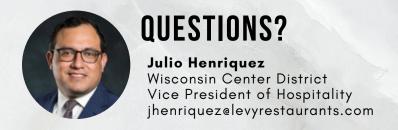
JUNE ACTION ITEMS CC DIVISION PROPERTIES

- "Pineapple Tepache" drink recipe OR "Zero Waste" drink/cocktail property implementation
- "Beverage Best Practice of the Day": Dried Fruit Garnishes
 Property Implementation
- Implementation of Wheyward Spirit products at your property location
- Usage of Sustainability Practice logo's/ storytelling displayed with your sustainable beverage experiences
- 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





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





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 Stem

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
arussoelevyrestaurants.com

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 Stem

Find an opportunity to use Wheyward Spirit 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

BEVERAGE ACTION ITEM

JUNE, 2023



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





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**

SUSTAINBILITY STORY. Your clients and guests will love it.



QUESTIONS?

Hilary Barash Levy Convention Centers Area Director of Experience Design hbarash@levyrestaurants.com







WHY DRAFT COFFEE?

ENVIRONMENT

Serving a proprietary blend of kegged coffee eliminates the typical waste associated with brewed-to-order coffee. No urn

Our partnerships with local roasters allows for us to support

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

Jaiting for coffee to brew is like watching the clock. Jhen there are coffee kegs ready to go and ready to eplace, speed of service is on point!