

Quarterly
**ALL HANDS
CALL**

Levy

Group
Sales

Q1

QUARTER *One!*

- **WELCOME / HOUSEKEEPING NOTES**
 - RESOURCES + COMMUNICATION
 - DIETARY VERBIAGE
 - CATERING CONTRACT
 - INFOR UPDATE
- **FEED FROM THE FIELD:**
 - LACC | ADOBE MAX
 - OMCC | SUSTAINABILITY INITIATIVES
- **WHAT IS HOSPITALITY?**
 - EIMAN KARIM + CHEF TIM
- **SUSTAINABILITY STORYTELLING**

Ashley Russo
Home Office



WELCOME

and Housekeeping Notes.



• RESOURCES + COMMUNICATION

○ SALES HISTORY DATABASE

- SALES HISTORY DATABASE FORM
- SALES HISTORY DATABASE

○ GROUP SALES FOUNDATION HUB

- LINK
- INCLUDES THE FOLLOWING:

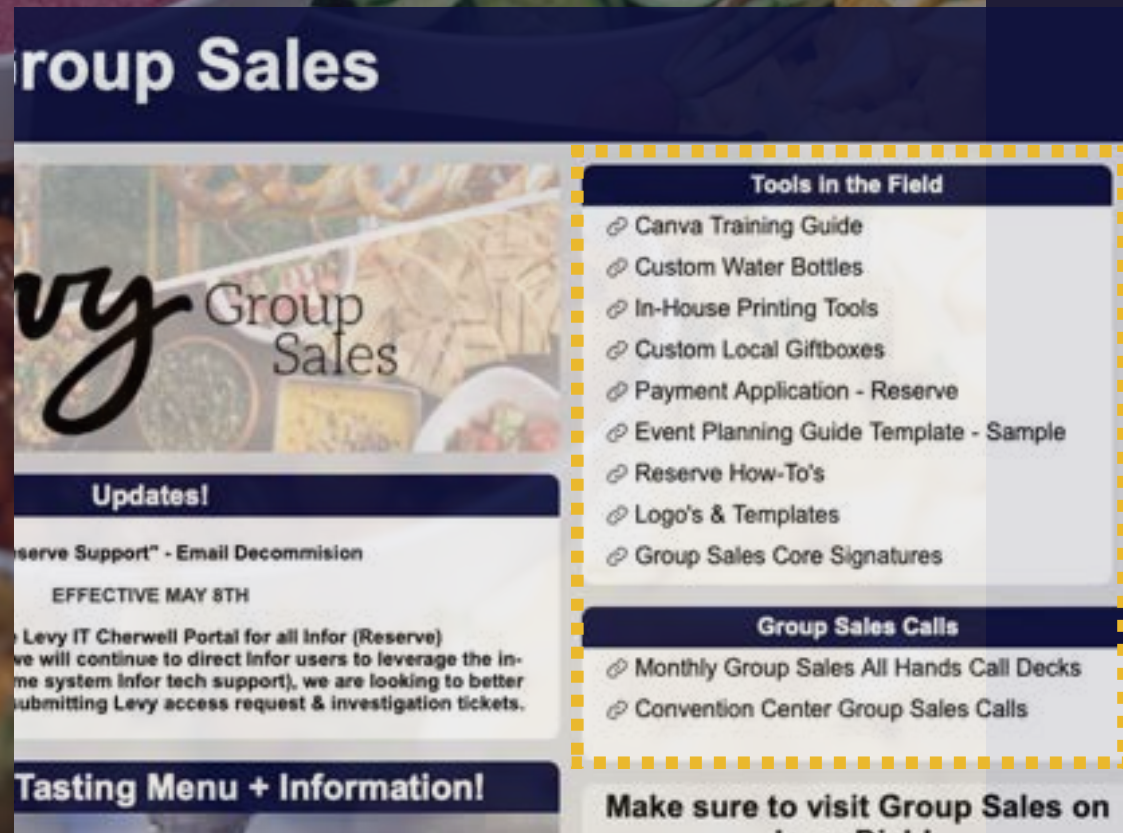
- SELLING R+C
- SOP'S
- MONTH END
- AND MORE!

COMING SOON!

- LevyGO
 - ONLINE EXHIBITOR CATERING THROUGH INFOR + CORE EXHIBITOR CATERING MENU!



- FORECASTING 101 CLASS



IF THERE IS SOMETHING YOU ARE LOOKING FOR PLEASE LET ME KNOW!



WELCOME

and Housekeeping Notes.

- **CATERING CONTRACT**

- MAKE SURE YOU ARE SENDING FROM INFOR/RESERVE
- ALL REVISED CONTRACTS NEED TO BE COUNTERSIGNED AND ADDED AS AN ATTACHMENT IN INFOR/RESERVE
 - ALL REVISIONS NEED TO BE APPROVED BY LEGAL
- IF YOU NEED SOMETHING TURNED AROUND QUICKLY, PLEASE SPECIFY.

- **DIETARY VERBIAGE**

- [LINK](#)

Can We Say Allergen Free?

Because of the open nature of our kitchens, we **cannot guarantee** that any of the food we prepare is "free" of any of the allergens or ingredients that are present in our kitchen.

We do, however, monitor ingredient sourcing and train our associates to understand and prevent cross contact of allergens during preparation and service.



WELCOME

and Housekeeping Notes.

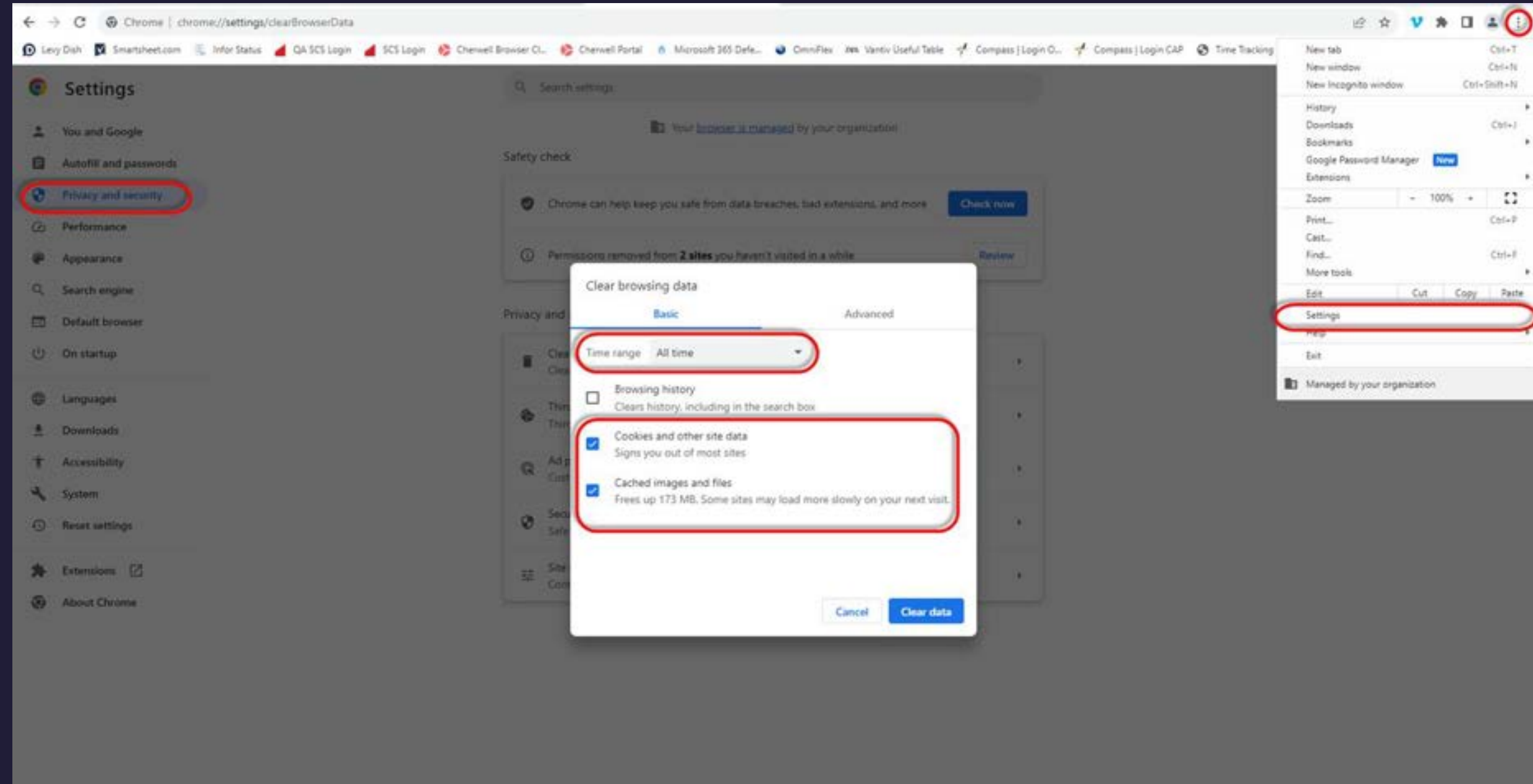
INFOR UPDATE



LAST NIGHT AN UPDATE WAS MADE TO HOW USERS LOG INTO INFOR AND IT LOOKS LIKE A FEW USERS ARE HAVING ISSUES DUE TO BROWSER CACHE STORING OLD DATA IN YOUR BROWSER. HOPEFULLY IT IS A QUICK AND EASY FIX, PLEASE COMPLETE THE FOLLOWING STEPS:

STEPS:

- IN YOUR CHROME BROWSER NAVIGATE TO THE BROWSER'S MENU – TOP RIGHT CORNER – 3 DOTS
- FROM THERE ON CLICK ON PRIVACY AND SECURITY – LEFT SIDE MENU
- CLICK ON CLEAR BROWSING DATA AND COOKIES – ADJUST THE TIME RANGE AND SET TO ALL TIME
- ONCE COMPLETE – CLOSE THE BROWSER AND RELAUNCH USING THE LINK: [HTTPS://WWW.RESERVECLOUD.COM/SSO/LEVY](https://www.reservecloud.com/ss0/levy)
- WHEN YOU GO TO LOGIN NOW, INSTEAD OF THE LEVY SSO PAGE YOU SHOULD SEE THE COMPASS/MICROSOFT PAGE TO THEN PROCEED WITH MFA. SAME LOGIN PROCESS NOW AS FOR OMS, SMARTSHEET, ETC.



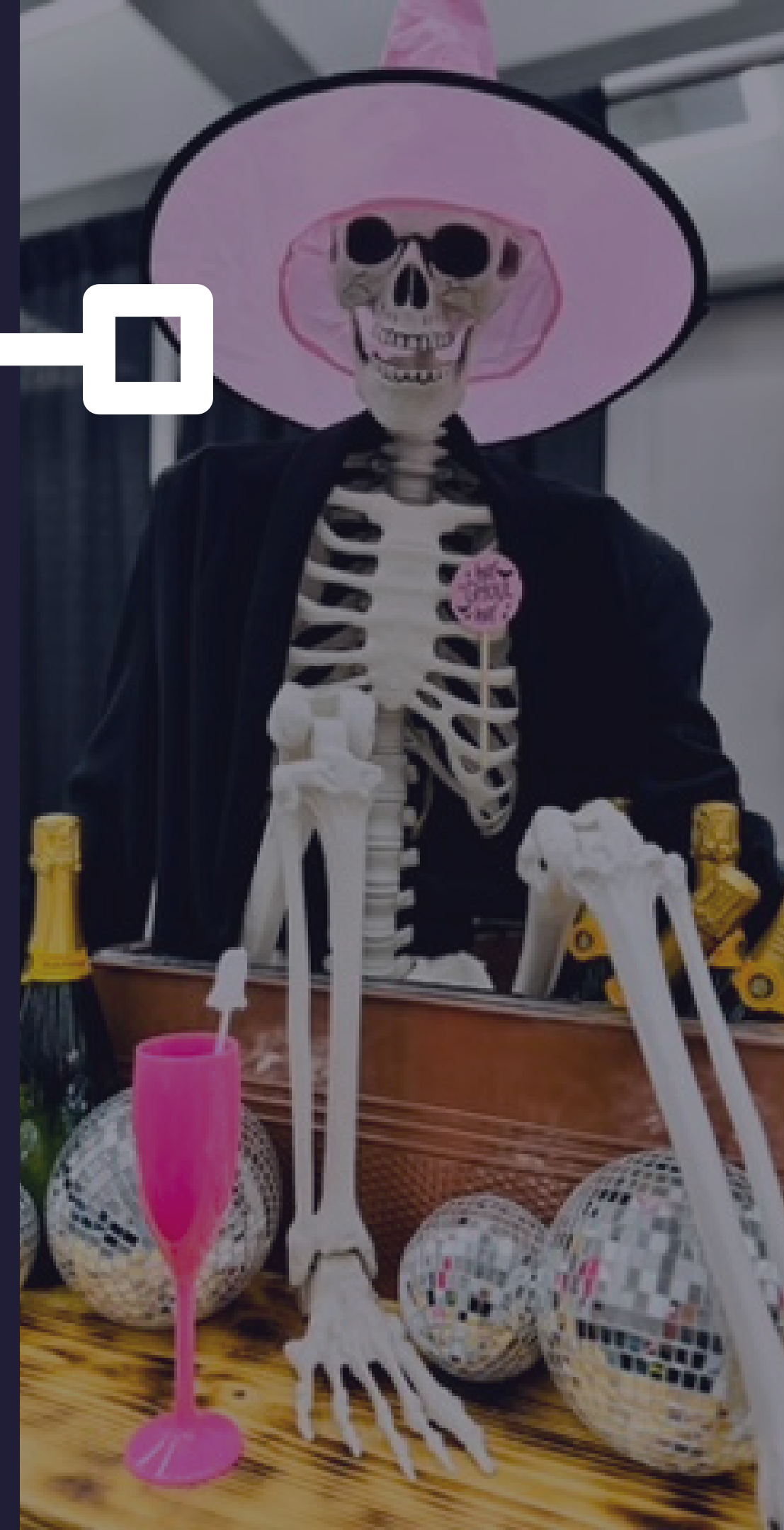


FEED FROM THE FIELD.

Adobe MAX: Los Angeles, CA



- **ANNUAL CLIENT**
- **CREATIVE EVENT**, BRINGING TOGETHER 7500+ ADOBE PRODUCT USERS FROM ACROSS THE WORLD
- **3RD PARTY PLANNER EVENT**
 - GPJ
- **3 DAYS**
 - BREAKFAST + LUNCH
 - AM + PM BREAKS
 - WELCOME RECEPTION
- **TOTAL SPEND WAS 3.5 INCLUSIVE OF TAX AND FEES.**
 - RETURNED A 60% PROFIT





FEED FROM THE FIELD.

Adobe MAX: Los Angeles, CA



Adobe MAX

1d · 🌐

Good morning Adobe MAXers ☀️ Welcome
Grab a ☕ & get ready for another day of
on creative inspo ✨



Sustainability



No Lines



Perceived Value



Creative, Instagram-able Menus.





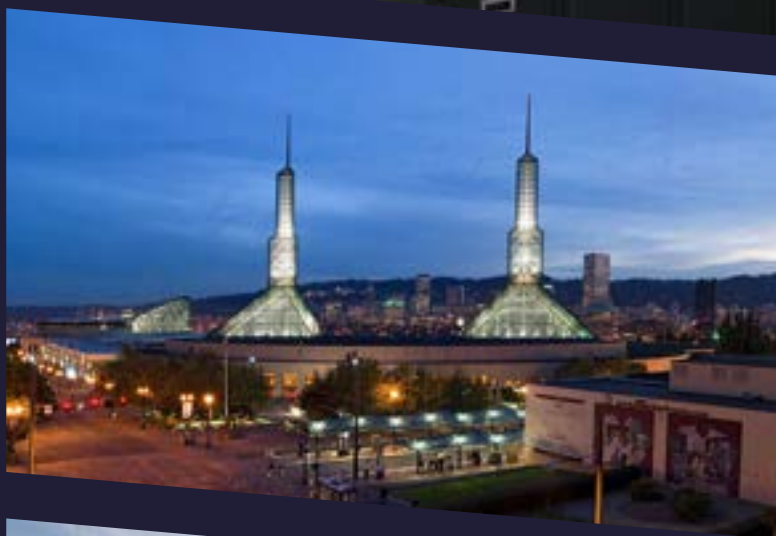
FEED FROM THE FIELD.

OCC: Portland, OR



- **OCC IS LEED PLATINUM CERTIFIED**

- SUSTAINABILITY IS OURS AND OUR PARTNERS NUMBER ONE INITIATIVE BECAUSE OF THAT WE ARE ALWAYS LOOKING FOR WAYS TO BE MORE SUSTAINABLE. IN THE LAST YEAR WE HAVE IMPLEMENTED THESE NEW SUSTAINABLE CHANGES IN BOTH CATERING AND R+C.



*Andie Cuttiford
Portland, OR*



FEED FROM THE FIELD.

OCC: Portland, OR

- **PATH WATER – OCC BRANDED ALUMINUM REUSABLE BOTTLES**
 - R+C 200Z BOTTLE – CATERING 16.9OZ BOTTLE
 - NO SINGLE USE PLASTIC BEVERAGE CONTAINERS IN THE CENTER – ALL ALUMINUM (SODA, WATER ETC.)
 - PATH BOTTLES HAVE QR CODE ON THEM THAT GUESTS CAN SCAN TO SEE MAP OF WATER FILLING STATIONS IN THE BUILDING.
- **NO BOX LUNCHES – GRAB AND GO SERVICE ONLY**
 - REDUCES BOTH FOOD WASTE AND LANDFILL WASTE
- **NO ICE USED IN BEVERAGES FOR PLATED DINNER TABLE SERVICE**
 - WE PURCHASED 1 LITER GLASS CARAFES AND RACKS WHICH ALLOWS US TO PRE-FILL AND STORE FILLED CARAFES IN OUR COOLER TO KEEP BEVERAGES COLD UNTIL SERVICE.
- **BOLD REUSE CONTAINERS FOR R+C**
 - NEW PARTNERSHIP WITH A LOCAL COMPANY THAT WASHES AND RETURNS OUR CONTAINERS TO BE USED OVER AND OVER.
 - FROM JULY TO SEPTEMBER WE REUSED 8,500 CONTAINERS IN R+C
 - 422 POUNDS OF WASTE WAS DIVERTED FROM LANDFILLS





AUTHENTIC HOSPITALITY

The Levy Difference.

AUTHENTIC HOSPITALITY MEANS WE INCLUDE *Everyone*

- **SHOWS AND EVENTS DON'T BELONG TO ONE SPECIFIC SALES MANAGER, CHEF OR OPS MANAGER.**
 - IT TAKES THE TEAM TO PROVIDE EXCEPTIONAL EXPERIENCES. WE INVITE GUESTS INTO OUR HOME AS A FAMILY. WHEN YOU INVITE A GUEST INTO YOUR HOME, DO YOU HIDE IN YOUR ROOM OR DO YOU TAKE EVERY OPPORTUNITY TO WELCOME THEM AND MAKE THEM COMFORTABLE? ***THIS SHOULD BE OUR APPROACH.***
- **INCLUDE OPERATIONS INTO THE CONVERSATIONS EARLY**
 - THIS IS SO CLIENTS KNOW WHO THEY CAN REACH OUT TO SO THEY FEEL LIKE THEY HAVE A TEAM SUPPORTING THEM, NOT JUST ONE OR TWO PEOPLE. REMEMBER WE ARE THE EXPERTS, AND EVERY SERVICE WE PROVIDE IS AN OPPORTUNITY TO PROVE IT.
 - THIS NOT ONLY BUILDS STRONG RELATIONSHIPS WITH OUR CLIENTS BUT REALLY ENGAGES OUR TEAMS AS WE CREATE STRONG BONDS THROUGHOUT OUR HOUSE WITH EACH OTHER.



*Eiman Karim
Boston Convention
Center*

*with Special Guest
Chef Tim Elderkin*



AUTHENTIC HOSPITALITY

The Levy Difference.

- **WE SHOULD NEVER MISS AN OPPORTUNITY TO SHOW OFF OUR PEOPLE.**
 - IT IS OUR BIGGEST POINT OF DIFFERENCE AND I PROMISE YOU THIS IS A PATH TO A SUCCESSFUL SHOW. THIS CARRIES OVER TO WHEN OUR REGIONAL TEAM IS ON SITE AS WELL. INCLUDE THEM, AND GET THEM IN FRONT OF OUR CLIENTS. IT JUST REALLY SHOWS AN EXTRA LEVEL OF ATTENTION AND SUPPORT.
- **YOUR CHEF IS A SUPERHERO**
 - CLIENTS LOVE TO SEE THE CHEF. ASHLEY REFERS TO THE WHITE JACKET AS A SUPERMAN CAPE. WE SHOULD EMBRACE THAT AND USE THIS TO OUR ADVANTAGE. A CHEF WALKING INTO A STAFF OFFICE IN THE MORNING WITH SOME FRESH PASTRIES AND A QUICK CHECK IN TO TALK WITH A CLIENT GOES A LONG WAY.

IT'S SO SIMPLE AND IT IS INCREDIBLY IMPACTFUL!





STORYTELLING

Sustainability Initiatives

 [LINK TO FULL SUSTAINABILITY DECK](#)

THE FUTURE IS IN OUR HANDS

be **brave** enough to start a conversation that **matters**.

OUR FOOD MATTERS

Our Food Matters is more than a statement. It is our philosophy that food, when approached thoughtfully, can be a catalyst for change.

In 2020, we started on the Our Food Matters journey with a newfound appreciation of just how precious food is to our communities and climate. Food can be regenerative to our world by restoring & drawing down the carbon from greenhouse gasses into the soil. This practice creates a more prosperous, biodiverse, living soil that will deliver better flavored and nutrient-dense foods for our customers to enjoy.

As a company of Chefs, Levy and Compass Group USA is on the frontline of change in the food system. We have built relationships and continue to partner with organizations that provide us with the knowledge and tools that we need to make a difference for our clients, our people, and our planet.

For us, fighting climate change is as easy as making delicious food for our clients and guests. We are rebuilding recipes, literally from the ground up, with the most regenerative ingredients that are also readily available to our Chefs. With these reengineered recipes, we are able to utilize our scale to both expand our biodiversity and drive restorative change within the system.

"Planting for the mind, body and soul"




THE FUTURE IS IN OUR HANDS

be brave enough to start a conversation that matters.

COMMUNITY

"We prioritize ingredients from local and diverse artisans"

We prioritize our ingredients from local (less than a day's drive) sources as a first choice, to support small and mid-sized American family farms. We also align our client's goals around hyper-local with both hydroponic and in-ground gardens. Our goal is to ensure that a minimum of 25% of our purchases are from local sources by 2025.

GROUNDWORK

While you might have heard of fairly traded coffee, we use a specialized model called direct trade. This is a process in which roasters work directly with farmers to meet higher standards for coffee quality in exchange for a premium price. That way, the farmers get livable wages, and Groundwork gets to give you the best coffee out there.

All of our coffee comes from smallholder farms, or full acre lots, meaning we focus on sourcing from family-owned farms that invest their livelihoods in sustainable practices that produce our incredible coffee.




THE FUTURE IS IN OUR HANDS

be brave enough to start a conversation that matters.

CIRCULARITY

"We strive to create a circular economy"

Better Bottled Water

THE LA CONVENTION CENTER HAS COMMITTED TO DISCONTINUING THE USE OF SINGLE USE PLASTIC BOTTLES.

In it's place - we have added more water filling stations and we now offer a refillable aluminum water solution that is not only better for the environment, but tastes better too!





WASTE SAVVINESS

horchatacoffee

FEATURING UP-CYCLED ICED COFFEE
ALMONDS, WHITE RICE, BROWN SUGAR,
CINNAMON STICK, VANILLA EXTRACT, AND
PINCH OF KOSHER SALT.





THE FUTURE IS IN OUR HANDS

be brave enough to start a conversation that matters.

WASTE SAVVINESS

"We are leading the fight against food waste"

Levy's parent company, Compass Group, has been at the forefront of food waste reduction since 2015. We are members of the United States Food Loss and Waste 2030 Champions and are supporters of the U.S. Food Loss and Waste Action Plan. Our strategy focuses on prevention, reducing waste at the source, and recycling to their maximum level. Our goal is to reduce food waste by 50% by 2030.

UP-CYCLING OUR FOOD DONATIONS

We are sharing it - with CAREIT.

Partnering with the software app CAREIT - all our food donations will be matched with the best non-profit to accept our donations.








Thank You!

Group
Sales
Levy

Q1