

MAY ACTION ITEMS

CC DIVISION PROPERTIES

1 Implement other new/ alternate RTD NA beverage(s) brands

2 Enhance the look of your beverage stations using the tools provided during our call

3 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, June 29th, 2023**



QUESTIONS?

Julio Henriquez
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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

MAY, 2023



TRENDING NA PRODUCTS:

CELCIUS
Low Calorie Energy

Nationwide distribution through Pepsi

Coke Properties: What new energy drink brands can you start offering instead of Celsius?

YACHAK
Energy Teas

Nationwide distribution through Pepsi

Coke Properties: What new energy drink brands can you start offering instead of Celsius?

SPORTS DRINKS

Pepsi Properties: Gatorade G Fit & Gatorlyte

Coke Properties: Powerade Zero Ion4

ACTION
Item

It is the goal that every Field Champion looks into these new RTD trending drink products, and starts selling them either in their R&C locations or with catering events



QUESTIONS?

Jesse Barrows
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BEVERAGE ACTION ITEM

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BEVERAGE STATION SETUPS

STATION DESIGN IDEAS

Visit the [Event & Station Design Webpage](#) on the Experience Design Website for beverage station design inspiration!

BEVERAGE CONCEPT IDEAS

Have fun with offering your beverages in different, wow-worthy, demonstrative and guest interactive ways! Check out the [Beverage Concept Catalog](#) and try something new

DÉCOR/ SETUP ITEM ORDERING LINKS

Not sure what station enhancement, décor and propping items to buy? Check out this [Station Setup Deck](#) for product suggestions! Simply click on the images of the items you like, to be directed to the website where you can purchase

ACTION
Item

Simply putting cans of beverages on a table with a tub of ice is a setup display of the past. Use the tools and suggested ideas provided, to elevate your beverage game!



QUESTIONS?

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