

SEPTEMBER ACTION ITEMS

CC DIVISION PROPERTIES

1

Leftover coffee served as iced coffee option, as property process moving forward

2

Property Implementation of Tradecraft canned, RTD coffee products

3

Review NEW 2023 Core Beverage Menu with your property team, and implement some of the new RTD products within your location

4

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, November 10th**



QUESTIONS?

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

ACTION
Items

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

SEPTEMBER 2023



REUSING LEFTOVER COFFEE

IT'S THAT EASY!

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
- Culinary teams can 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 F&B environments

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

TAKE IT A STEP FURTHER...

- 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 Russo
Levy Convention Centers
National Sales Director
arusso@levyrestaurants.com

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, kcups, 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

BEVERAGE ACTION ITEM

SEPTEMBER 2023



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