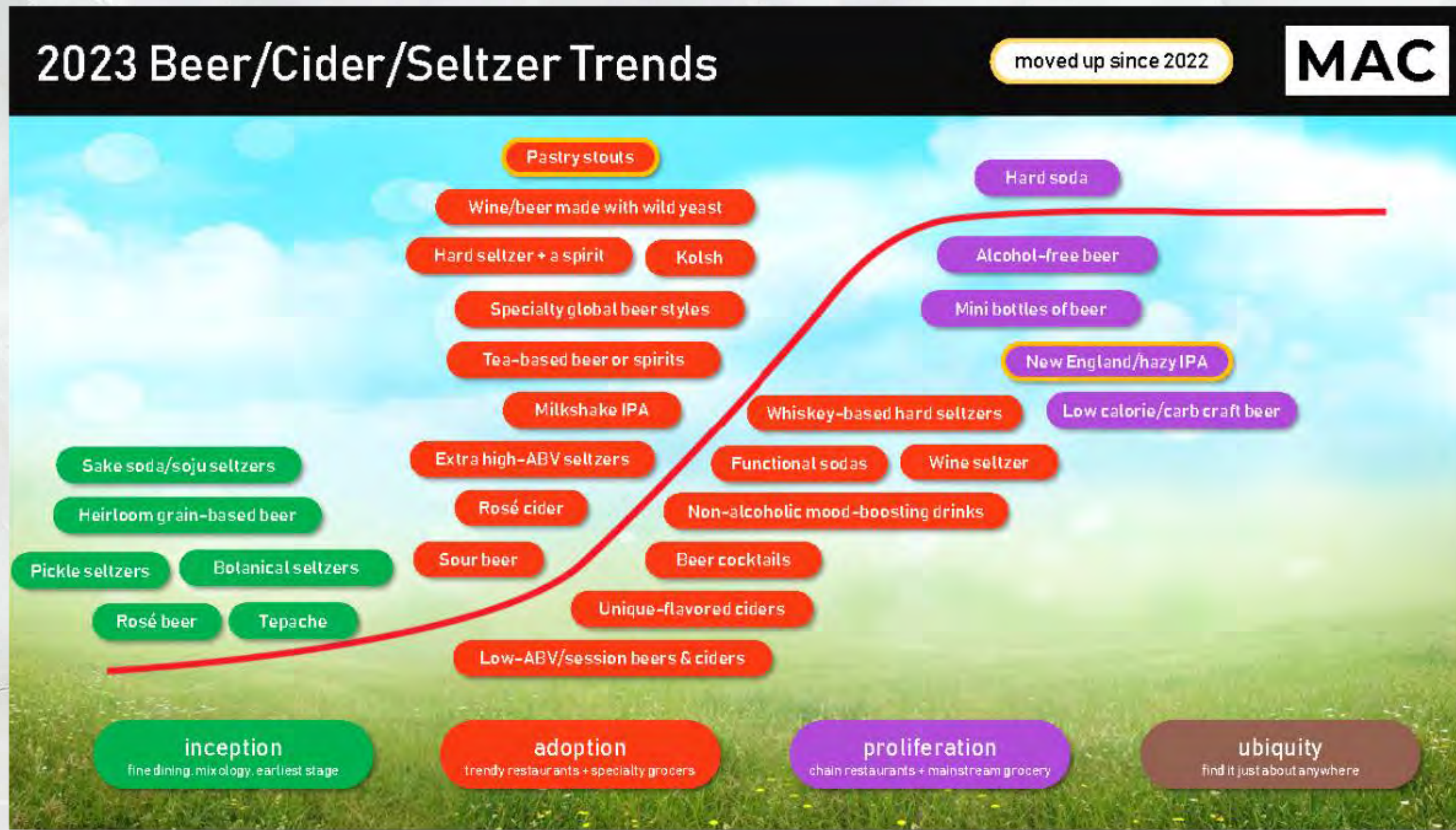
SPICY INGREDIENTS

ON
THE
RISE!



BEVERAGE TREND INSIGHTS

2023: WHAT MOVED UP!



BEVERAGE TREND INSIGHTS

2023: WHAT MOVED UP!



BEVERAGE TREND INSIGHTS

2023: WHAT MOVED UP!



PART

WINE TRENDS

*Adam Borders
&
Rachael Lowe*

Convention Centers Summary: Wine Purchases 2023



[click here
to download
full deck](#)



Convention Centers Purchased +2500 Cases of Wine in Fiscal Year '23

- JAVIT - 632 Cases Purchased
 - Salmon Run Chardonnay - 141cs
 - La Marca Prosecco - 116cs
 - Da Vinci Pinot Grigio - 105cs
- SPOKE - 464 Cases Purchasd
 - Woodbridge Wines- 345cs
 - La Crema Wines - 77cs
 - Wycliff Brut Champagne - 24cs
- LACTR - 309 Cases Purchased
 - Val D'oca Prosecco 187ml - 196cs
 - Woodbridge Wines 187ml - 64cs
 - Bubbles Rose Can - 24cs



Convention Centers Top Ten Wine Purchases FY' 23

- Val D'Oca Prosecco Extra Dry 187ml - 196cs
- Woodbridge Chard Can 187ml - 193cs
- Woodbridge Cabernet Sauvignon Can 187ml - 182cs
- Woodbridge Cabernet Sauvignon - 174cs
- Salmon Run Chard - 141cs
- La Marca Prosecco - 125cs
- Da Vinci Pinot Grigio - 105cs
- Woodbridge Chardonnay 86cs
- Woodbridge Pinot Grigio Can 187ml - 78cs
- Woodbridge Pinot Grigio - 67cs

Opportunities we can take from our wine purchases

We purchased over 264cs worth of split case purchases. In most markets, there is a charge to break open a case. We can save \$\$\$ by buying full cases. Also inquire with your local wine suppliers to take advantage of any volume discounts.



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

WINE TREND INSIGHTS

DATA FROM 2023



WINE COCKTAILS

77% awareness (+5% vs 2022)

74% interest (+4% vs 2022)

mac stage: *proliferation*

Cocktails that feature wine as an ingredient such as: port or sherry in a cocktail, sangria, champagne cocktail, etc.



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

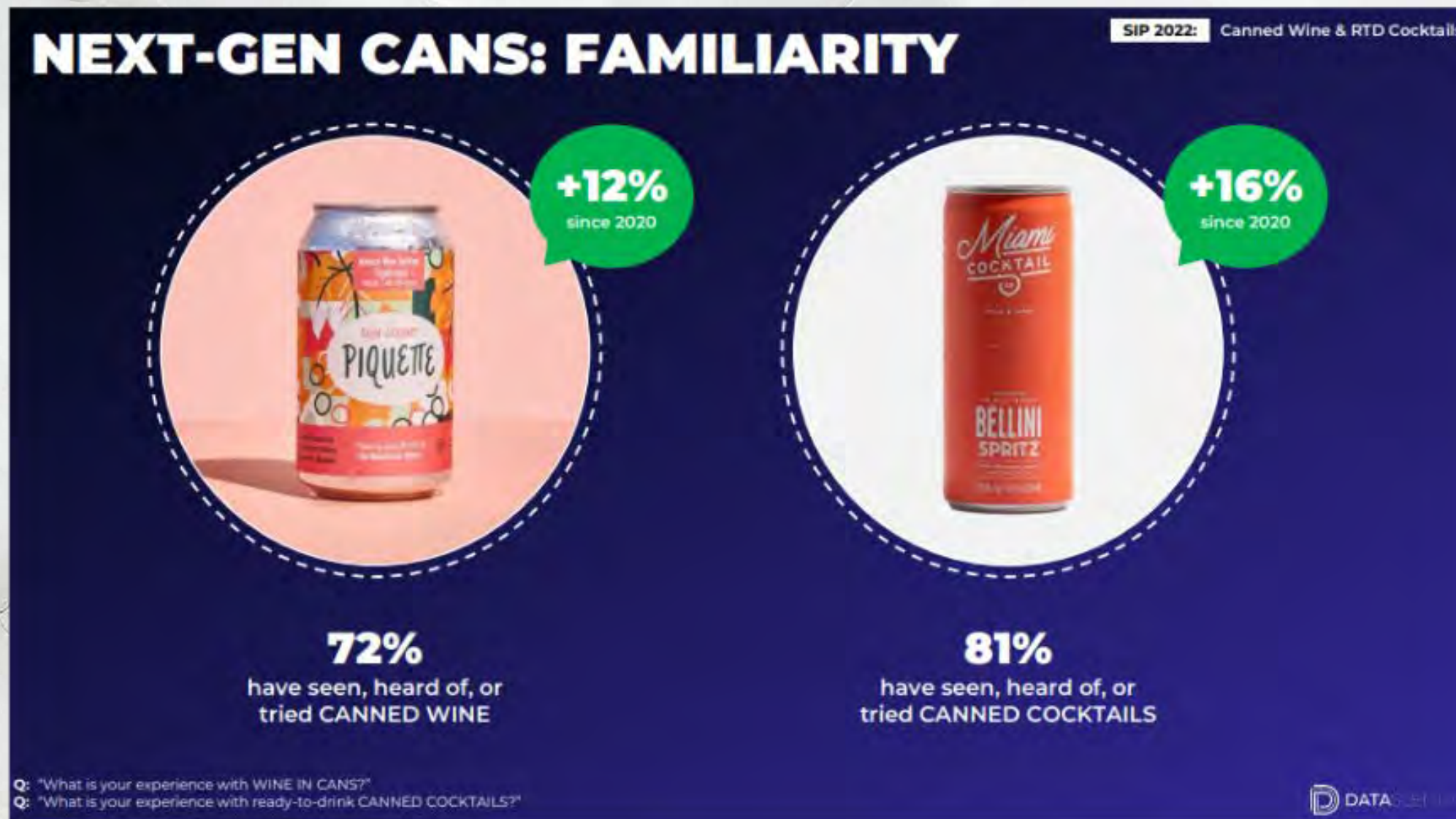
ubiquity
find it just about anywhere

THE PROS!

LIGHTER TO
CARRY AND
EASIER TO
TRANSPORT

100%
RECYCLABLE
MATERIAL &
LESS WASTE

FASTER
TO
CHILL



SHATTER-
PROOF

FASTER
SPEED OF
SERVICE

NO LIGHT
STRIKE OR
AIR
INFLUENCE

PART

BARTESIAN COCKTAIL MAKER

Heather Wulf

BARTESIAN COCKTAILS PROGRAMMING OVERVIEW



click here
to download
full overview
deck



BARTESIAN QUESTIONS?

Casey Cline
Commercial Partnership Manager
Bartesian
Email: cline@bartesian.com
Cell: 217.840.8855



LEVY APPLICATION QUESTIONS?

Heather Wulf
Sr. Director of Premium & Hospitality Services
Levy Core Solutions
Email: hwulf@levyrestaurants.com
Cell: 402.440.5906

ACTION
Item

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

BARTESIAN COCKTAILS

THE PREMISE...

SIMPLE COCKTAIL CREATION

From mocktail to strong, craft a perfect cocktail in seconds.



1



INSERT COCKTAIL CAPSULE

2



CHOOSE YOUR STRENGTH

3



CREATES COCKTAIL IN SECONDS

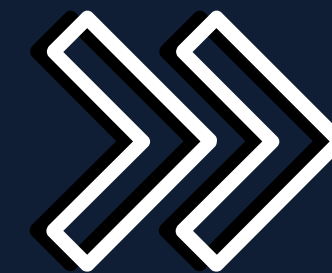
The Bartesian Premise...

Bartesian increases revenue and improves the guest experience without adding any incremental operational costs or challenges!

OPPORTUNITY:
Customers Want GOOD Cocktails!

CHALLENGE:
Labor, Training, Ingredients, Waste, Cost

POTENTIAL SOLVE:
Bartesian --> 50 Cocktails, Small Space, No Waste, No Training



BARTESIAN COCKTAILS

PRODUCT LINE OVERVIEW

HOW IT WORKS

Bartesian is a premium, capsule based system that crafts bar quality cocktails at the touch of a button

Insert capsule, select spirit strength, and serve cocktail in under 30 seconds

Works with any brand of vodka, whiskey, tequila, gin, and rum

the machine work great for craft NA drinks as well. use spirit-free liquor brands instead!

50+ cocktail pods flavors to choose from

THE MACHINE



Bartesian provides free machines to Levy as part of our partnership with them

Reach out directly to Casey Cline with Bartesian, who handles all professional sports, live entertainment, and convention center business for Levy

Bartesian also provides complementary capsule storage devices

COCKTAILS

the capsules are sold in boxes of 60 for \$90 (\$1.50 / capsule)



NEGRONI



GINGER PEACH ICED TEA



WHISKEY SMASH



SPICY MARGARITA



ROB ROY

[click here for catalog of cocktail pod selections](#)

[click here for pod ordering link](#)

BARTESIAN COCKTAILS

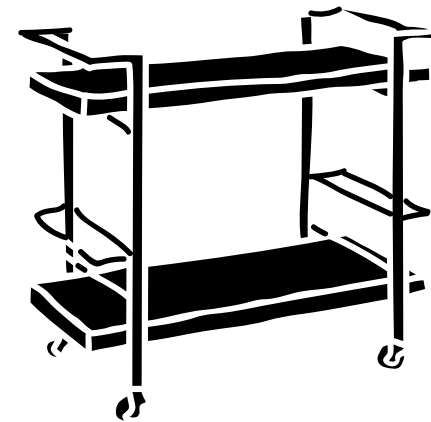
APPLICATION SUGGESTIONS

CONVENTION CENTERS

Show Offices



Mobile Carts



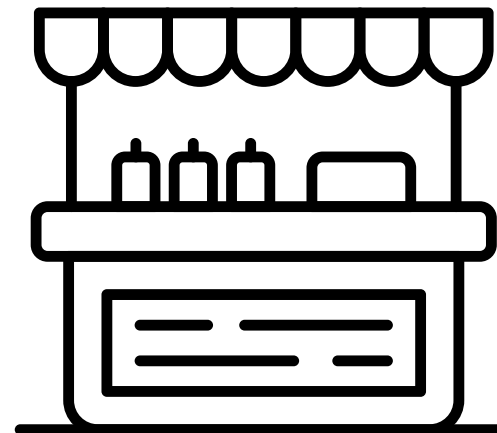
Hosted Bars



Exhibit Floor Bars



R&C Portables



R&C Outlets - Stands & Bars



BARTESIAN COCKTAILS CART APPLICATION

CART ON WHEELS



click image for
ordering location

BATTERY PACK



click image for
ordering location

**VESSELS AND DÉCOR
ELEMENTS**



BARTESIAN COCKTAILS

FIELD FEEDBACK

FIELD ACTIVATION

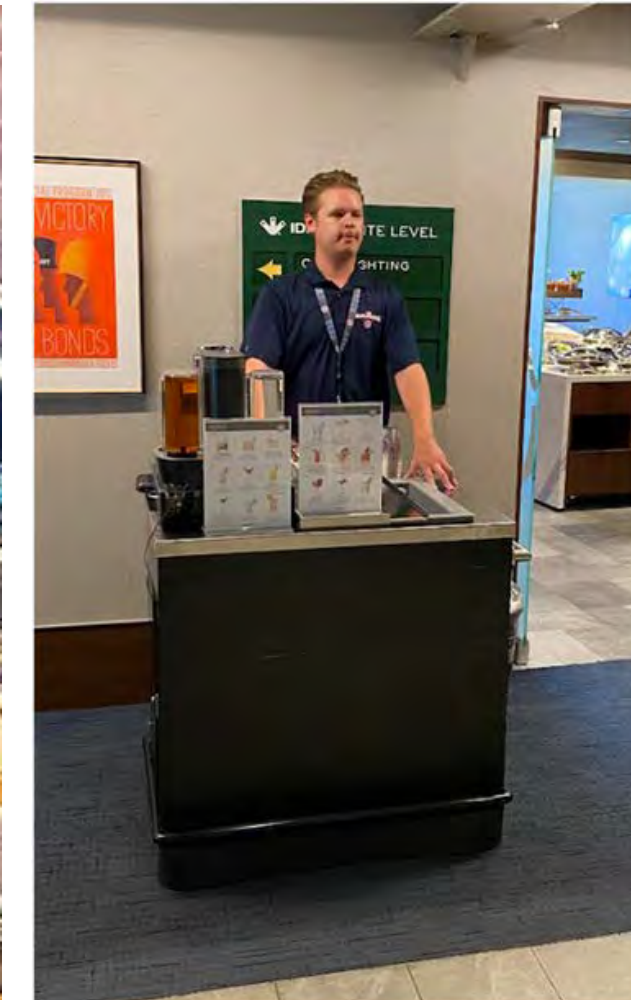
“Adding Bartesian to our suite level increased per game alcohol sales by 30%. This was during a pilot program with little marketing, so we expect sales figures to be drastically higher next season. We’re opting to add Bartesian to our in-seat service area as well; which is going to address a huge request by our fans for cocktails.”

- Lorin Blume, Director of Premium

“We used to offer batch cocktails and it was slow, so we replaced all of those with Bartesian and our spirit sales have increased.”

“Bartesian is so easy for anyone to use. It doesn’t matter who’s working the stand...plus the guests love the drinks, it’s a no-brainer for us.”

- Joe Ditri, Lower.Com Field, Asst. Director of Ops



BARTESIAN COCKTAILS

ORDERING PROCESS

Next Steps

1. Contact: Casey Cline (Cline@Bartesian.com / 217-840-8855) to schedule an in-person demo / tasting at your venue
2. Venue tour with your team during the demo / tasting to identify custom applications that will drive greatest revenue and operational savings
3. Complimentary machines, custom menus, and signage designed by Bartesian
4. Bartesian team available to be on-site during the launch of programs

PART

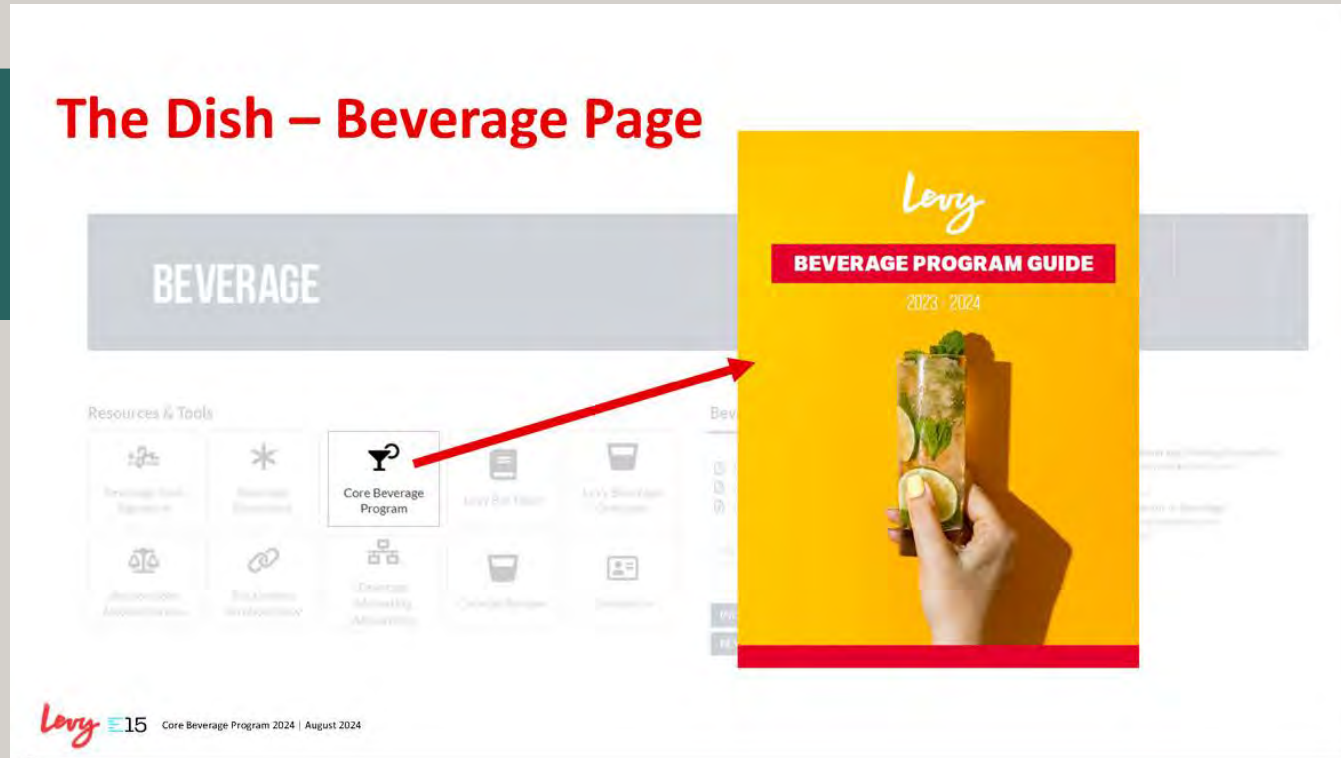
DEI & SUSTAINABLE PRODUCTS

Rachael Lowe

CORE BEVERAGE PROGRAM

DEI & SUSTAINABLE PRODUCTS

The Dish – Beverage Page



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

Sustainable, Organic and DEI Brands

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



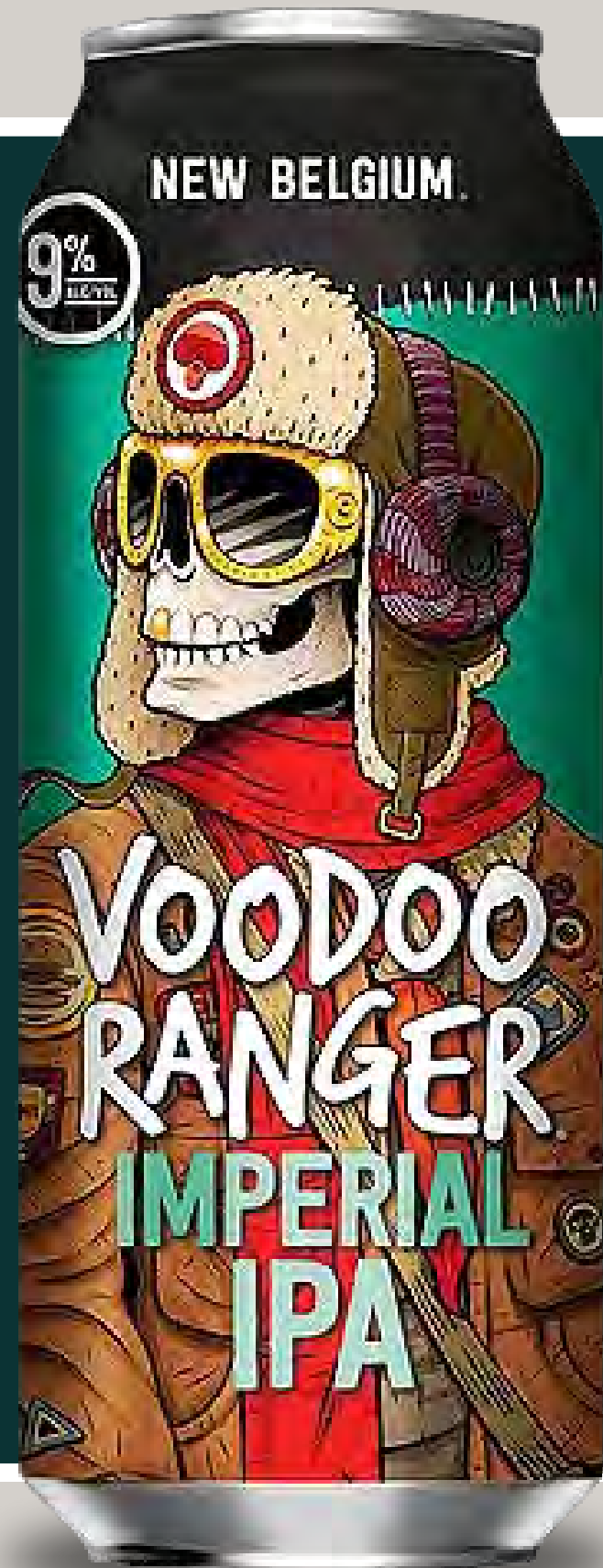
NEW Core Beverage...



MINORITY/WOMEN-OWNED			
Spirits	Wine	Canned Wine	
Uncle Nearest Balanz Amaro Nonino	Marques de Caceres Brut Cava Burgans House of Brown Chapoutier Belleruche Rosé Intercept Black Girl Magic Borgo Scapeto 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 Cans 12 Maker's Mark Fero Vermouth Rosso Fero Vermouth The Botanist	Cakebread Huber 'Vision' Kendall Jackson Vintner's Reserve Benvalis House of Brown La Crema Winery Argyle A to Z Wine Works Rosé Borgo Scapeto Chianti Classico Alois Lagleder	Archer Roose
ORGANIC			
Spirits	Wine		
Bombay Dry Bombay Sapphire	Chapoutier Belleruche Rosé Andeluna Brancaia THE Super Tuscan Burgans Albariño		

SUSTAINABLE PRODUCT

BEER OPTION



NEW BELGIUM BREWING CO.

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

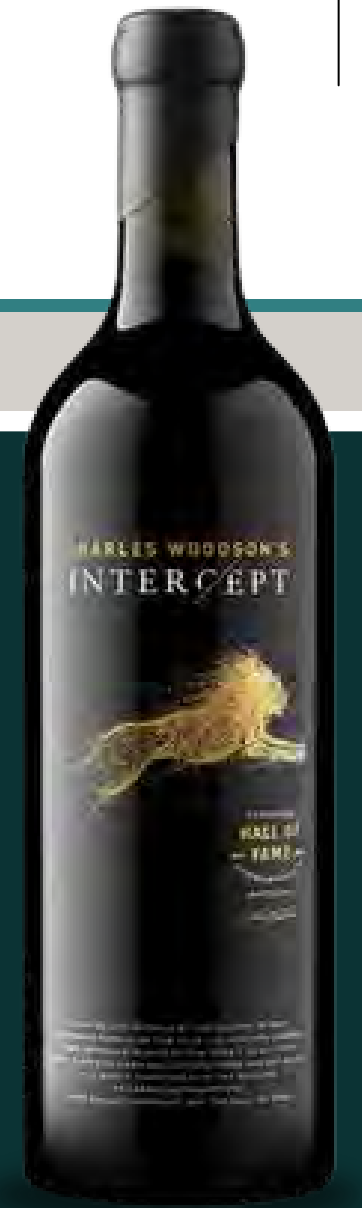
DEI & SUSTAINABLE PRODUCTS

CORE WINE OPTIONS



ARCHER ROOSE

- 'ARCHER ROOSE,' A WOMAN LIVING LIFE BY HER OWN RULES
- FEMALE OWNED. ELIZABETH BANKS IS CHIEF CREATIVE OFFICER
- 'TRAVELING VINEYARD' CONCEPT. SOURCE GRAPES FROM THE REGION THEY ARE KNOWN FOR.
- 100% SUSTAINABLE



INTERCEPT CABERNET SAUVIGNON

- BLACK OWNED
- WINE SCHOLARSHIPS FOR BLACK, INDIGENOUS, PEOPLE OF COLOR INTERESTED IN PURSUEING CAREER IN WINE INDUSTRY (CHARLES WOODSON AND O'NEILL FAMILY WINE SCHOLARSHIPS)
- MEMBER OF NON-PROFIT ASSOCIATION OF AFRICAN AMERICAN VINTNERS
- CHARLES WOODSON - FORMER NFL DEFENSIVE BACK FOR OAKLAND RAIDERS AND GREEN BAY PACKERS

DEI & SUSTAINABLE PRODUCTS

CORE SPIRIT OPTIONS



BOMBAY + BOMBAY SAPPHIRE

- ALL BOTANICALS CERTIFIED SUSTAINABLE
- DISTILLERY RUN ON 100% RENEWABLE ELECTRICITY / AWARDED CARBON TRUST STANDARD
- ALL BOTTLES MADE OF 1/3 RECYCLED MATERIAL
- GOAL - PLASTIC FREE BY 2030

UNCLE NEAREST



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

DEI & SUSTAINABLE PRODUCTS

EXEMPTION REQUESTS

EXEMPTION REQUESTS FOR OTHER PRODUCTS NOT LISTED WITH CORE BEVERAGE PROGRAM

THOUGH OF COURSE WE APPRECIATE ANY AND ALL PARTICIPATION USING THE CORE BEVERAGE PROGRAM SELECTIONS, THERE ARE AN ABUNDANCE OF ADDITIONAL BEER, WINE AND SPIRITS THAT ARE ALSO WONDERFUL REPRESENTATIONS OF DEI AND SUSTAINABLE BEVERAGES. WE ENCOURAGE THE SUPPORT OF BEVERAGE ITEMS FROM LOCAL BUSINESSES, IN ADDITION TO THE NATIONAL CORE PROGRAM. IT'S ALWAYS A BENEFIT TO CELEBRATE OUR NEIGHBORS!

WE ASK THAT ANY LOCATION UNABLE TO CARRY AN ITEM FROM THE LEVY CORE BEVERAGE PROGRAM SUBMIT AN EXCEPTION REQUEST SO WE ARE BETTER ABLE TO TRACK PARTICIPATION ON A NATIONAL LEVEL.



QUESTIONS?

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

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*

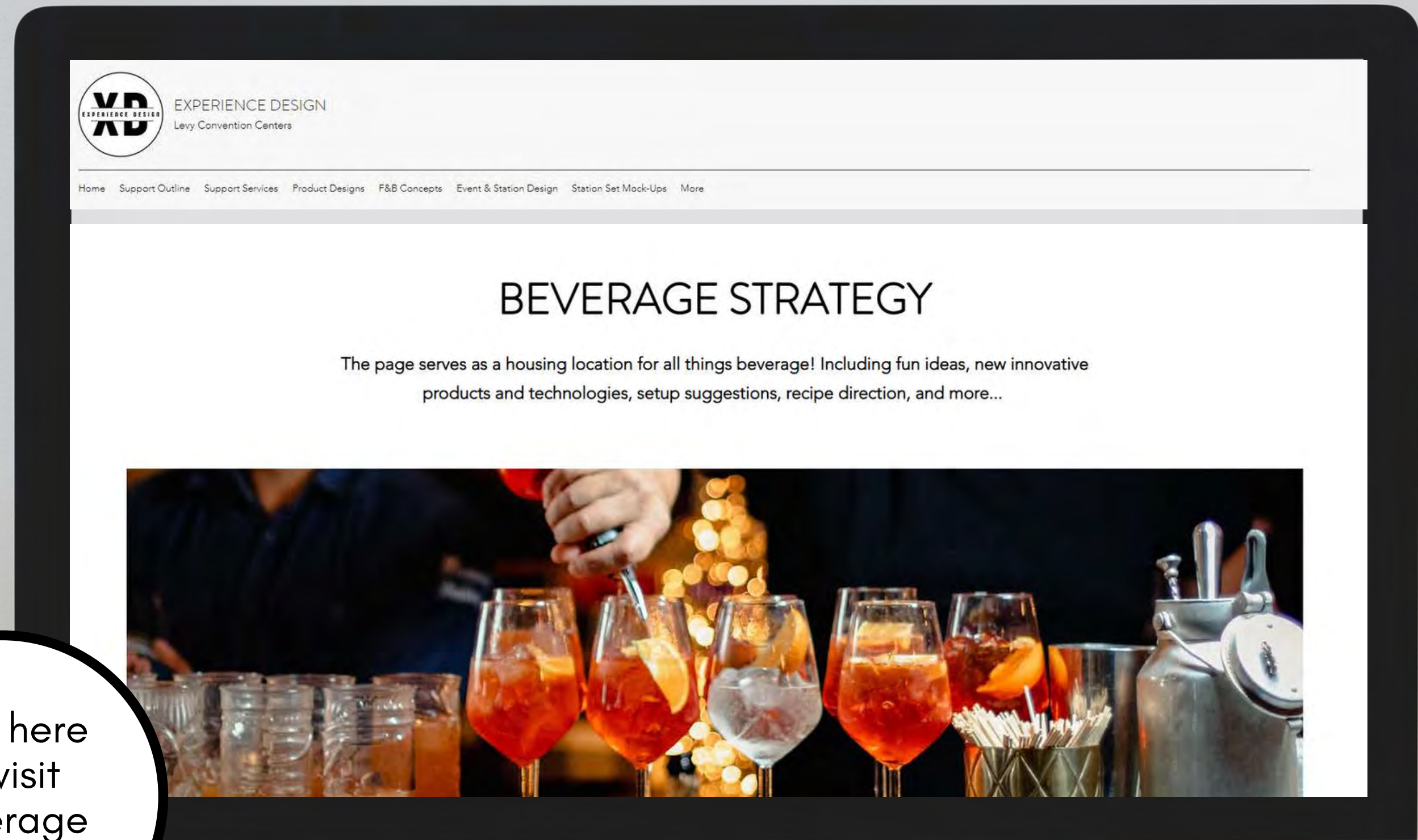
REMEMBER TO VISIT... ... THE BEVERAGE STRATEGY WEBSITE

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



Levy Dish

SHARE WITH YOUR BARTENDERS!

Cocktail Recipes

Filters

- ▶ Colors
- ▶ Ingredient
- ▶ Seasonality

Search Recipes... [Q] [X]

 AIR MAIL	<u>AIR MAIL</u>	 AMERICANO	<u>AMERICANO</u>
 APEROL SPRITZ	<u>APEROL SPRITZ</u>	 AVIATION	<u>AVIATION</u>

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

NEXT STEPS CALL WRAP UP

1

Our next call:
Friday, March 22nd / 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, February 16th

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 Artesian 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

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.

