

# JUNE ACTION ITEMS

## CC DIVISION PROPERTIES

**1** "Pineapple Tepache" drink recipe OR "Zero Waste" drink/ cocktail property implementation

**2** "Beverage Best Practice of the Day": Dried Fruit Garnishes Property Implementation

**3** Implementation of Wheyward Spirit products at your property location

**4** Usage of Sustainability Practice logo's/ storytelling displayed with your sustainable beverage experiences

**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:  
Wednesday, July 19th**



### QUESTIONS?

**Julio Henriquez**  
Wisconsin Center District  
Vice President of Hospitality  
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*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 ACTION ITEM

JUNE 2023

## "ZERO WASTE COCKTAILS"

A zero-waste cocktail is made with ingredients that are used to their fullest potential, leaving little to no waste behind.

### PINEAPPLE TEPACHE

*This delicious fermented drink is made from pineapple skins that would otherwise go to waste!*

*Commonly made in Mexico, tepache is a light, slightly carbonated, fermented drink that's served cold*

*Is there alcohol in tepache? Technically yes, but if it ferments to the point of creating alcohol, the level is very low, similar to a kombucha*

Either use this **Pineapple Tepache** recipe or develop your own **"Zero Waste" beverage/ cocktail** and feature it at your property

Be sure to display messaging and storytelling for your clients and guests to see, **regarding the sustainability practice**



# ACTION

*Item*



# BEVERAGE ACTION ITEM

JUNE 2023



## DRIED FRUIT GARNISHES

### INTRO

We're always looking for better ways of doing things. **Dehydrated garnishes** 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  
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# BEVERAGE ACTION ITEM

JUNE 2023



## 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  
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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

# BEVERAGE ACTION ITEM

## JUNE, 2023

### 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



# ACTION Item

It isn't enough to simply serve or sell sustainability-conscious beverages. You have got to tell the story! Use the new **"Sustainability Practice" logo's, messaging suggestions, and other provided tools** to **TELL YOUR BEVERAGE SUSTAINABILITY STORY. Your clients and guests will love it.**



## QUESTIONS?

**Hilary Barash**  
Levy Convention Centers  
Area Director of Experience Design  
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## WHY DRAFT COFFEE?

- ENVIRONMENT**  
Serving a proprietary blend of kegged coffee eliminates the typical waste associated with brewed-to-order coffee. No urn leftovers = no waste!
- LOCAL ECONOMY**  
Our partnerships with local roasters allows for us to support our community
- INNOVATION**  
Never be surprised with a cold cup of coffee with the hot pour taps. These units regulate the temperature just right. Craving Cold Brew Coffee? This offering is also available within the same "pull-and-pour" unit!
- EFFICIENCY**  
Waiting for coffee to brew is like watching the clock. When there are coffee kegs ready to go and ready to replace, speed of service is on point!