

BEVERAGE STRATEGY TASK FORCE

MONTHLY MEETING

June 23, 2023



CALL AGENDA



03 Part 1: Happy Hour

- 04 Happy Hour Intro
- 05 Zero Waste Cocktails
- 06 Pineapple Tepache Recipe
- 07 Field Champion Recipe Action Item
- 08 Happy Hour Group Conversation
- 09 Levy Dish Interactive Recipe Book

10 Part 2 - Looking Back

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- 12 Last Month's Meeting Overview
- 13 "We Heard You" - Field Champion Insights
- 14 Group Conversation - *POLL*

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- 20 Beverage Field Champion of the Month
- 21 **Part 4: This Month's Beverage Topic**
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- 24 Sustainability Statistics
- 25 Sustainability Statistics - *POLL*
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- 30 Sustainability Storytelling - *POLL*
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- 32 Why No Ice?
- 33 Carafe Table Water
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- 35 **Part 5: Wrap Up**
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PART

**HAPPY
HOUR!**

BEVERAGE STRATEGY TASK FORCE

HAPPY HOUR



... every month ...

Cheers!

before each monthly call, we will share the "happy hour recipe of the month" with you!

prepare the "spirit-free" drink in advance of our call time, so we can all sip and cheers together during our meeting!

HAPPY HOUR RECIPE OF THE MONTH

"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



RECIPE

Pineapple Tepache

yield: 1/2 gallon

prep time: 10 minutes

fermentation time: 5 days

Instructions:

- Thoroughly wash the peels of a whole pineapple and place in a jar with the inner core and 1/2 gallon of water
- Pour 1/2 cup of brown sugar or piloncillo into jar, and stir to dissolve
- All ingredients should fill the jar within an inch of the top
- Cover jar loosely. You can use a cloth napkin attached with a rubber band or a jar lid that's not tightened down. (This allows any built up gasses to escape)
- Leave the jar out at room temperature for several days. Watch for the formation of bubbles. Sample the tepache about 24 hours after the bubbles formed. It may be delicious at that point, or you may decide to let it sit at room temperature for another 24-48 hours
- Pour the liquid through a fine sieve to remove particles
- Transfer to a pitcher and store in the refrigerator in a sealed jar for up to 2 days
- Serve over ice, if desired, and enjoy!

Ingredients:

- Peels and inner core from one pineapple
- 1/2 gallon of water
- 1/2 cup of sugar or piloncillo



CALL TO ACTION

FIELD BEVERAGE CHAMPIONS



ACTION

Item

Use today's featured recipe at your property, and share with us!

1

Either use this *Pineapple Tepache* recipe or develop your own *"Zero Waste" beverage/ cocktail* and feature it at your property

2

Feature the recipe at your property, before next month's Beverage Strategy Task Force call

3

Be sure to display messaging and storytelling for your clients and guests to see, *regarding the sustainability practice*



4

Take pictures of your property featuring the drink, write a quick summary of how you chose to serve it, and *send your story to Julio & Hilary by Wednesday, July 19th*



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



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

HAPPY HOUR TALK

GROUP CONVERSATION

FEEDBACK?

- How does the recipe taste?
- Do you think your guests will like it?
- Was it simple enough to make?

- What other "Zero Waste" beverages/ cocktails can you come up with?
- How could you "tell the story"?

IDEAS?



QUESTIONS?

- Is the concept of "Zero Waste" beverages/ cocktails easy enough to understand?
- Do you need help with how to implement/ sell at your property?
- Will you be able to meet the due date for property implementation?
- Do you need help sourcing the ingredients?

INTERACTIVE RECIPE BOOK ON LEVY DISH

click here




PART

02

LOOKING BACK

LAST MONTH'S MEETING TOPIC OVERVIEW


NA BEVERAGES: TRENDS/ BRANDS/ UPSELL/ DISPLAY



DATA INSIGHTS

Merchandising Impact on Sales

- Volume drivers?
- Low cost of sales?





SOURCING INSIGHTS

Energy Boom

Path to Market:

- Celsius - Nationwide distribution through Pepsi.
- Red Bull - Nationwide distribution, regionally specific distributors.
- Link to approved Red Bull distributors found below in the Model Market Directory
 - <https://cpgplc.sharepoint.com/:x/r/sites/us-myc-foodbuy/shared%20documents/selected%20book%20of%20record%20mycompass%20march%202023.xlsx?id=wd924678c617c43aa8a5c27dcf6b4da1c&csf=1&web=1&e=T8HOqn>



SALES STRATEGY

SELLING THE EXPERIENCE TO DRIVE REVENUE

- Ask questions and listen.
 - Asking the right questions and listening will help identify the clients' priorities and passions – which will allow us to strategize the right opportunities to upsell.
- Do research + present pointed suggestions
 - Once you have identified the clients' interests, do research to suggest enhanced offerings – ensuring to focus what matters most to them.

POWER IN THE PRESENTATION

- Visual Sales Proposals:
 - Many people are "visual people" and a visual sales proposal could be the difference maker when deciding between event visions/ budget price points.
- Storytelling:
 - Stories are scientifically proven to get a person's attention. It enables us to develop a deeper connection with our clients which ties directly to our ability increase revenue.



TREND INSIGHTS

New non-alc beverage report from the E-15 team including internal Compass data and national trends





EXPERIENCE INSIGHTS

- Beverage station design
- Setup & display imagery
- Beverage concepts
- Suggestive setup & display items

Note: most of the images shown throughout this deck are hyperlinked so that you can click and obtain more information about the items being shown



THIS

VS

THAT

WHY DOES THIS HAPPEN?



LAST MONTH'S MEETING

KEY TAKE-AWAY'S

DATA/ TREND INSIGHTS

- The power of merchandising as it relates to capturing a sale/ upselling in our retail environments
- Field Champion Action Item: Read the newly released E15 NA Beverage Report, and share with their property

SOURCING INSIGHTS

- Alternate canned/ bottled NA beverage brands to consider adding to our Convention Center property portfolios
- Field Champion Action Item: Focus on implementing Celsius brand as an trending energy drink, available for Pepsi properties

EXPERIENCE INSIGHTS

- Experience enhancement suggestions for beverage station design and beverage concepts
- Tools provided to Field Champions: sample imagery for setup guidance as well as product links to order display equipment & décor

SALES STRATEGY INSIGHTS

- Selling the experience to drive revenue by listening to the Client, and making product selections specific to them
- Usage of "visual sales proposals" that takes BEO related content and combines it with imagery and strategic storytelling to better sell the proposed menu vision to the Client, and create a better guest experience

PROPERTY INSIGHTS

- Becca, our Field Beverage Champion from LACC shared example imagery of beverage stations from her property to show the "good" and the "bad"
- Her transparency provoked a group conversation to discuss WHY the way we setup our beverage stations can vary so much, and what we can do to create more consistency

WE HEARD YOU...

FIELD CHAMPION INSIGHTS

"Use different sized coffee urns based on trend with guest usage"

"Label décor and propping storage totes by station, for organization and ease in setup"

"HomeGoods, Target, Michael's: All budget friendly sources for quick-need décor and propping items"

"Find your SAFE storage place. Items walk out the door as easy as they walk in..."

"Buy with durability in mind. Avoid glass. Items made of hard plastic have a longer life"

"Don't buy items with a lot of pieces or hardware that can get lost and then the item becomes useless"

"There is always a budget-friendly way of recreating an expensive look. Google image search for alternate similar products"

"Faux (or living) plants are a simple way to add height and color to a station, and fill in negative space"

"We tend to stick with the same NA bev. offerings because its easy. Being notified of what else we should source, helps"

"Our biggest struggle with maintaining station design consistency is being too busy to spend too much time propping out"

BEVERAGE ACTION ITEMS

PROPERTY IMPLEMENTATION GROUP POLL

Your responses will be used as data in the monthly Beverage Task Force Progress Report, that gets shared with the CC Regional Leadership Team & property DO's/ GM's



1 Are you a Pepsi Facility?

2 Are you a Coca-Cola Facility?

3 Have you sold Celsius products at your property, prior to our call last month?

4 Did you start offering Celsius products at your property after our call last month?

5 Do you sell energy drinks at your property at all?

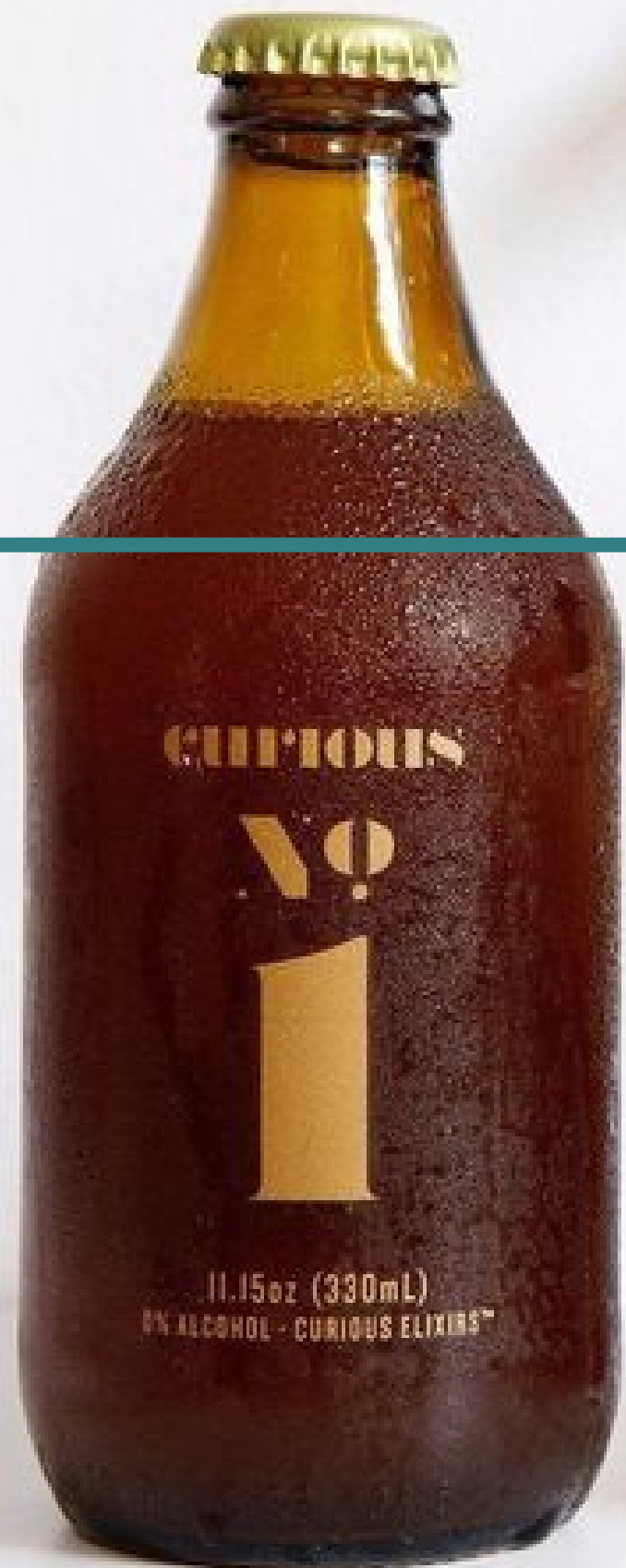
PART

00
YOUR
PURPOSE

BEVERAGE STRATEGY TASK FORCE
FIELD CHAMPIONS

YOUR PURPOSE

- *To be your property's beverage expert*
- *To drive and influence beverage change and evolution within your property location*
- *To collaborate with the Beverage Strategy Task Force team, and contribute to the monthly discussions*
- *To actively implement the learnings, processes and "Action Items" identified during the monthly meetings*



FIELD CHAMPION PARTICIPATION ATTENDANCE REQUIREMENTS

REQUIRED ATTENDANCE

Property representation is required with every monthly Beverage Strategy Task Force call

last Friday of every month at 1:00pm CT

ATTENDANCE REPORTING

Attendance will be taken and reported out with the post-call progress report that gets shared with the Regional Leadership team/ all property DO's/ GM's

PROXY/ REPLACEMENT ATTENDEE

The property assigned Beverage Field Champion may send another salaried manager from their property in their place, if they are unable to attend the call



FIELD CHAMPION ATTENDANCE REPORT

JUNE 23, 2023: SUSTAINABILITY PRACTICES WITH BEVERAGES

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

TAMARA ROSEKRANS
GENERAL MANAGER
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

JENNIFER ASWEGAN
GENERAL MANAGER
CHATANOOGA CC

SEAN CALHOUN
DIRECTOR OF BEVERAGE
GWCC

REBECCA COOKSEY
SENIOR CATERING SALES
LOS ANGELES CC

CHRIS BROWN
DIR. OF PREMIUM
WISCONSIN CENTER DISTRICT

JOSEPH GARTLAND
GENERAL MANAGER
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

THIS MONTH'S ACTION ITEMS

TODAY'S CALL

1

"Pineapple Tepache" drink recipe OR "Zero Waste" drink/ cocktail property implementation

2

"Beverage Best Practice of the Day": Dried Fruit Garnishes Property Implementation

3

Implementation of Wheyward Spirit products at your property location

4

Usage of Sustainability Practice logo's/ storytelling displayed with your sustainable beverage experiences

5

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 Beverage Field Champions, your main responsibility is to take the learning that we share during these calls, and implement them within your properties

A lot of what we share may be suggestions, but most of what we share will be expectations

Let's be the first in our company to make impactful, division-wide change with our beverage programming, together!

BEVERAGE FIELD CHAMPION OF THE MONTH



DAVID MELARA

Santa Clara Convention Center
Assistant General Manager
dmelara@Levyrestaurants.com

David successfully implemented upgrade their bar setup and now they are adding celsius to their beverage program

Thank you David, for making progressive change at your property with beverages, by incorporating a new menu offering that has the power to enhance the guest experience and drive sales!



Implementation Insights from David!

- Biggest wins with the recent updates
- Opportunities and next steps for their team
- Group Sales Team has been successful at selling for hosted events
- Undetermined if helping drive more revenue, at this point

PART

THIS MONTH'S
BEVERAGE
TOPIC



SUSTAINABILITY PRACTICES WITH BEVERAGES



Sustainability is one of our biggest focuses for Levy right now. We should be thinking sustainably with every purchase we make, every product we select, every process we implement, and so on....

BEVERAGE BEST PRACTICE OF THE MONTH



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
Item

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



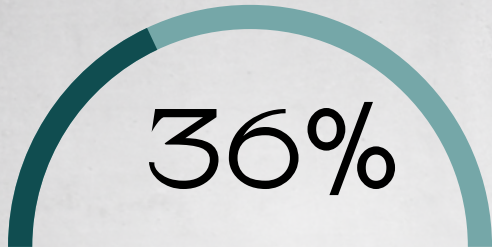
QUESTIONS?

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

DATA/ TREND INSIGHTS

SUSTAINABILITY STATISTICS

PURCHASE DECISIONS

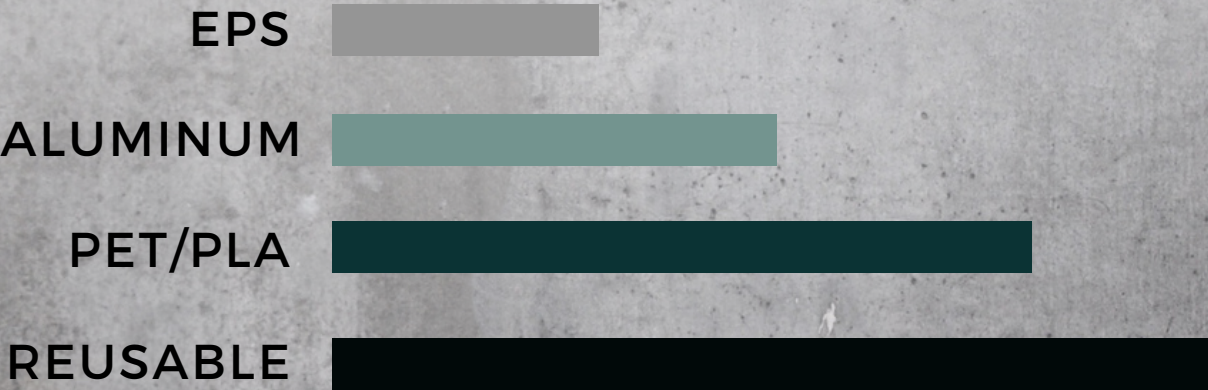


Consumers are open to this much of a price increase to support sustainability [The Nature Conservancy]



Consumers would be willing to sacrifice functionality to support sustainability [Datassential]

BEVERAGE MATERIAL SUSTAINABILITY



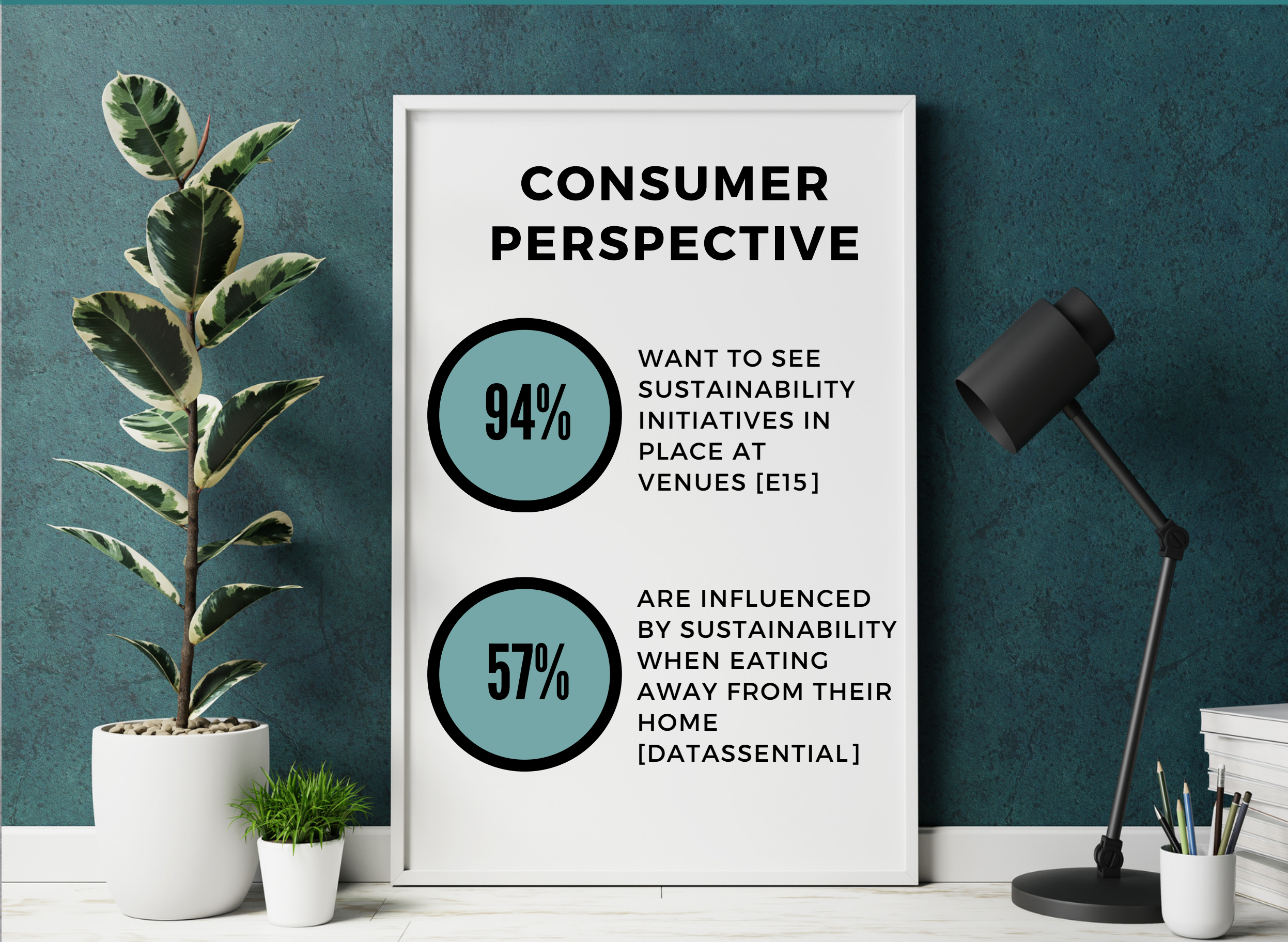
CONSUMER PERSPECTIVE



WANT TO SEE SUSTAINABILITY INITIATIVES IN PLACE AT VENUES [E15]



ARE INFLUENCED BY SUSTAINABILITY WHEN EATING AWAY FROM THEIR HOME [DATASSENTIAL]



DATA/ TREND INSIGHTS

SUSTAINABILITY POLL

Your responses will be used as data in the monthly Beverage Task Force Progress Report, that gets shared with the CC Regional Leadership Team & property DO's/ GM's



- 1** Do you have some beverage offerings with sustainable packaging?
- 2** Do you know the approximate amount of beverage containers that are recycled at your site?
- 3** Who has a plan for enrolling in or improving your Waste Not 2.0 scores?



SOURCING INSIGHTS

SUSTAINABLE PRODUCT



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.



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

SOURCING INSIGHTS SUSTAINABILITY POLL

Your responses will be used as data in the monthly Beverage Task Force Progress Report, that gets shared with the CC Regional Leadership Team & property DO's/ GM's



- 1** Does your unit serve Fair Trade coffee?
- 2** Do you think your clients/ guests are willing to pay more for beverages that are sustainable?
- 3** Does your unit serve any sustainable beverages?

EXPERIENCE INSIGHTS

SUSTAINABILITY STORYTELLING

SP SUSTAINABILITY PRACTICE

Branding

PRIMARY LOGO:
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



WHY DRAFT COFFEE?

- ENVIRONMENT**
Serving a proprietary blend of kegged coffee eliminates the typical waste associated with brewed-to-order coffee. No urn leftovers = no waste!
- LOCAL ECONOMY**
Our partnerships with local roasters allows for us to support our community
- INNOVATION**
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 within the same "pull-and-pour" unit!
- EFFICIENCY**
Waiting for coffee to brew is like watching the clock. When there are coffee kegs ready to go and ready to replace, speed of service is on point!



EXPERIENCE INSIGHTS

SUSTAINABILITY WEBSITE

click here
to visit
sustainability
webpage



EXPERIENCE DESIGN
Levy Convention Centers

Home Support Outline Support Services Product Designs F&B Concepts Event & Station Design Station Set Mock-Ups More



The Sustainability page housed on the Experience Design Website, contains links that provide further information on the sustainability & community driven partnerships and initiatives we are actively participating in as well as pursuing, for a more responsible future within our Convention Center Division Properties

The webpage also shares information on particular sustainability driven products either developed by our division, being suggested for use, or being pursued for new implementation opportunities

Compass Group has not only been highly successful in in creating sustainability programs, standards, collateral, and more - but they also happen to be one of the most progressive food and beverage companies that have made incredible strides with sustainability. A large amount of their information is contained within this website page, as well - to help provide a "one stop shop" for all things sustainability related that we should be paying attention to

EXPERIENCE INSIGHTS SUSTAINABILITY POLL

Your responses will be used as data in the monthly Beverage Task Force Progress Report, that gets shared with the CC Regional Leadership Team & property DO's/ GM's



- 1** Have you already started using the sustainability brand logo and messaging in your operations?
- 2** Do you have a beverage related sustainability practice in your operations to storytell about?
- 3** Do you have someone at your property that is good at creating storytelling signage?

SALES INSIGHTS

SELLING SUSTAINABLY

PLATED MEAL - WATER SERVICE

This



or

That



WHY ELIMINATE ICE...

RESEARCH, DATA, TRENDS

LABOR

It takes more time for service staff to fill water glasses/ pitchers with ice

Water glasses and pitchers need to be refilled more frequently because the ice takes up so much space. Therefor, increasing labor with replenishing

FILTERING

The trend in mid-high restaurants these days is towards filtered water service

Ice is not filtered... so it negates the intention when serving a filtered water option

SANITATION

When you see a cube of ice in your water glass, it has already touched at minimum six different surfaces

The layers of contact have inevitable sanitation obstacles due to the amount of touch-points

PHYSICAL REACTIONS

Room temperature water assists in the digesting process after eating

It is also more effective at preventing you from feeling thirsty

It boosts your metabolism

Guests with sensitive teeth are unable to drink ice water

SUSTAINABILITY

Considerable energy is required to "extract" heat from water and produce ice cubes

The production of the energy to make the ice cube also has an environmental impact, most commonly carbon dioxide emissions

Additionally, any ice cubes left in the glass after the drink has been drunk, are wasted

SPILLS & SAFETY

Ice can cause spills when service staff or patrons try to refill water glasses

Condensation often forms on glassware/ carafes - making them harder to set by staff/ hold by guests

PRE-SET CARAFE TABLE WATER GUEST SELF-SERVICE



**FILTERED
SPARKLING & STILL
OFFERING
CAPABILITIES**



**GLASS CARAFES/ BOTTLES
OFFER AN ELEVATED LOOK
WITH TABLESCAPE
SET**



**BRANDING/
LABELING OPPORTUNITY
ON GLASS CARAFES/
BOTTLES**



**ICE-FREE, PRE-BOTTLED
WATER AIDS IN LABOR
REDUCTION AND FASTER
SERVICE**

SALES INSIGHTS SUSTAINABILITY POLL

Your responses will be used as data in the monthly Beverage Task Force Progress Report, that gets shared with the CC Regional Leadership Team & property DO's/ GM's



- 1** Does your property place iced down, pre-filled water glasses for your plated serves?
- 2** Does your location include water in the price of your standard plated meal menus?
- 3** Does your property place self-serve water carafes or glass water bottles with empty glasses, for your plated serves?



PART

WRAP
UP

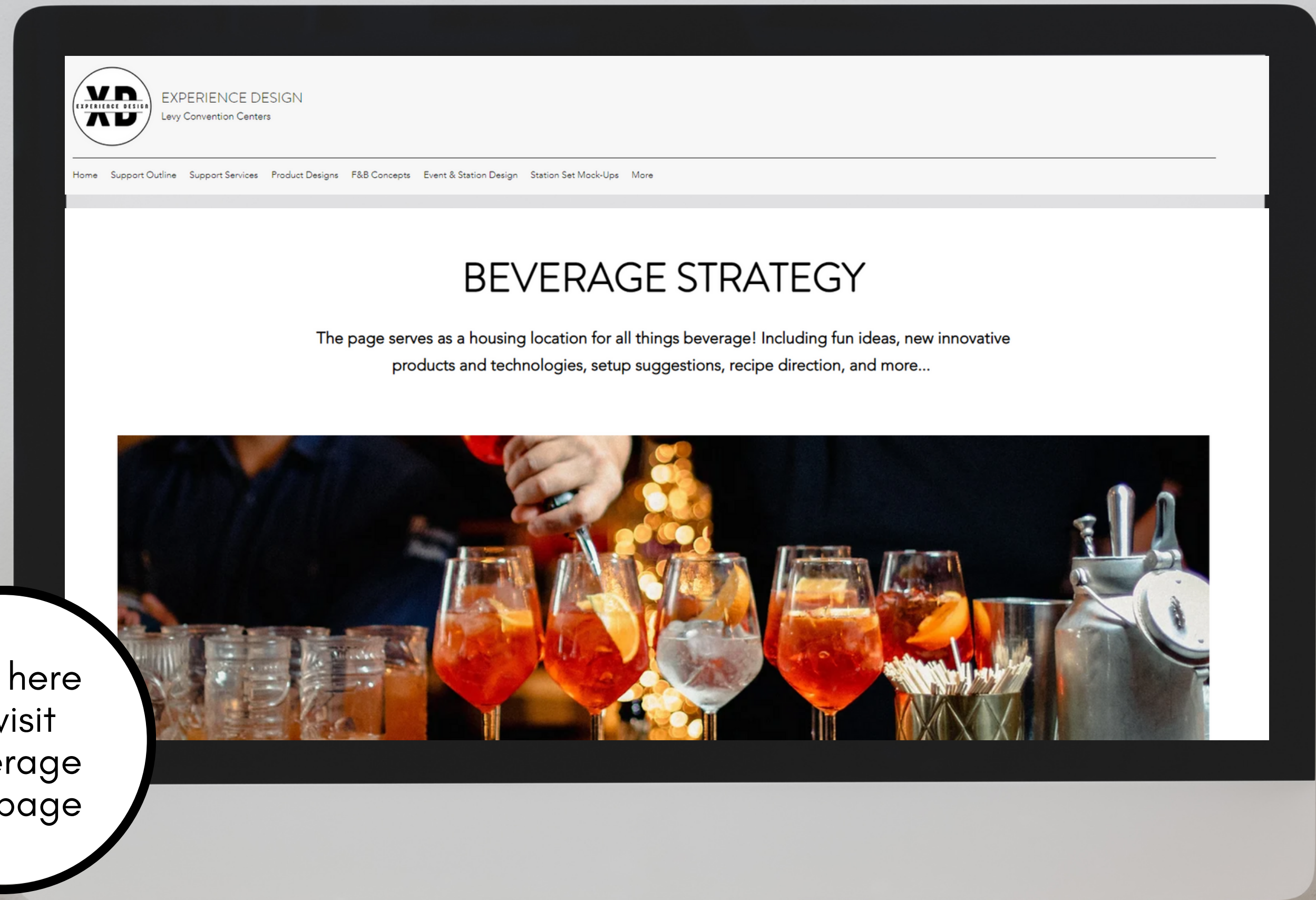
REMEMBER TO VISIT... ... THE BEVERAGE STRATEGY WEBSITE

Be sure to review the Beverage Strategy Page on the Experience Design Website

Ultimately, our end-goal with this group is to create a “beverage toolkit” that effectively supports our teams so that they know where to look and how to implement everything that we develop and discuss

This Beverage Strategy Webpage is the solution to being that “one-stop-shop” for all things beverage content related

click here
to visit
beverage
webpage



WE WANT YOUR FEEDBACK AFTER CALL SURVEY

Have thoughts, ideas or feedback for our monthly beverage strategy task force calls?

Let us know how we can better the call experience, as well as how we can incorporate more of YOUR insights into our calls!

click here to
take our
quick survey



**WE WANT
YOUR
FEEDBACK**

NEXT STEPS

CALL WRAP UP

1

Our next call:
Friday, July 28 / 1:00-2:00pm CT

2

Property representation for call attendance is critical

3

"Field Champion of the Month" Selection:
We want to know what beverage Action Items you are implementing within your property to that we can feature one of you on our next call!

4

Take our post-call survey to let us know what we can be doing better!

5

Any final questions before we conclude?



**DUE DATE FOR ALL ACTION ITEMS:
Wednesday, July 19th**

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BETTER
together.

