

# CONVENTION CENTER BEVERAGE STRATEGY TASK FORCE

*May 2023*





# AGENDA

## *Today's Topic - Beverage Stations*

*Field Beverage Champions Purpose - Julio Henriquez*

*Beverage Data & Trend Insights - Scott Brown*

*Sourcing Insights - Jesse Barrows*

*Experience Insights - Ashley Russo*

*Sales Strategy Insights - Ashley Russo*

*Field Insights - Becca Cooksey - LACC*

*Next Steps - Julio Henriquez*







# ***OUR PURPOSE***

***Beverage Done Right.***

*We are critical ambassadors  
and liaisons for desired  
engagement at work –  
Champions*



# MONTHLY MEETING

Date: May 26th, 2023

## DATA INSIGHTS

*e15 and beverage analytics teams  
to provide current market insights*

## TREND INSIGHTS

*share-out of latest beverage trends in  
product, recipe, technology, and  
more*

## SOURCING INSIGHTS

*updates on new, current and future  
products available within current  
purchasing chain ... and also what is on the  
horizon*

## SALES STRATEGY INSIGHTS

*tips, tools and suggestions provided on how  
to sell a variety of beverage concepts,  
experiences, menus, and more*

## PROPERTY INSIGHTS

*peer-to-peer sharing of property best  
practices, operational insights, and  
other beverage related ideas*





# Refresh

# DATA INSIGHTS

Waters

Juices

*Merchandising Impact on Sales*

- *Volume drivers?*
- *Low cost of sales?*







# TREND INSIGHTS

*New non-alc beverage report from the E-15 team including internal Compass data and national trends*

 15

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.

TREND REPORT

## NON-ALCOHOL BEVERAGES

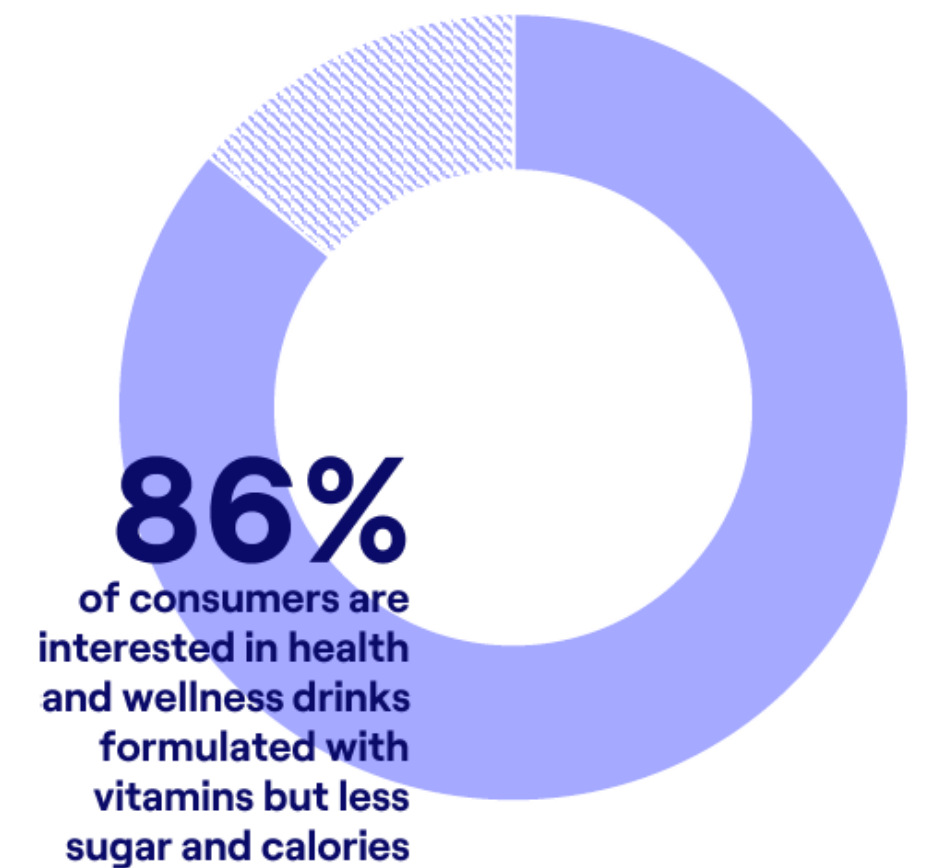
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Category Trends	17



# TREND INSIGHTS

## *Key Non-Alcoholic Beverage Trends:*

- 1. Health & Wellness*
- 2. Functional Benefits*
- 3. Sustainability*
- 4. Global Flavors*
- 5. Social Media Trends*







# TREND INSIGHTS

**31%** of consumers are interested in **herbal and botanical** non-alcohol beverages as an emerging trend

## Four-Year Growth on Non-Alcohol Beverage Menus



Lavender

**+97%**



Hibiscus

**+48%**



Rose

**+27%**

**41%** of consumers are interested in **trendy tropical fruit** non-alcohol beverages as an emerging trend





# SOURCING INSIGHTS

## Category Trends

Category	% of Total Beverages Purchased	% Change YOY	Category Definition
ENERGY	32%	3%	Energy enhanced beverages often containing taurine, caffeine, and other added vitamins and/or minerals
CSD	24%	4%	Carbonated soft drinks – includes cola and other flavored sodas
ENHANCED WATER	7%	-4%	Flavored, still water drinks which may have added sweeteners, vitamins, or minerals, but aren't intended as a functional beverage like sports drinks
SPORT DRINKS	7%	9%	Functional beverages, often containing electrolytes to aid in hydration
DIET/ZERO CSD	7%	16%	Reduced or no calorie carbonated soft drinks
RTD TEA	5%	-15%	(Ready to drink) tea beverages
JUICE DRINK	5%	-11%	Non-carbonated beverages containing juice, but less than 100% juice
WATER	4%	-2%	Still unflavored packaged water
RTD COFFEE	3%	-13%	(Ready to drink) packaged coffee or espresso-based beverages
SPARKLING WATER	3%	-18%	Sparkling, unflavored packaged water
JUICE	2%	-8%	Contains 100% pure fruit or vegetable juices





# SOURCING INSIGHTS



## Top Growing Products

Brand	% Change YOY
CELSIUS	142%
COCA-COLA ZERO	28%
DIET COKE	27%
RED BULL THE SUMMER EDITION	22%
GATORADE	22%
DIET DR PEPPER	16%
PEPSI	15%
DR PEPPER	15%
RED BULL THE PEACH EDITION	14%
AQUAFINA	13%
MONSTER ZERO ULTRA	12%
COCA-COLA CHERRY	11%
BODYARMOR	11%
GLACEAU SMART WATER	9%
SPRITE	9%
RED BULL THE YELLOW EDITION	9%
COCA-COLA	8%
CANADA DRY	8%
WILD CHERRY PEPSI	6%
RED BULL	5%



# SOURCING INSIGHTS



## *Products in Decline*

Brand	% Change \$
ARIZONA	-36%
PROPEL	-33%
PEACE TEA	-30%
MTN DEW KICK START	-29%
TROPICANA	-29%
SPARKLING ICE	-25%
TROPICANA PURE PREMIUM	-23%
STARBUCKS FRAPPUCCINO	-19%
BAI	-18%
5-HOUR ENERGY	-16%
BANG	-16%
JUMEX	-15%
LIFE WTR	-14%
HINT	-13%
PURE LEAF	-11%
GATORADE SERIES 02 PERFORM	-11%
STARBUCKS DOUBLESHOT	-11%
DASANI	-10%
NOS	-9%
REIGN	-8%



# SOURCING INSIGHTS



## Energy Boom

### Path to Market:

- *Celsius* - Nationwide distribution through Pepsi.
- *Red Bull* - Nationwide distribution, regionally specific distributors.
  - Link to approved Red Bull distributors found below in the Model Market Directory
    - <https://cpgplc.sharepoint.com/:x:/r/sites/us-myc-foodbuy/shared%20documents/selected%20book%20of%20record%20mycompass%20march%202023.xlsx?d=wd924678c617c43aa8a5c27dcf6b4da1c&csf=1&web=1&e=T8HOqn>





# SOURCING INSIGHTS



## *Energy Boom*

### *Path to Market:*

- *Yachak - Distribution through Pepsi.*
  - *Unique plant based energy teas*
  - *16oz cans, variety of flavors*
  - *Point of difference for the Pepsi and energy portfolio.*



# SOURCING INSIGHTS



## *Sport Drink*

### *Growing Products:*

- *Gatorade – G Fit, Gatorlyte, Fast Twitch*
- *Nationwide distribution through Pepsi.*
- *Powerade- Zero Ion4*
- *Nationwide distribution through Coke.*



# ***EXPERIENCE INSIGHTS***



- Beverage station design
- Setup & display imagery
- Beverage concepts
- Suggestive setup & display items

*Note: most of the images shown throughout this deck are hyperlinked so that you can click and obtain more information about the items being shown*



# STATION DESIGN

## BEST PRACTICES TO FOLLOW

### HEIGHT

Use:

Risers/ taller shelves/  
over the-table display bars/ tall plants or trees

... to frame-in station setups

Additionally, use decorative backdrops to  
further frame in chef's tables and reduce the  
perception of "floating stations"

### UNCONVENTIONAL ITEMS

Learn to look at products in a different light.  
Items that are intended for a different use, can  
become great display pieces for stations.  
Examples: plant stands make great risers and  
achieve more height than your typical  
'banquet specific riser'. Pencil holders are  
great for silverware, etc.

### LIGHTING

High-LIGHT your station with lighting accents.

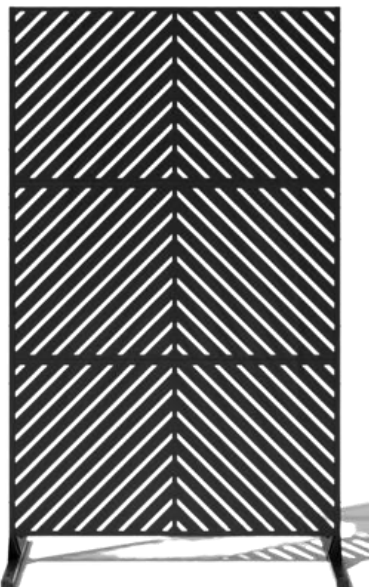
Examples:

Battery operated lighting features/ flameless  
candles

Hidden mini LED lights under raised platters

Digital menu displays

1



2



3





# STATION DESIGN

## BEST PRACTICES TO FOLLOW

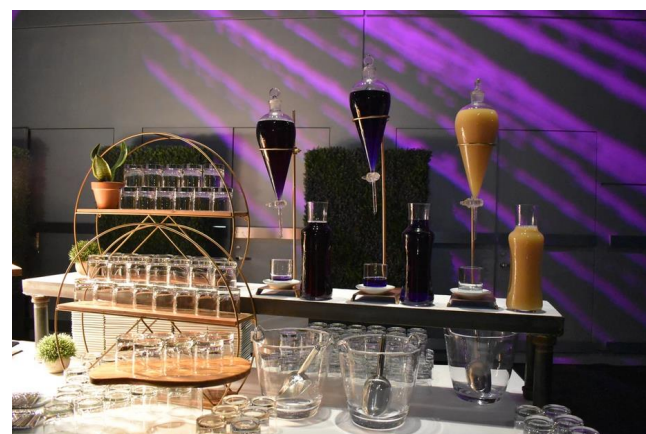
### LAYERING

Place taller items in the background and shorter items in the foreground for a tiered or stacked look

Short risers in front, tall risers in back.

Think of how to achieve the look of a "stairwell"

4



### LIVING/ ORGANIC ELEMENTS

Use plants, produce, florals, herbs, etc. to add an element of warmth to the table

Tall trees are a great way to frame in a station, with added height

5



### MIX MATERIALS

Use metals/ wood/ marble/ stone/ fabric/ etc.

The mixing of materials adds visual interest with contrast. Not all display items must "match" perfectly

6





# STATION DESIGN

## BEST PRACTICES TO FOLLOW

### MESSAGING

Implement station branding, storytelling, and menu/ instructional notes for clarity in service processes

There are many different ways to message to your guests, including:

poster signage, hanging signage, tabletop messages, fun food saying signs, QR codes used for added information, digital boards or monitors with videos, fun messages printed on packaging, and more

7



### THEME RELEVANT DÉCOR ELEMENTS

Theme relevant accent décor can add that extra touch of personalization and customization, particularly as it relates to the F&B concept or even the Client event vision/ theme

8



### INTERACTION

Implement interactive experiences to further create "wow-worthy" moments for guests. Unique equipment & service techniques partnered with your F&B stations, can create an "experience hub" and not just "a station"

9





# BARS & BEVERAGE STATIONS

SUGGESTIVE  
SETUP & DISPLAY  
IMAGERY



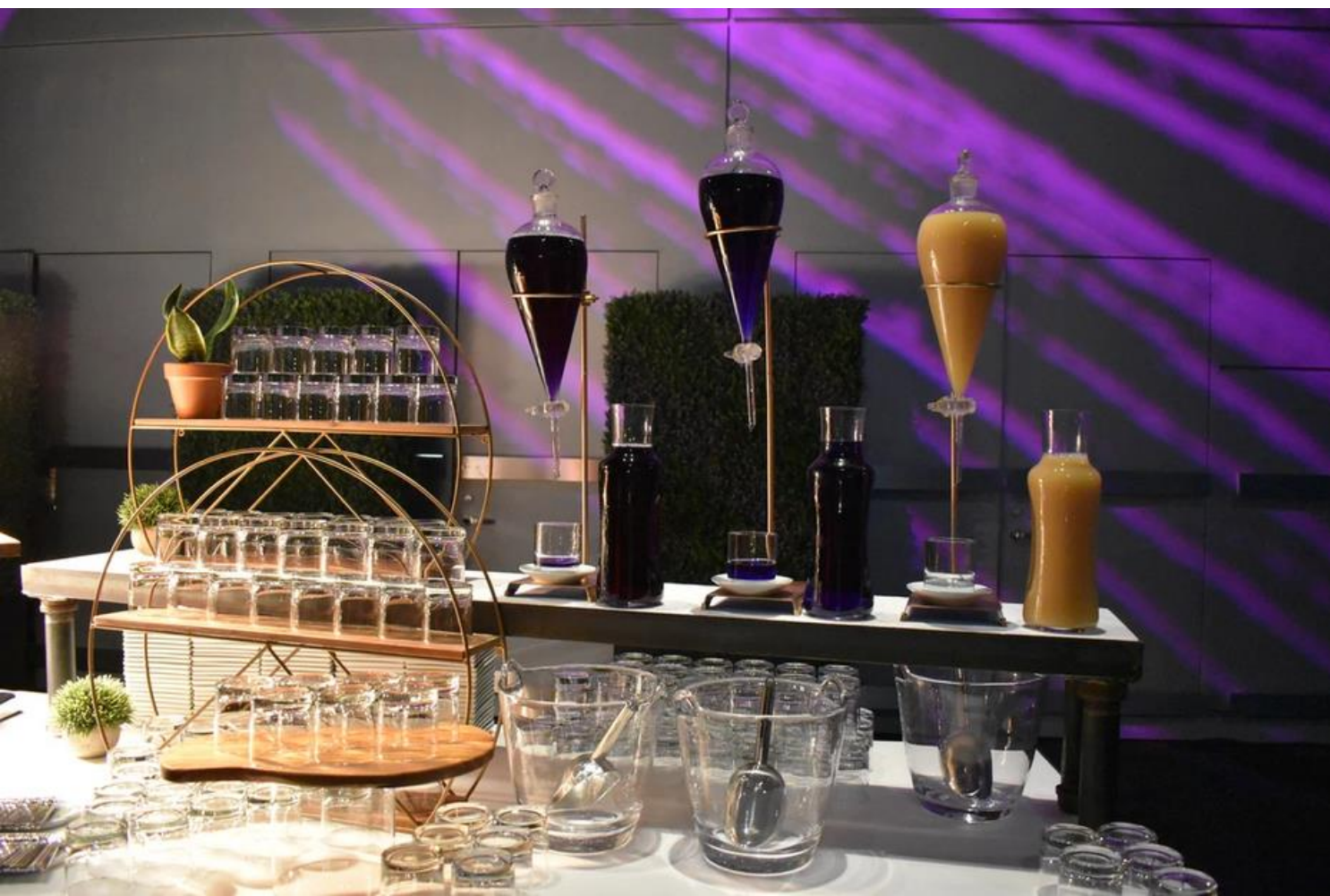




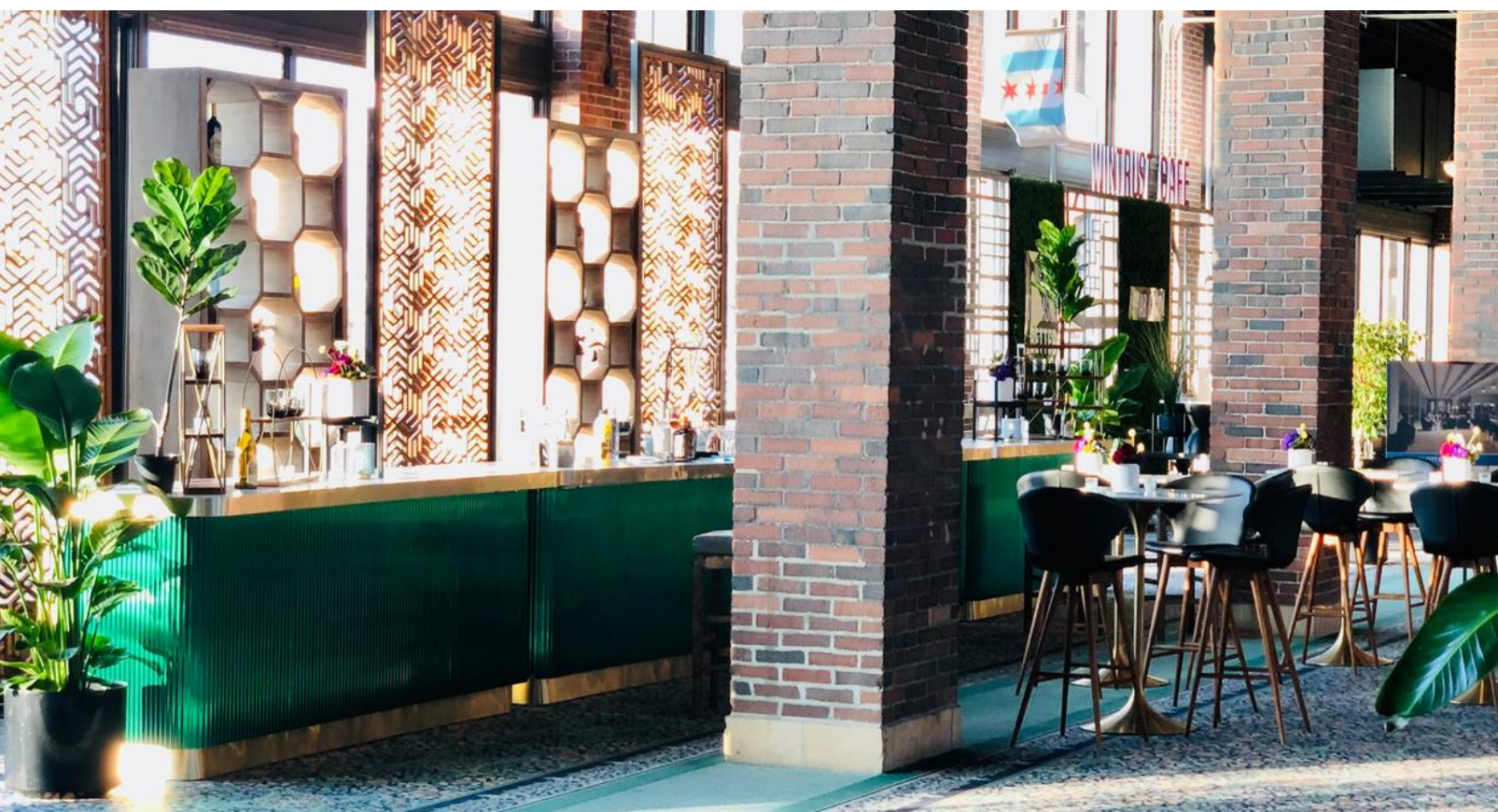






























# BACK BAR/ BEVERAGE SHELF PROPPING IMAGERY EXAMPLES





# COFFEE STATION

## SELF-SERVE BEVERAGES





# POP-UP BAR/ LOUNGE

## CREATING BEVERAGE "ENVIRONMENTS"





# BARISTA COFFEE STATION CREATING BEVERAGE "ENVIRONMENTS"

## COFFEE BAR





# POP-UP CAFÉ MOCK-UP

## CREATING BEVERAGE "ENVIRONMENTS"





# BEVERAGE CONCEPTS

CATALOG OF  
IDEAS





# EXPERIENCES FOCUSED ON...

1

## INTERACTION

All of these proposed beverage concepts have the focus of guest interaction in common by providing an experience that allows guests to pour & mix or view & taste the unique beverage concoction process.

2

## PRESENTATION

Whether it's the drink that is eye-catching or the way the drink is made or dispensed, focus on the visual impact is something to consider when designing a fully rounded beverage experience.

3

## TECHNOLOGY

We have all seen the portable home version for creating your own carbonated beverages. Soda Streams have been around for years. With the increased popularity of nitro cold brew coffee, nitro mini kegs have been created for this purpose but can be used for lots of chilled beverage types.

4

## TRENDS

The rise in popularity of mixology & chemistry inspired cocktails, craft spirit-free beverages, cold brew coffee & unique beverage presentation has been trending, and is forecasted to continue for quite some time. Simple or complex recipes can be incorporated depending on event function details.



# FEATURED BEVERAGE CONCEPTS

## Overview

### SIPHON INFUSIONS

Designed to pour liquid over solid flavoring content located in center of siphon device. The "drip" results in a beverage that has been infused/ flavored with center ingredient

### NITRO MINI GROWLERS

Designed to serve nitro cold brew coffee, these mini-keg dispensers can serve any chilled nitrogen forced beverage

### SEPARATORY FUNNEL BEVERAGES

A different kind of beverage dispenser = a different kind of guest experience. Using these laboratory originated funnels creates an impressive visual impact

### COLOR CHANGING BEVERAGES

Butterfly Pea is a flower that when steeped/ infused with a base liquid, will change from a blue tinted liquid to a magenta colored liquid with the addition of acid

### FRESH SQUEEZED JUICE BAR

Freshly squeezed orange juice is a Levy Standard. Having an attendant hand pressing fresh juice on demand for guest consumption is not only a great interactive option but unexpected in high volume atmospheres







"TOP IT OFF"  
BLENDED  
BEVERAGE  
CONCEPT









# SIPHON INFUSIONS

*Beverage Examples*

FLAVOR INFUSED  
WATER



FLAVOR INFUSED  
SPIRITS & ELIXIRS



COLD DRIP  
COFFEE



HERB INFUSED  
JUICES/ COLD TEAS





# MINI NITRO GROWLERS

*Beverage Examples*

NITRO COLD BREW  
COFFEE



NONCARBONATED  
SPIRIT FREE  
BEVERAGES



CHILLED  
WHITE WINE



BATCHED  
COCKTAILS





# SEPARATORY FUNNELS

*Display Examples*

GLASS CHEMISTRY  
SEPARATORY  
FUNNEL



+

GLASS FUNNEL  
STAND



+

FILTERED ALCOHOLIC  
OR SPIRIT FREE  
BEVERAGE



=

DEMONSTRATIVE OR  
IMMERSIVE  
EXPERIENCE





# COLOR CHANGING BEVERAGES

## *Beverage Examples*

HOT TEA/  
WARM BEVERAGES



LEMONADE/  
SPIRIT FREE  
BEVERAGES



SLUSHIES/  
FROZEN  
BEVERAGES



CRAFT COCKTAILS/  
SPIRIT FREE  
BAR SERVICE





# FRESH PRESSED JUICE BAR

## *Setup Examples*

CUSTOM LABELS  
ON JUICE BOTTLES

JUICE  
HAND PRESS

BAR FRONT  
FOR SERVICE

PRE-BOTTLED  
QUANTITY  
FOR FAST SERVICE





# BARS & BEVERAGE STATIONS

SUGGESTIVE  
SETUP & DISPLAY  
ITEMS





# DISPLAY TABLES AND FURNITURE

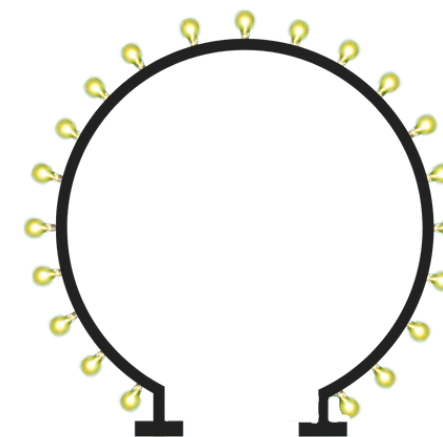
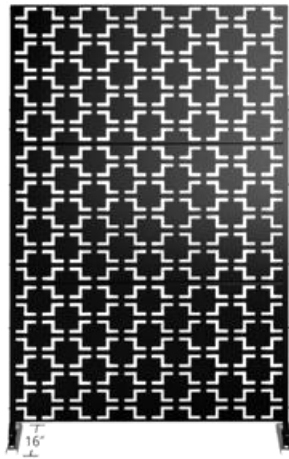
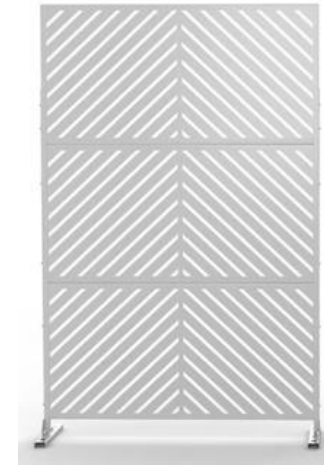
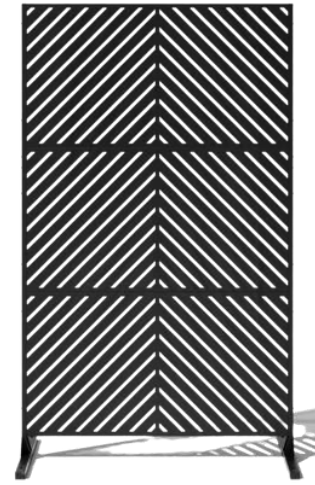
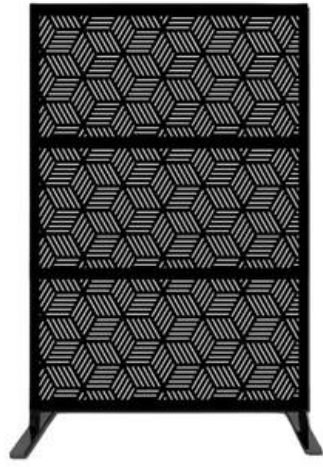
## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# STATION BACKDROPS/ ROOM DIVIDERS

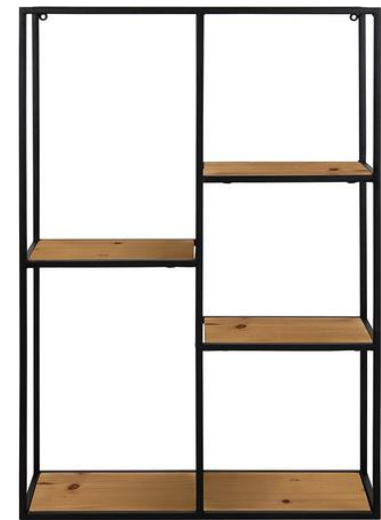
## BEVERAGE STATION DESIGN





# TABLETOP/ COUNTERTOP DISPLAY SHELVING

## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# TABLETOP/ COUNTERTOP DISPLAY RISERS

## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# TABLETOP/ COUNTERTOP DISPLAY RISERS AND SHELVING

## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# MISC. BEVERAGE STATION SETUP ITEMS

TRAYS, GARNISH BOWLS, DRIP TRAYS, ETC.





# CARAFES, DECANTERS, DISPENSERS

## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# ICE BINS/ CHILLER EXAMPLES

## BARS/ SPIRIT FREE BARS/ BEVERAGE STATIONS





# LIGHTING ELEMENTS

## BATTERY OPERATED STATION DÉCOR





# FAUX OR LIVING GREENERY

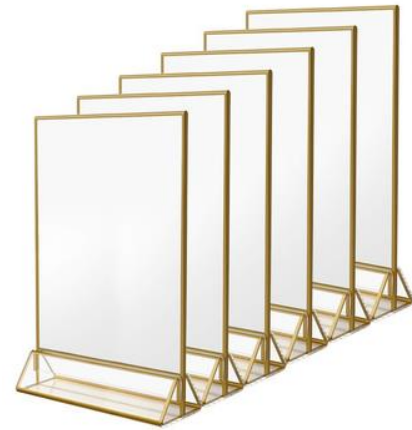
## STATION ENHANCEMENT DÉCOR EXAMPLES





# MENUS & STORYTELLING DISPLAY ITEMS

## SIGNAGE SUGGESTIONS





# COFFEE STATION ENHANCEMENTS

## ITEM EXAMPLES







# ***SALES STRATEGY***

## **SELLING THE EXPERIENCE TO DRIVE REVENUE**

- ***Ask questions and listen.***
  - Asking the right questions and listening will help identify the clients' priorities and passions – which will allow us to strategize the right opportunities to upsell.
- ***Do research + present pointed suggestions***
  - Once you have identified the clients' interests, do research to suggest enhanced offerings – ensuring to focus what matters most to them.

## **POWER IN THE PRESENTATION**

- ***Visual Sales Proposals:***
  - Many people are “visual people” and a visual sales proposal could be the difference maker when deciding between event visions/ budget price points.
- ***Storytelling:***
  - Stories are scientifically proven to get a person’s attention. It enables us to develop a deeper connection with our clients which ties directly to our ability increase revenue.



# ***GROUP CONVERSATION***

**THIS**

**VS**

**THAT**

**WHY DOES  
THIS  
HAPPEN?**





**BETTER**  
together.

