

CONVENTION CENTER BEVERAGE STRATEGY TASK FORCE

*Kickoff Call
April 21st, 2023*



KICKOFF CALL AGENDA

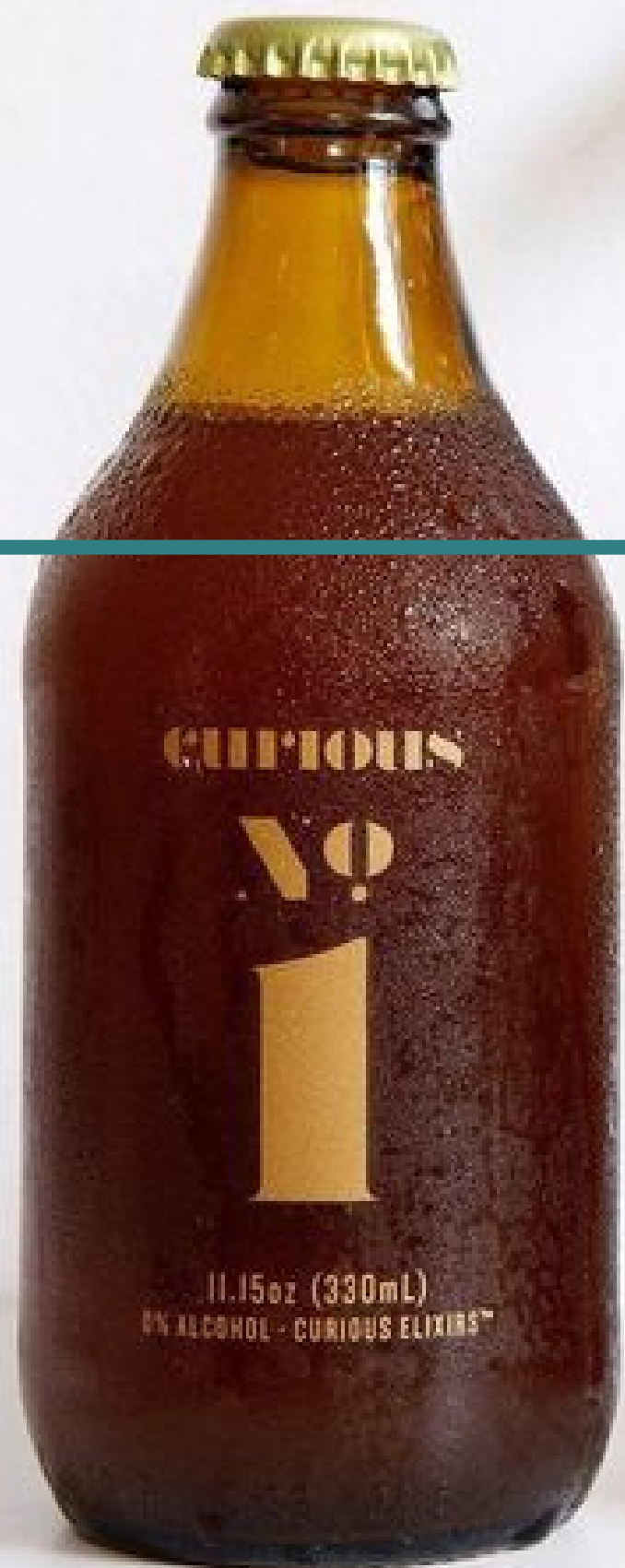
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BEVERAGE STRATEGY TASK FORCE

MISSION

To drive beverage revenue, margins, innovation and experiences in our Convention Center environments, while developing unique selling points and sharing best practices



BEVERAGE STRATEGY TASK FORCE STRUCTURE

PART


BEVERAGE STRATEGY TASK FORCE

TEAM MEMBERS



CC DIRECTOR OF EXPERIENCE DESIGN
HILARY BARASH

- Regional Team Experience Sponsor to:
- provide influence and direction with beverage project initiatives that have been:
 - deemed a priority by the CC Regional Leadership Team
 - developed in collaboration with the Core Solutions Global Beverage Team
 - maintain oversight and ensure progression with beverage program developments, in partnership with the Regional Leadership task force leaders and Core Solutions Beverage Team
 - create opportunities, platforms and processes for the sharing-out of beverage developments, best practices and toolkit assets
 - provide experience driven insights and project ideation



CC REGIONAL PURCHASERS
JESSE BARROWS & ADAM BORDERS

- Regional Team Purchasing Sponsors to:
- provide sourcing support with beverage products and equipment
 - maintain oversight with beverage project initiatives & programming, from a model market and sourcing viability perspective
 - leverage relationships with vendors and market knowledge in beverage project planning discussions
 - provide guidance to property purchasers with new beverage roll-outs



CC NATIONAL SALES DIRECTOR:
ASHLEY RUSSO

- Regional Team Sales Sponsor to:
- provide strategic sales suggestions, opportunities, feedback and oversight with beverage programming developments
 - review developed beverage menus to ensure offerings, pricing, packaging and key sales initiatives are being met and are in-line with the CC Division's standards, and are viable within CC environments
 - solicit and collect client beverage cravings from national perspective, and contribute the information for project influence
 - provide regional/ demographical insights that impact the types of menu offerings to develop, by area



CC LOCATION E15/ PSA REPRESENTATIVE
HILMI KILICKAYA

- CC Property E15-PSA Sponsor to:
- work directly with Scott E. Brown of the Core Solutions Beverage team
 - research and maintain oversight with trends & data related to beverages
 - provide task force with tools and insights that will help propel project initiatives
 - help create the parameters for KPI's, and track outlined measurables with beverage programs & new projects



BEVERAGE CHAMPIONS LEAD:
JULIO HENRIQUEZ

The Beverage Strategy Task Force should have representation from a minimum of (1) VP of Hospitality from the CC Division, to serve as the "Lead Beverage Champion" from the field

- Beverage Champion Lead to:
- co-facilitate the monthly task force calls, with Core Solutions Director of Beverage: Rachael Lowe
 - take notes and document key insights gained from monthly calls and other project based calls, to share with entire group as well as Division President
 - create assignments for beverage champions and structure timelines based on determined projects
 - collect project progress reports and share with task force team
 - assume relevant project management duties to ensure projects stay on track with deliverables
 - ensure case studies are being crafted with new project roll-outs
 - share completed project information and created case studies with regional CC leadership team
 - serve as a support resource to Beverage Champions for guidance, instruction and project assistance
 - schedule and create agenda for regular project status touch-base alignment calls with with Regional Leadership Representatives and Core Solutions Beverage Team Representatives



BEVERAGE CHAMPIONS:
CC FIELD REPRESENTATIVES

The Beverage Strategy Task Force should have representation from multiple disciplines including (but not limited to):

- finance, purchasing, group sales, R&C, culinary, bar management

One director level or above, Beverage Champion representative from each Levy Convention Center property

- this allows those who are involved in beverage sales and operations to have the space to make change, influence programming, and be represented with ideas

- Beverage Champions to:
- participate in and drive forward beverage related projects
 - participate in monthly touch-base task force calls
 - prepare progress reports with assigned projects
 - work with E15 and Analytics team members to define and track measurables and KPI's with beverage initiatives
 - document and create project share-outs & case studies
 - serve as their property location's beverage programming ambassador and unit influencer



PROJECT MANAGEMENT/ ADMINISTRATIVE SUPPORT:
KELLY KALETTA

CORE SOLUTIONS BEVERAGE TEAM:
Home office resources engaged for active collaboration in CC Beverage Strategy Task Force calls, project based development strategy, and programming roll-outs



VP OF BEVERAGE:
BRANDON WISE



DIRECTOR OF BEVERAGE STRATEGY & ANALYTICS:
SCOTT E. BROWN



DIRECTOR OF BEVERAGE:
RACHAEL LOWE

BEVERAGE STRATEGY TASK FORCE

ORGANIZATIONAL DIAGRAM

CC REGIONAL LEADERSHIP REPRESENTATION

CC DIRECTOR OF EXPERIENCE:
HILARY BARASH

CC NATIONAL SALES DIRECTOR:
ASHLEY RUSSO

CC REGIONAL PURCHASERS:
JESSE BARROWS &
ADAM BORDERS

CC FIELD CHAMPION LEAD

VP OF HOSPITALITY:
JULIO HENRIQUEZ

task force call facilitators:
• Julio Henriquez
• Rachael Lowe

CC E15 LEAD

CC LOCATION E15/ PSA REPRESENTATIVE
HILMI KILICKAYA

E15/ Analytics Representatives:
• Javits Center: Hilmi Kilickaya
• Core Solutions: Scott E. Brown

CORE SOLUTIONS BEVERAGE TEAM REPRESENTATION

DIRECTOR OF BEVERAGE:
RACHAEL LOWE

VP OF BEVERAGE:
BRANDON WISE

DIRECTOR OF BEVERAGE STRATEGY & ANALYTICS:
SCOTT E. BROWN

CC FIELD CHAMPIONS

BEVERAGE CHAMPIONS:
26 PROPERTIES

- America's Center
- Arlington Convention Center
- Austin Convention Center
- Boston Convention & Exhibition Center
- Central Bank Center/ Rupp Arena
- Chattanooga Convention Center
- Dallas Market Center
- David L. Lawrence Convention Center
- George R. Brown Convention Center
- Georgia World Congress Center
- Greater Columbus Convention Center
- Hawaii Convention Center
- Huntington Convention Center of Cleveland/ Cleveland Public Auditorium
- Hynes Convention Center
- Javits Center
- Kentucky Exposition Center
- Kentucky International Convention Center
- Los Angeles Convention Center
- Mississippi Coast Coliseum & Convention Center
- Oregon Convention Center
- Portland Expo Center
- Puerto Rico Convention Center
- Santa Clara Convention Center
- Spokane Convention Center
- The Classic Center
- Wisconsin Center District

BEVERAGE STRATEGY TASK FORCE

BEVERAGE FIELD CHAMPIONS

JOSEPH CRAMER
SR. OPS MANAGER
AMERICA'S CENTER

LAUREN LAURENT
DIR. OF CATERING SALES
GREATER COLUMBUS CC

MICHAEL COMO
SENIOR CATERING SALES
DMC/ ARLINGTON CC

DAN PHAM
CONTROLLER
JAVITS CC

MARIA RIVAS
SENIOR SALES MANAGER
PUERTO RICO CC

MARK STUESSE
SR. OPS MANAGER
AMERICA'S CENTER

KATHRYN YARANO
CATERING SALES MANAGER
GREATER COLUMBUS CC

SHENKA PERRYMOND
DIR. OF RESTAURANTS
GRB

AMANDA AKERS
ASSISTANT GM
KENTUCKY EXPO

DAVID MELARA
ASSISTANT GM
SANTA CLARA CC

SCOTT SYLVA-MASHBU
AGM
THE CLASSIC CENTER

CHRISTOPHER OBENOUR
DIR. OF PURCHASING
GREATER COLUMBUS CC

ANDREW HEEFNER
DIRECTOR OF OPERATIONS
GWCC

VIKRAM HERMON
ASSISTANT GM
KENTUCKY CC

MERIDITH LAMBERT
AREA DIRECTOR OF SALES
SPOKANE CC

ERIN ZIMMERMAN
R&C SUPERVISOR
AUSTIN CC

ALEXANDRA BROUILLETTE
SENIOR CATERING SALES
CHATANOOGA CC

SEAN CALHOUN
DIRECTOR OF BEVERAGE
GWCC

REBECCA COOKSEY
SENIOR CATERING SALES
LOS ANGELES CC

CHRIS BROWN
DIR. OF PREMIUM
WISCONSIN CENTER DISTRICT

SAL AGUILAR
DIR. OF PREMIUM
BOSTON CC

FOREST EVANS
DIR. OF BANQUETS
CLEVELAND CC

JENIFER CORREA
DIR. OF PREMIUM
HYNES

DANI PEPLASKI
GENERAL MANAGER
RUPP ARENA

DANI PEPLASKI
GENERAL MANAGER
LEXINGTON CC

LAUREN TEDFORD
SENIOR CATERING SALES
MISSISSIPPI CC

EMELY ALMONTE
DIR. OF S&E
OREGON CC

SARA SIG
SUPERVISOR
PORTLAND EXPO

WILLIAM CLEIS
DIR. OF RESTAURANTS
DAVID L. LAWRENCE CC

CARLOS TERVINO
EXECUTIVE STEWARD
DAVID L. LAWRENCE CC

BEVERAGE STRATEGY
TASK FORCE
PROCESS

PART

MONTHLY MEETINGS

PROCESS

ALL BEVERAGE STRATEGY TASK FORCE LEADERS AND PROPERTY BEVERAGE FIELD CHAMPIONS WILL MEET MONTHLY TO COLLABORATE AND SHARE UPDATES

WHEN?

2:00-3:00pm EST, the last friday of every month

UNABLE TO MAKE THE CALL?

if you are unable to make it to the call, it is important that you notify julio henriquez, in advance additionally, we encourage you to find someone from your property to attend in your absence

POST CALL NOTES:

kelly kaletta will be taking notes from the call, and posting them to the TEAMS calendar invite

a recording of the meeting will also be made for those who were unable to attend live



MONTHLY MEETINGS

EXAMPLES DISCUSSION TOPICS

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



TASK FORCE PROGRESS

REPORTING & MEASURING SUCCESS

MONTHLY CALLS

participate in monthly full team touch-base task force calls

last Friday of every month at 2:00pm est

BEVERAGE PROJECTS

participate in and drive forward beverage related projects

PROJECT PROGRESSION CHECK-IN'S

prepare progress reports with assigned projects

KPI'S & DATA TRACKING

work with e15 and analytics team members to define and track measurables and kpi's with selected beverage initiatives

DIVISION SHARE-OUTS

document and create project share-outs & case studies with the development of minimum standards and best practices

PROPERTY ROLL-OUTS

beverage champions will serve as their property location's beverage programming ambassadors and in-unit influencers

PART

PROJECT
PRIORITIZATION
PLANNING

BEVERAGE PROJECTS

EXAMPLE AREAS OF FOCUS



BEVERAGE PROJECTS

EXAMPLE AREAS OF FOCUS

PREMIUM/ HOSTED EVENTS

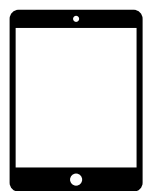
examples include but are not limited to:



**PREMIUM/ HOSTED
EVENT FOCUSED
BARS & BEVERAGES**



**"SPIRIT FREE",
NON-ALCOHOLIC
BEVERAGES &
BAR PACKAGES**



**BARTENDER
CRASH COURSES/
IN-THE-MOMENT
SUPPORT**

NA BEVERAGE

examples include but are not limited to:



**ENHANCED
COFFEE/ HOT
TEA PROGRAMS**

*with focus on
implementing
"change please"
partner*



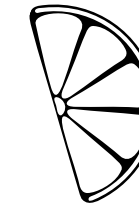
**ENHANCED AM & PM
BREAK BEVERAGE
PACKAGES**



**PLATED WATER
SERVICE, UPSELL
OPPORTUNITIES,
ENHANCED WATER
COOLER SETUPS**

RETAIL/ R&C

examples include but are not limited to:



**UPSELL WITH
BEVERAGE
GARNISHES**



**EXHIBITOR
BOOTH "TRAFFIC
BUILDERS" BARS
& BEVERAGES**



**ENHANCED RETAIL/
R&C OUTLET
OFFERINGS**

beverage strategy task force will discuss priorities with projects based on directive of cc division president, and make role assignments for task ownership through collaborative conversation

sustainability practices, community initiatives, and MWBE partnerships will be actively sought after and taken into consideration every time, with every project

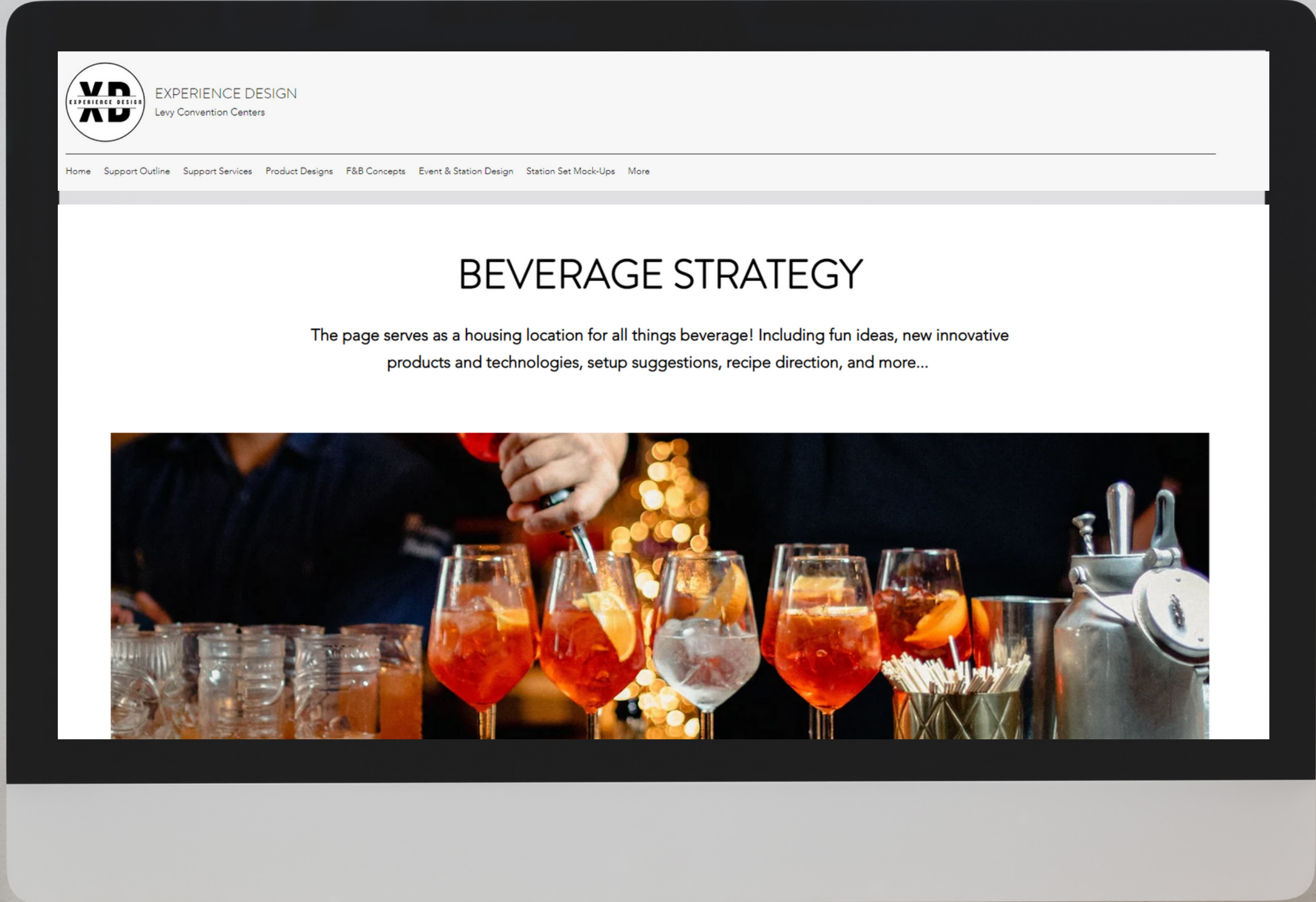
PART

TASK FORCE
TOOLKIT
EXAMPLES

BEVERAGE WEBPAGE

HOUSING PLATFORM

**CLICK HERE TO
VIEW THE BEVERAGE
PAGE ON THE
EXPERIENCE DESIGN
WEBSITE**



TOOLKIT FOR TASK FORCE MEMBERS

INNOVATION, ENHANCEMENTS, STANDARDS

INTERACTION | provide experiences that allow guests to participate in the unique beverage concoction process. a beverage is able to become so much more beyond taste, when an immersive experience is constructed. stories are told, the emotional connections are stronger, and the memories are lasting

PRESENTATION | whether it's the drink that is eye-catching, the garnish, or the way the drink is made or dispensed, focus on visual impact is something very important to consider when designing a fully rounded beverage experience. in fact, in our day and age of social media... visual presentation is not just imperative, but expected by our guests. period.

TECHNOLOGY | beverage-centric technology is more prevalent now than ever! new equipment, technologies and automated experiences surround us. plenty of partner vendors are making the accessibility simple. it is our responsibility to research and find opportunities for implementation in conventional and unconventional ways

TRENDS | the rise in popularity of mixology & chemistry inspired cocktails, craft "spirit-free" beverages, low-proof lifestyle drinks, seltzer waters, cold brew coffee, and unique beverage presentations, has been trending and is forecasted to continue for quite some time. simple or complex recipes can be incorporated and scaled accordingly for virtually any type of event function... big or small. the word "trend" gets a bad rap... trends are what allow us to remain relevant in today's climate, and have the ability to forecast our future...

STANDARDS | we are nothing without a strong base of standard practices that allow us to achieve consistency and a firm understanding of what our intentions are with certain offerings, setups and initiatives. standards allow us to keep on point, and never fall below. additionally, standards combined with an effective way of communicating what the standards are - allows our teams to have a full understanding of what is expected. that feeling of knowing what is expected, empowers our people and provides a a sense of ownership and pride within their day-to-day processes

[CLICK HERE TO VIEW "BEVERAGE INNOVATION" DECK](#)

[CLICK HERE TO VIEW "CHANGE PLEASE" DECK](#)

[CLICK HERE TO VIEW "BARS & BEVERAGE STATIONS" SETUP DECK](#)

[CLICK HERE TO VIEW PHOTO GALLERY INCLUSIVE OF BEVERAGE SETUPS](#)

[CLICK HERE TO VIEW SOME EXAMPLES OF BEVERAGE EQUIPMENT](#)

[CLICK HERE TO VIEW VENDOR LIST THAT INCLUDES A VARIETY OF BEVERAGE RELATED TECHNOLOGIES & PRODUCTS](#)

[CLICK HERE TO VIEW "SPIRIT FREE" DECK](#)

[CLICK HERE TO VIEW GALLERY OF TRENDING CONCEPTS INCLUSIVE OF BEVERAGE](#)

[CLICK HERE TO VIEW "WATER" DECK](#)

[CLICK HERE TO VIEW "COFFEE MINIMUM STANDARDS" DECK](#)



TOOLKIT FOR TASK FORCE MEMBERS

PROJECT DESIGN PROCESS

ABOUT

This document serves as a suggestive guide to:

- ▲ AID IN THE KICK-START OF A PROJECT
- ▲ LEAD YOU THROUGH COMMON DESIGN STEPS AS THEY RELATE TO FOOD & BEVERAGE SPECIFIC CREATIONS
- ▲ PROVOKE FURTHER INNOVATIVE, OPERATIONAL & ANALYTICAL THOUGHT

[CLICK HERE TO VIEW DESIGN PROCESS GUIDE](#)



- ▲ CHALLENGE OUR TEAMS TO CONSIDER A MULTITUDE OF ASPECTS WHEN SOURCING OR FABRICATING A F&B RELATED PRODUCT, PIECE OF EQUIPMENT, CONCEPT, ETC.
- ▲ PROVIDE YOU WITH A STREAMLINED WAY TO SHARE YOUR CREATIONS WITH YOUR TEAM, PEERS, CLIENTS & THE DIVISION
- ▲ GIVE YOU ACCESS TO DOCUMENTS THAT PROVIDE CASE EXAMPLES WHEN YOU ARE RESEARCHING & PACKAGING YOUR FINDINGS & CREATIONS

PART

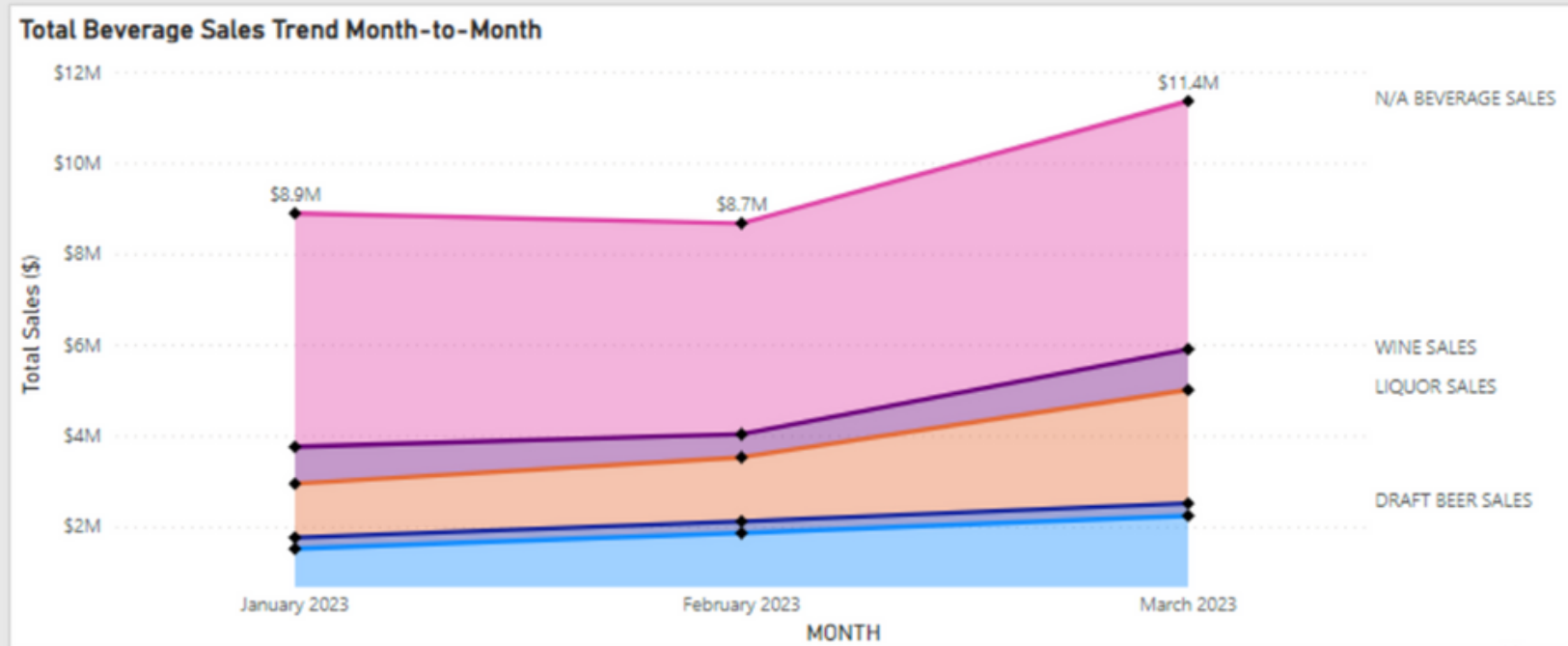
DATA
INSIGHTS
OF THE DAY

BEVERAGE PERFORMANCE

LEVY CONVENTION CENTERS

SALES GROWTH

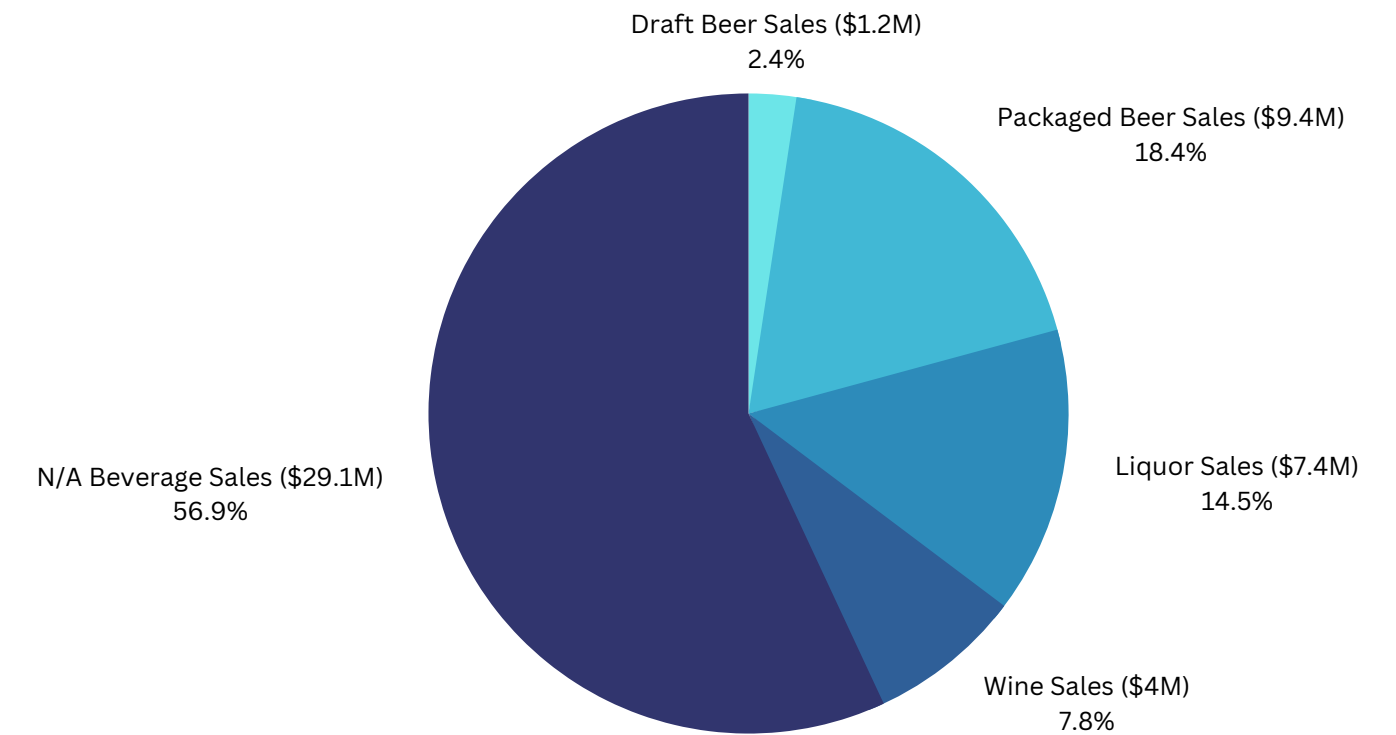
Liquor sales grew 77% in March 2023 compared to February 2023



what does this mean to us?

BEVERAGE MIX

N/A Beverage with the majority share of beverage sales at 57%



what does this mean to us?

BETTER
together.

