

LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS

ALONE WE CAN
DO SO LITTLE;
TOGETHER WE CAN
DO SO MUCH.



Deep Thoughts with Devin

Relationships are the Answer, What is the Question?

During my transition from ops-life to agency-life, one thing remains clear – relationships are a foundational ingredient for success. And one thing that rings true about relationships is that they don't just happen. They require constant attention and a brick-ton of work to manifest and thrive. Like other organizations, we ask ourselves, "What is our value proposition?" which we know we must deliver upon to sustain, grow, and succeed. At the heart of our value proposition are our relationships, which are also the heart of who we are and the springboard for what we do.

We may also ask ourselves: "What do best in class relationships look like?" Relationships are not esoteric/ambiguous/amorphous things that mysteriously exist somewhere in the universe. On the contrary, relationships are tangible, living and breathing deliverables that exist because of intentional action. The good news about relationships is that they are entirely within our control. I love this because of my 'control-freak' tendency. The control here is our passion, commitment, drive, and work to build strong relationships. This work includes, among other things, saying yes before we know the question, over-communicating, over-connecting, and consistently going above and

beyond for our clients – aka the 'lagniappe principle,' which means providing something extra.

Once the *what* part of relationships is figured out, we may also ask ourselves the *why* – as in, "Why are relationships so important?" Besides the fact that it's the right thing to do or The Golden Rule, to treat others the way you would like to be treated... relationships are also a Delta force for successful businesses. Put differently, having strong relationships translates into being top of mind and thought of as a partner of choice. It's no mystery that when we have "relationship fuel" in our tank, our work grows, and it flows.

To further emphasize the importance of relationships at PHCP, we recently created a "Partner Like Pehlman" weekly recognition program. This program recognizes the team member(s) who go out of their way for their clients each week. No surprise that this recognition is named after our amazing Chief Operating Officer Kevin Pehlman who goes the extra mile for his clients and his team. The bottom line is that nothing is more important than relationships. Our relationships are why we are here today, and they are the foundation and the springboard for what's next. In other words, we are successful because of the relationships we have with you, our valued partners, and together, we grow and go from here!

Cheers to you and to us!

Devin



PATRICK'S CORNER

This past month, we traveled to Albuquerque and Santa Fe for our annual company outing. We called it the “Magical Mystery Tour” and attended numerous venues and events. We dined in Santa Fe at the popular La Casa Sena and journeyed to Lamy, NM on our own private train for a private dinner at the 117 year-old Legal Tender Saloon and Eating House. Chef Murphy O’Brien rolled out the red carpet for us with an amazing dinner and wonderful live music. We attended the Albuquerque International Balloon Fiesta from our own VIP overlook that included cocktails, dinner, and an incredible drone show with fireworks.

Saturday we enjoyed a 5K fun run/walk followed by a spectacular viewing in Santa Fe of the 2023 Annular Solar Eclipse.

We embarked on the Magical Mystery Tour for one simple reason: It was to let our team know how much we care about them and an opportunity to see just how beautiful America is. There is so much turmoil in the world with two wars, political dissent, and violence out of control.

It was important for our team to reconnect with the fact that we live in a beautiful country with wonderful people, and to see America through the eyes of good and decent working people. We met so many nice people in New Mexico who left a lasting impression on us. People just like us, who care about this country. I am fortunate to be surrounded by so many caring members of the PHCP family, and it was truly an honor for me to be able to show them the good side of this country we share.

— Patrick

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Want More?

If you are viewing the digital version of our newsletter, click on the orange symbols to access our enhanced content, as well as email and web links throughout our articles for additional features.



Playlist



Extra Content



Survey



More Info

COVER PHOTO

Jazzmin Sanchez, Meetings & Events Planner and self-proclaimed horror movie buff, caught enjoying a fortifying cocktail.

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HOW DID WE LIVE WITHOUT:

Written by: Tulu Whiteside

FEE BROTHERS FEE FOAM

Fee Brothers calls their Fee Foam a 'Non-egg alternative for Shaken Drinks.' We call it the 'Shortcut to the Sour.' Do you want foam without the cost, storage, and sanitization that comes with using an egg? Would you like foam without the waste of a food product, the opening of a tin can, and the added salt and vegetal funk of chickpea juice (aquafaba)?

If so, Fee Foam can help because it's conveniently packaged in a bitters bottle and is virtually tasteless. Additionally, this product strictly uses plant-based ingredients with no animal or dairy byproducts, so it is a solution for vegan drinkers as well!

With that, there are some important dynamics to note. First, we recommend experimenting with your shake before serving, because it's a bit different. Secondly, Fee Foam doesn't provide the same mouthfeel, and more noticeably, the same volume to your cocktail as you would achieve with egg white or aquafaba. You won't need more than 3 to 5 dashes to create a bold foam line.

Also, the Fee Foam's foam is not as sturdy as an egg white foam, so be cautious of your dehydrated citrus wheels sinking into the depths of a well-shaken cocktail. Have fun and happy shaking!



'Tis the Season for Giving!

By Laura Nepveux | Layout design Ana P. Camarena

General Charitable Giving Statistics

According to nonprofitsource.com¹

77%

Believe Everyone Can Make a Difference by Supporting Causes

30%

of Annual Giving Occurs in December

10%

of Annual Giving Occurs on the Last 3 Days of the Year

hos·pi·tal·i·ty

the friendly and generous reception and entertainment of guests, visitors, or strangers.

We are part of an industry that thrives on kindness and generosity.

Let's make the most of our hospitality platform and the upcoming "season of giving" by positively impacting our communities, our team members, and our guests.

There are scientific health benefits associated with giving. When you help someone or give a gift, your brain secretes "feel good" Serotonin, "sense of pleasure" Dopamine and "sense of connection" Oxytocin.

What does this mean for our industry? When we execute programming that gives back known as **Cause Marketing**, we give our business a sense of purpose beyond just making profits. Charitable giving strengthens our connections within our communities and builds team morale. Millennials are especially known for being attracted to organizations that do good. Your charitable efforts will make your company more appealing to potential employees and guests by helping them feel more satisfaction at work or by visiting your establishment. Making cause marketing a part of your values speaks volumes to your employees and guests. It can also be a great way to network with community and industry leaders who also take an interest in philanthropical work.

1. "The Ultimate List of Charitable Giving Statistics for 2023", Nonprofit Source

Cause Marketing

Cause marketing involves a collaboration between a for-profit business and a nonprofit organization for a common benefit.

Cause marketing can also refer to social or charitable campaigns put on by for-profit brands.

According to the National Restaurant Association,

94%

of restaurants make charitable contributions, and their contributions mostly go to their local community. During a disaster, restaurants become the backbone of support by providing food and beverages to first responders. Our guests expect us to be socially responsible. A brand's association with a nonprofit will boost a company's corporate social responsibility (CSR) and generate positive awareness for the brand. Businesses that care about sustainability and ethics are at the top of consumers' lists, and cause marketing can help bring a business's social responsibility to their guests' attention. Also, check with your accountant to see what benefits you might receive for charitable donations. When deciding on charity partnerships, consider your own community and ask employees for their ideas. Make sure the organization you choose is legitimate and be careful about participating in religious or political causes that could alienate some employees and guests.

Popular areas of giving:

Animal Shelters

Natural Disaster Relief

Education

Food Insecurity

Human Services

Holiday Toy Drives

Environment

Health:

- American Cancer Society
- American Heart Association
- Alzheimer's Association



PHCP

Social Media

55%

of people who engage with nonprofits on social media end up taking some sort of action.

Use social media to boost awareness for your brand and make a positive impact!



Social Media

#people #engage #awareness #brand



\$200K
was donated

We are proud of the many Cause Marketing initiatives performed by our friends in the hospitality industry and are honored to share some examples:

Red Lobster

is a proud partner of **Make-A-Wish** in the U.S. and Canada to support their mission to create life-changing wishes for children with critical illnesses. During an eight-week time frame, Red Lobster promoted the Blue Dream Sangria with a portion of sales benefiting Make a Wish. **\$200K** was donated and more than **120K** specialty cocktails were sold. Overall donations over the past two years of the partnership have totaled **\$1.5 million**.



PATRICK HENRY
CREATIVE PROMOTIONS

Fogo de Chão

remains dedicated to giving back to its communities and continuing efforts to combat childhood hunger in America through its longtime relationship with **No Kid Hungry**. For a limited time, guests dining in-restaurant or those placing online to-go orders will have the opportunity to make a donation to No Kid Hungry. As a gesture of appreciation, for every **\$5** donation, Fogo provides guests a Dining Card valid for **\$25** off two Full Churrasco Dinners on their next visit. With every **\$5** donated through this promotion, No Kid Hungry is able to provide 50 meals to children in need. Since Fogo's partnership with No Kid Hungry started in 2015 they have been able to raise funds for nearly **8 million meals**.



In total, Smokey Bones has donated **\$138K**



SUPPORT NO KID HUNGRY

AUGUST 28 - SEPTEMBER 24, 2023

DONATE \$5 and RECEIVE \$25 TOWARDS TWO CHURRASCO DINNERS
(VALID SEPT 25 - NOV 17, 2023)



\$1 CAN HELP CONNECT A CHILD FACING HUNGER WITH UP TO 10 MEALS*

Fogo de Chão is partnering with No Kid Hungry to help end childhood hunger in America.

*\$1 can provide up to 10 meals. Learn more at NoKidHungry.org/NoKidHungry. Additional restrictions apply.



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8 million meals

Smokey Bones

began its partnership with CORE in 2020 as a way to support industry workers during the pandemic, with a discrete fundraising campaign. The initiative evolved in 2021 featuring a Skrewball cocktail in a year-round partnership with **\$1** donation being made per drink. In 2022, in partnership with Tito's, Smokey Bones featured the Tito's Strawberry Lemonade, which has since become the top-selling cocktail. In total, Smokey Bones has donated **\$138K** and is currently pacing at about **\$15K** per quarter with the Tito's Strawberry Lemonade. Since March of 2022, **125K** Tito's Strawberry Lemonade cocktails have been sold!

#GiveAHoot

Hooters

is asking the nation and its loyal guests to **#GiveAHoot** in its unwavering commitment in the fight against breast cancer during its October fundraising campaign to fund cancer research and help save lives. With close to **25,000** Hooters Girls around the globe and a workforce made up of **70 percent** women, Hooters has a goal of raising **\$1 million** for the V Foundation where 100% of direct donations go to cancer research. Hooters fans can join the fight by purchasing an endowment card, buying specialty pink drinks or a calendar, rounding up / "pinking up" their check or supporting local event. Overall, Hooters has donated more than \$7 million dollars to The Hooters Kelly Jo Dowd Breast Cancer Research Fund which was established in honor of the late Kelly Jo Dowd, an original Hooters Girl and the 1995 Hooters Calendar Cover Girl.

NOTHING FEELS MORE REFRESHING THAN GIVING.

Give a **HOOT**

Hooters will donate \$1 per drink to support the fight against breast cancer.

PINK PASSION
Malibu Coconut Rum, Green Gallo Triple Orange Liqueur, lime and mango puree and fruit juices. \$9.99

PINK DANIEL'S
Jack Daniel's Tennessee Whiskey, peach-cherry Slurpee. \$9.99

25,000 Hooters Girls around the GLOBE

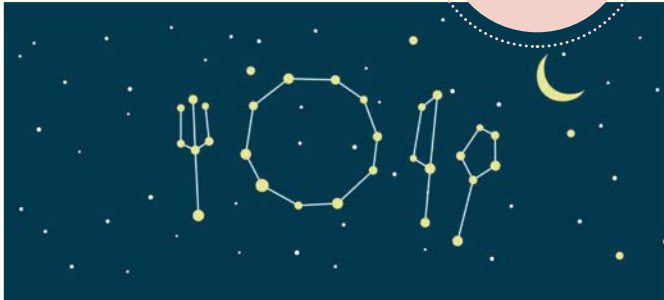
HOOTERS • V FOUNDATION



OMNI

HOTELS & RESORTS

24 million meals



Omni Hotels & Resorts is committed to ending hunger through its Say Goodnight to Hunger initiative in partnership with Feeding America. For each completed stay at any Omni hotel or resort, one meal is donated to a family in need. More than **42 million** Americans live with limited or uncertain availability of nutritionally adequate and safe food. Since launching Say Goodnight to Hunger in 2016, Omni has donated more than **24 million meals** to help **Feeding America** provide nutritious meals to local food banks to feed children, families, and seniors across the United States. Additionally, as the Official Hotel of the PGA TOUR®, Omni Hotels & Resorts provides four meals for a family in need for every birdie-or-better scored during each PGA TOUR event. Through this campaign, Omni has donated over **875K meals** across the local Feeding America food banks in each tournament's home city.

This fall,

Columbia Sussex Hotels

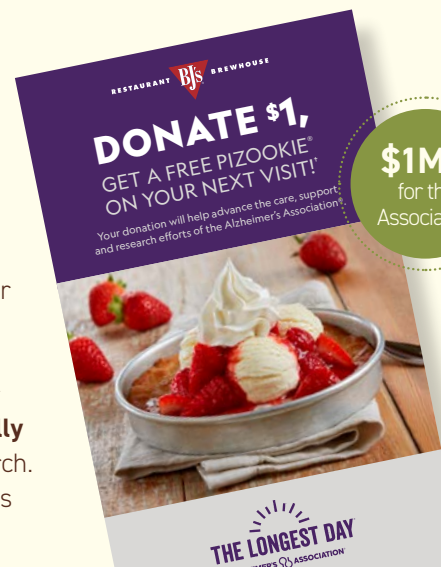
is featuring a Drink Pink LTO in partnership with **Chloe Cares**, which supports Breast Cancer Research, and Cointreau's Cosmos for a Cause benefiting the **Tales of the Cocktail Foundation**.

Columbia Sussex



BJ's Restaurants and Brewhouse

is a proud supporter of The Longest Day – an annual fundraising event of the **Alzheimer's Association**. BJ's was the Association's first ever restaurant partner to host a national promotion in 2018 and has continued the partnership each June for the last 5 years, raising over **\$1MM** for the Association and donating up to **\$25K annually** to advance Alzheimer's care support and research. This year, BJ's provided Free Pizookies to guests on their next visit when they donated **\$1**.



Pink Love is the current featured cocktail at Morton's The Steakhouse made with Calirosa Blanco, Disaronno, lemon juice, Real Strawberry Puree, and Villa Marcello Prosecco.



In addition to supporting a variety of local communities,

Landry's, Inc.

partners annually with the **National Breast Cancer Foundation** for Breast Cancer Awareness Month by donating \$1 per specialty drink sold in the month of October at 500+ locations nationwide.



During National Bourbon Heritage Month in September,

Garrison Brothers Bourbon

held a month-long celebration called Hye Fashioned Takeover where bars and restaurants across the country showcased their mixology skills with creative Old Fashioned cocktail specials. Through a social media initiative, the takeover also raised donations for the **Boot Campaign** to support life-changing programs for veterans and military families. For every Instagram and Facebook post shared about **#hyefashioned** experiences, Garrison Brothers made a **\$2** donation to this worthy cause.



#hyefashioned



Although the end of the year is traditionally a time for giving back with food and toy drives, you can reap big benefits by participating in charitable efforts all year long. Should you need assistance planning your next CAUSE MARKETING initiative, please consider allowing the experts at PHCP to help!

INNOVATION STATION

MIX YOUR MATCH

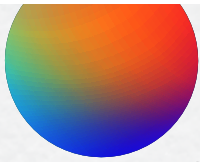
Written & Designed by: Amy Schraub

Eight children, two mixologists, and a bar full of beverage buyers and suppliers – what do all of these have in common?

No, it's not a punchline to a joke (unless you come up with one, then please send it over) – it's PHCP's very own Innovation Station! This past August, our team put DIY to the test by executing a "build-your-own-cocktail" for two very different yet discerning audiences.



3



We kicked things off with a “Bring Your Kids to Work” day at our Houston office. The highlight of the day was our very own “Drink Lab”, where the kids became mini mixologists. Our team whipped up an enticing menu of base flavors, mixers and garnishes, in which groups were given a colorful printed sheet where they could choose ingredients and name their creations. Once they had their vision down, our Beverage Innovation team brought their creations to life. This exercise gave the kids an opportunity to play grown-ups as they made all their own choices — cotton candy was the #1 garnish choice of the day! Cavities be damned!

Fast forward a week later to our 7th Annual Supplier Showcase where we turned it up a notch with PHCP’s Innovation Station in the luxurious Rolls-Royce Lounge of The Post Oak Hotel. Here, guests got to unleash their inner mixologist by selecting spirits, flavors, rimmers and garnishes using iPads. After creating their custom cocktail, guests enjoyed watching our energetic mixologists bring their creations to life right in front of their eyes. This activation was wildly popular — a constant line kept our team busy! In the midst of all the energy, our Innovation Station caught the eye of Landry’s themselves, who are now entertaining the idea of how to utilize this concept in a room service capacity.

While these two methods varied in execution and audience, what united them was the excitement and anticipation of becoming the master of your own cup. By letting the guest take the reins (in a controlled manner as to ensure a delicious result), you give them the opportunity to

become more invested in the order and to have an experience they will remember. Why not offer such an item at a limited happy hour or a Sunday brunch? People love being part of the story, so invite them to participate and enjoy the ride together.

1. One of eight fantastical creations during Bring Your Kids to Work day at PHCP.
2. **Rachelle Cizdziel of Delaware North** customizes her cocktail during the PHCP Supplier Showcase at the Innovation Station.
3. Customized espresso martini during PHCP Supplier Showcase.
4. **Tulu Whiteside** bringing to life a child’s mocktail during Bring Your Kids to Work day.
5. PHCP’s Innovation Station comes to life at the 7th Annual Supplier Showcase.



SHOWCASED AND SUMMARIZED:

7TH ANNUAL

SUPPLIER SHOWCASE

RECAP

By Erica Poole | Layout design Ana P. Camarena

The curtains have closed on the 7th Annual Supplier Showcase, hosted and meticulously planned by our Meeting & Events team at PHCP. We want to express our heartfelt appreciation to everyone who participated and attended this incredible event, making it a resounding success.

A GATHERING OF INDUSTRY FRIENDS

This year, we were honored to welcome over **150 on-premise operators and an impressive 291 supplier and distributor partners**. The event transformed into a dynamic hub of networking, collaboration, and innovation, showcasing the spirit and resilience of the beverage hospitality industry.



BRANDS AND PRODUCTS GALORE

With an expansive exhibition floor featuring more than **125 booths** and brand activations, the Supplier Showcase gave attendees an up-close look at the latest trends, innovations, and solutions that are shaping our industry. It was an inspiring testament to our supplier network's dynamism.



EXPERT INSIGHTS AND WISDOM

One of the highlights of the event was an expert-led panel discussion, providing invaluable insights into the restaurant and hotel industry's evolving landscape. Thought leaders came together to discuss the challenges and opportunities that are affecting business and lie ahead as we plan for 2024. [To read more about the content from the panel discussion, turn to page 16.](#)





MORNING MUSINGS WITH JOHNNY CARRABBA

A new addition to this year's schedule, iconic restaurateur and Carrabba's Italian Grill founder, **Johnny Carrabba III**, graced the stage as our keynote speaker. His presence was a source of inspiration, and his stories resonated deeply with the audience, leaving everyone motivated and invigorated.



A HEARTFELT THANK YOU

We extend our sincere gratitude to each of you who contributed to the success of this year's Supplier Showcase. Your passion and engagement were the driving forces behind this remarkable event. **Thank you for being a part of the 7th Annual Supplier Showcase's success.** Together, we are shaping the future of the beverage hospitality industry.



Click here to see the full gallery.

SAVE THE DATE FOR 2024

We're excited to announce that the **8th Annual Supplier Showcase** will return to the opulent 5-star Landry's hotel in Houston, TX, The Post Oak, on **August 7th and 8th, 2024**. Mark your calendars; we can't wait to see you there, ready to explore, connect, and elevate the industry once again.

For any inquiries or more information, please don't hesitate to reach out to us at events@phcp.com. We value your feedback and look forward to making each Showcase even more exceptional than the last.



INSIGHTS FROM THE 2023 SUPPLIER SHOWCASE PANEL:

Evolving Trends in Hospitality

Written by: Mary Cate Opela



The highly anticipated 2023 Supplier Showcase featured an engaging panel discussion within the hospitality and beverage industry, led by Tom Koch, a distinguished retired ABC Morning news anchor. This insightful conversation brought together prominent figures from the Hotel

and Restaurant sector, including Patrick Kirk (Applebee's), Becky Boyd (Bloomin' Brands), Bradley Moore (Aimbridge Hospitality), Emily Lenderman (Topgolf), and Max Ennamany (Landry's, Inc.). Let's delve into the key takeaways from their multifaceted conversation.

Pictured left to right: Patrick Kirk, Becky Boyd, Bradley Moore, Max Ennamany and Emily Lenderman



POST-PANDEMIC LANDSCAPE

The pandemic brought significant changes to the hospitality and beverage industry, with a strong emphasis on technology for improved customer service. As we move through a post-pandemic world, technology continues to play a vital role in enhancing the guest experience. However, the goal is to maintain the authenticity of human interactions alongside digital innovations rather than replacing human touchpoints.

While the industry faced many staffing challenges during the pandemic, the focus now centers on improving training standards. Bartenders and servers may need assistance in mastering new procedures and maintaining service quality. Innovative training methods and supplier partnerships are seen as avenues to foster passion among newcomers and experienced professionals alike, overall elevating the guest experience.



Patrick Henry introducing the panel speakers.

WINE & BEVERAGE TRENDS

In the panel's discussion about evolving trends in the wine and beverage industry, one thing became clear: younger generations are making their mark by embracing prestige wines at higher price points. In 2022 alone, there was a staggering 45% increase in wine consumption among younger adults, sparking a conversation about how to sustain and further this growing interest. So, how do we keep the excitement alive and ensure that the torch is passed from older wine enthusiasts to the next generation?

RAISING THE BAR

Cocktails have reigned supreme during challenging times. They are visually appealing, shareable on social media, and offer an engaging experience that resonates with today's consumers. With wine drinkers, capturing the imagination of younger guests necessitates a fresh approach, including experiential offerings such as wine flights to encourage exploration beyond traditional varietals.



2023 PHCP Supplier Showcase Moderator, Tom Koch

BALANCING NATIONAL VS. NICHE BRANDS

The hotel and restaurant industry faces a crucial question: how should they balance promoting national brands with smaller, niche offerings? Striking a delicate equilibrium is key. Established brands provide reliability and familiarity, ensuring guests trust the quality of their choices. However, showcasing niche brands involves multiple considerations, including availability and alignment with the restaurant's identity.

THE ROLE OF PRESERVATION

PRESERVATION SYSTEMS LIKE CORAVIN HAVE PLAYED A PIVOTAL ROLE IN THIS TRANSFORMATION. BY ENABLING THE SAMPLING OF VARIOUS WINES WITHOUT COMMITTING TO A FULL BOTTLE, THEY MAKE WINE EXPLORATION MORE ACCESSIBLE AND APPEALING.



THE UNICORN: A PERFECT FIT
IN THE END, THE UNICORN THAT ALL RESTAURANTS AND BEVERAGE PROGRAMS ARE SEARCHING FOR IS THAT PERFECT FIT – A BRAND THAT ALIGNS SEAMLESSLY WITH THE ESTABLISHMENT’S IDENTITY, OFFERS AVAILABILITY, AND RESONATES WITH GUESTS.

BALANCING BRANDS & INNOVATION

Managing mandated beverage programs in hotels presents a complex task, satisfying brand requirements while accommodating owner and patron preferences. These programs entail tiered offerings, where establishments must adhere to specific beverage brands and their requirements, striking a balance between brand loyalty and customer satisfaction.

A tiered approach categorizes brands based on their significance, allowing

requirements while adding nuance when necessary. Balancing national and esoteric brands depends on the establishment’s target audience and its desire to offer a unique and approachable experience.

RFPS & PARTNERSHIP KEYS

The landscape of Requests for Proposals (RFPs) is evolving, with a shift towards virtual presentations or a blend of virtual and in-person meetings. The consensus is that both virtual and in-person meetings can be

offering the advantage of spreading discussions over time, allowing for focused, productive conversations, and avoiding the pressure of one-time, exhaustive presentations.

What distinguishes a good supplier from a great one? This question was addressed from two perspectives: suppliers seeking to break into a market and suppliers already established in the market.

For New Entrants: Good suppliers are well-versed in their products, but great suppliers take the time to understand the buyer’s business, identify gaps, and tailor their proposals accordingly. Building relationships and trust is crucial, and a hard-sell approach



Pictured: a packed crowd in the Post Oak Hotel.

For Established Suppliers:

Transparency and proactiveness are key. Great suppliers keep open lines of communication and promptly address any potential issues. They also continually bring fresh ideas to the table to enhance their existing placements, showing they're committed to long-term success, not just immediate sales. The world of RFPs and supplier relationships is evolving. Success in this dynamic environment hinges on adaptability, continuous relationship building, and a commitment to true partnership, providing valuable resources and custom solutions. By embodying these principles, suppliers can not only secure placements but

beneficial partnerships in the competitive marketplace.

GOALS, CHALLENGES, & THE FUTURE OF HOSPITALITY

Leaders in the industry emphasized the importance of training and inspiring the younger generation to join the hospitality sector. It's crucial to make hospitality a viable career path, focusing on service excellence beyond serving drinks or food. The panel also recognized that entertainment is integral and a vital component to the guest experience.

Leaders shared their individual goals and challenges, including expanding venues, improving

compelling mix of beverages while balancing pricing and value. Innovation and flexibility were recurring themes, along with the exploration of innovative beverage options.

LET'S SUM IT UP!

In summary, the hospitality industry is evolving to meet ever-changing consumer preferences. Success hinges on adaptability, partnership, transparency, proactiveness, and the provision of valuable resources. Despite the challenges, the panel's industry leaders express their enduring passion for hospitality and their commitment to creating memorable experiences for guests and staff alike.

BOOS AND BOOZE

Fall is here! You can smell it in the air... and Halloween will be here soon! Leave the cobwebs up and dim the lights down low, the spooky season is upon us. No need to fret over a costume, as this quiz is crafted to deliver an outcome that surely won't disappoint. Grab the perfect cocktail and let the party begin.

A WARNING FOR ALL:

(with a fate that is hard to share) answer truthfully... or BEWARE!

Written by: Amber Hailey and Samantha Tisci

Photography and Design: Linda Alvarado

Special Shoutout to our very good sports:

Amber Hailey, Jason Macal, Mary Cate Opela, Erica Poole, Brandon Smith, and Samantha Tisci

You know the house with the best treats. You ring the doorbell and get a FULL-SIZED candy bar! Which one are you hoping to get?

- A. Snickers
- B. Twizzlers
- C. Hershey's Chocolate
- D. Skittles
- E. Uh, I only got a rock...

It doesn't feel like October unless I've watched...

- A. Hocus Pocus
- B. Nightmare on Elm Street
- C. It's the Great Pumpkin, Charlie Brown!
- D. Carrie
- E. The Halloween movie saga

When the air is crisp, you know it's time for Fall! What are you looking forward to most?

- A. Comfort cooking ALL DAY
- B. Reading with a cozy blanket
- C. Camping with s'mores by the fire
- D. Preparing for the holidays!
- E. Watching football

Pick a Spooky Song for your Halloween playlist:

- A. Monster Mash - Bobby Pickett & The Crypt Kickers
- B. Psycho Killer - Talking Heads
- C. Bodies - Drowning Pool
- D. Thriller - Michael Jackson
- E. This is Halloween - Jack Skellington

G E



My favorite fall treat that isn't candy is...

- A. Homemade soup
- B. Candy apple
- C. Popcorn balls
- D. Pumpkin anything!
- E. Chex Mix

Halloween night, what're you doing?

- A. House party with your best guys and ghouls
- B. Maneuvering around your dark house with only your phone flashlight to avoid trick-or-treaters
- C. Cocktail in a Yeti while you hand out candy from the driveway!
- D. Taking 1st place in the local bar's costume contest
- E. Bring on the gore and snacks with a spooky movie night in





From the life of the party to hangovers of death, how are you serving it up this Halloween?

- A. Served in an ice-cold mug
- B. The bloodier the better!
- C. Aged to perfection
- D. Pretty for my Instagram!
- E. "Healthy" pour of my favorite spirit

What spooks you out the most?

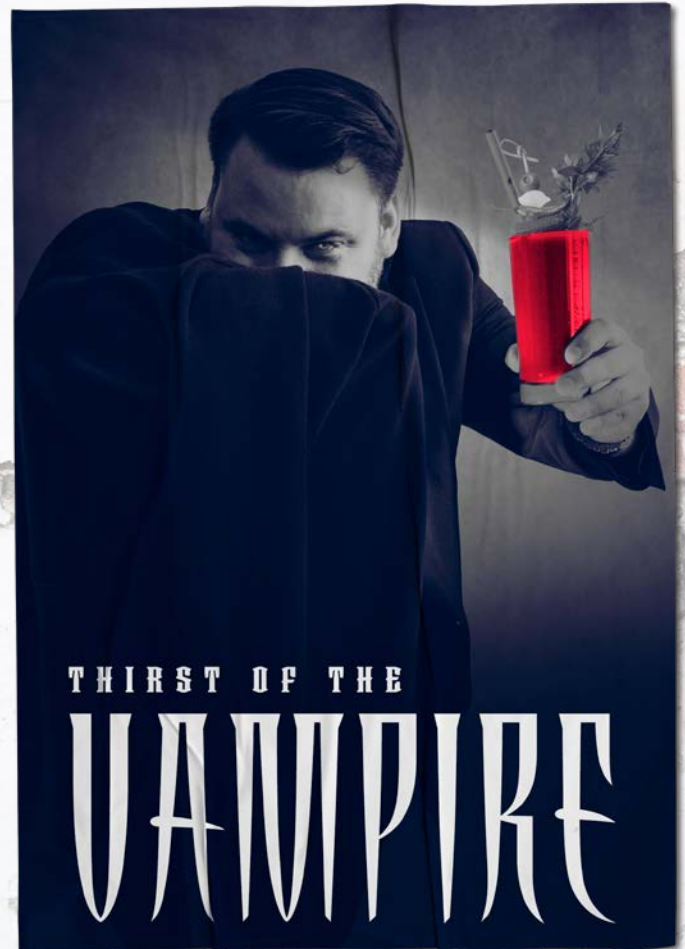
- A. Closed Spaces
- B. Clowns
- C. Creepy Crawlies
- D. The Dark
- E. Ghosts

My place isn't decorated until you see...

- A. Cobwebs (Totally put those there myself)
- B. Skeletons
- C. Ghostly sheets
- D. I don't know about you, but I skip right to Christmas
- E. Pumpkins

Pumpkin carving artistry, what is your go-to?

- A. Classic Jack-o-lantern
- B. 'Gorey' with pumpkin guts
- C. 'Boo'
- D. Animal face
- E. Paint, because I'm clumsy



RESULTS:

Mostly A's

WITCH with a STOUT BREW

(as in beer, not BREWmstick *insert cackle here*).

Don't limit yourself to a green face with a warty nose; think of the good, the voodoo, the Salem trials, or create your own tale! Whether from a cauldron or a still, a stout-style beer is sure to leave you in a spell.

Mostly B's

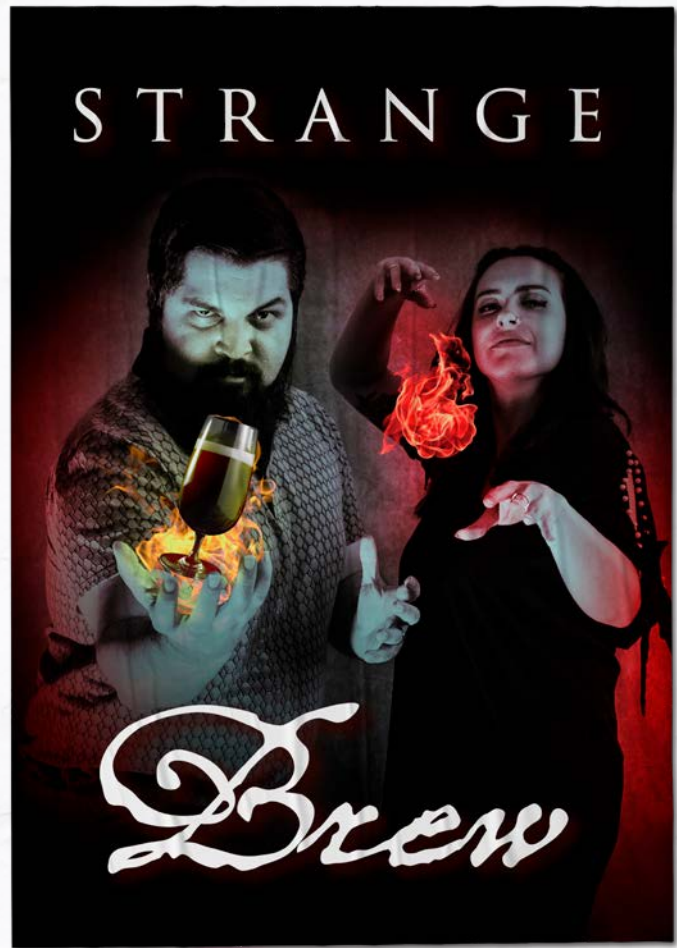
VAMPIRE draining a BLOODY MARY, no garlic of course!

Draw the shades and test out this vegan approach to quench the thirst for blood (and save some of your colleagues along the way). Who wouldn't want to be centuries old without ageing one day?

Mostly C's

STAY-AT-HOME MUMMY pouring a GLASS OF PINOT.

Keeping the sarcophagus tidy is a job that will make you dead tired, but a glass of wine a day keeps the rig-or mortis away! Staying cozy all season is a treat when you're wrapped up in your favorite cloth.



Mostly D's

BARBIE partying with their COSMO!

All things bright and happy as can be, find your favorite version of this doll for all your followers to see. With a dash of pink and sweetness to pair, this the perfect 'fit for those who don't like to be scared!

Mostly E's

FRANKENSTEIN'S MONSTER enjoying their LAST WORD... or was that a grunt?

Mmrrkmrww... (*clears throat*) ... a classic with a classic, a face the world will know. The monstrous strength of this cocktail can be decided on your own!

Want more?

We had such a good time coming up with these movie monsters! Click the yellow plus sign above for behind-the-scenes footage.

Interested in seeing what chilling ideas our team can come up with for your next project?

Reach out to hello@phcp.com



EMPLOYEES OF THE

JULY



LINDA JOY PONRAJ

Human Resources Manager

Linda Ponraj is the unsung hero behind the scenes. As the backbone of our company, Linda plays a pivotal role running our HR department, keeping everything in ship shape order, ensuring smooth operations and a well-organized workplace. Her dedication, attention to detail, and tireless work ethic have not only elevated our overall efficiency but have also made her an indispensable part of the team. Beyond her exceptional professional contributions, Linda is a true ray of sunshine, brightening the office with her positive attitude and infectious enthusiasm. We are truly fortunate to have her on our team!

FAVORITE DRINK (CURRENTLY)?

"I love a lemon drop martini!"

MOST USED EMOJI?

"This one - 😊"

ADOPTED FICTIONAL FAMILY?

"So, I would love to be the TV's favorite Moira Rose from *Schitt's Creek*. I just always liked her style and the way she acts and talks. She is very funny."

WEIRDEST FOOD?

"Sushi is just weird for me. The thought of eating raw meat is not appealing - 🤢"

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

"*Beautiful - Akon Feat. A.R. Rahman*. It was the first time an Indian star had made an international collaboration with an American singer."



Want more?

Every quarter new songs get added to our PHCP Playlist on **Spotify**. Click the yellow note above to feel the PHCP vibe!

Have questions or interested in seeing how these stellar individuals can assist with your next project?

Reach out to hello@phcp.com

AUGUST



TULU WHITESIDE

Beverage Innovation Specialist

Tulu Whiteside is one of our in-house mixologists and the life of the party at PHCP. Beyond crafting fine and unique drinks, Tulu serves as a living embodiment of the best that PHCP has to offer, showcasing not only his expertise but also his ability to create a vibrant and inclusive atmosphere by infusing every gathering with an infectious energy and humor that transforms every event into a memorable experience!

FAVORITE DRINK (CURRENTLY)?

"*Smith & Cross Daiquiri + a splash of pineapple juice*"

YOUR UNWRITTEN NOVEL TO COME?

"*Yasuke Nagoriyuki - The Only Black Samurai of Japan*"

ADOPTED FICTIONAL FAMILY?

"*The Banks Family of Bellaire*"

WORST STYLE CHOICE?

"Anything and everything I wore in Middle School."

MOST DESIRED SUPERPOWER?

"Intergalactic Time Travel!"

WHAT SONG WOULD YOU ADD TO THE PHCP PLAYLIST?

"*Kanye West - Life of the Party*"



Know someone who'd be the perfect MATCH for PHCP?

VISIT PHCP.COM/TEAM TO SEE ALL AVAILABLE POSITIONS



PATRICK HENRY
CREATIVE PROMOTIONS

MONTH!

SEPTEMBER



JASON MACAL

Account Executive

Jason Macal is our bourbon expert extraordinaire and an invaluable member of the Brand Marketing Team. Sometimes known as “Mr. Weatherman,” Jason’s impeccable style and soothing voice bring comfort to all fortunate enough to work with him. Beyond his charismatic presence, Jason combines a highly creative approach with an extensive knowledge that spans far beyond the world of bourbon, making him a versatile and reliable contributor to our projects and an exceptional team member!

FAVORITE DRINK (CURRENTLY)?

“Anything whiskey based! Paper Plane, Bourbon Renewal, and Quaker are all tasty cocktails!”

WEIRDEST FOOD EVER SAMPLED?

“Duck Tongue Quesadilla”

ADOPTED FICTIONAL FAMILY?

“Skywalker family”

QUESTIONABLE STYLE CHOICE?

“Proudly owned a Fedora...oof”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

“Big Grams self-titled album.”



Bob’s developed an AI bar experience without hangovers... of course it’s also without flavor, human interaction, and alcohol.

PHCP WOULD LIKE TO WELCOME

We are pleased to introduce two new additions to the PHCP family, **Daisy Lee** and **Ryan Broussard**! A true Houston local, Daisy is armed with a degree in Marketing and Management, and she joins our Meeting & Events team with a passion for turning moments into lasting memories. Whether it’s an intimate gathering or a grand corporate event, Daisy’s touch is sure to create experiences that resonate.

We also have Ryan Broussard returning for round 2 to a role on our Account Services team. With over 17 years of hospitality expertise, Ryan has previously been a part of PHCP, and we’re thrilled to welcome him back. Known for his attention to detail and exceptional communication, Ryan ensures each project is executed with precision and excellence. Together, Daisy and Ryan bring a perfect blend of creativity and seasoned expertise to elevate your events and services. Welcome aboard!

Written by: Brandon Smith

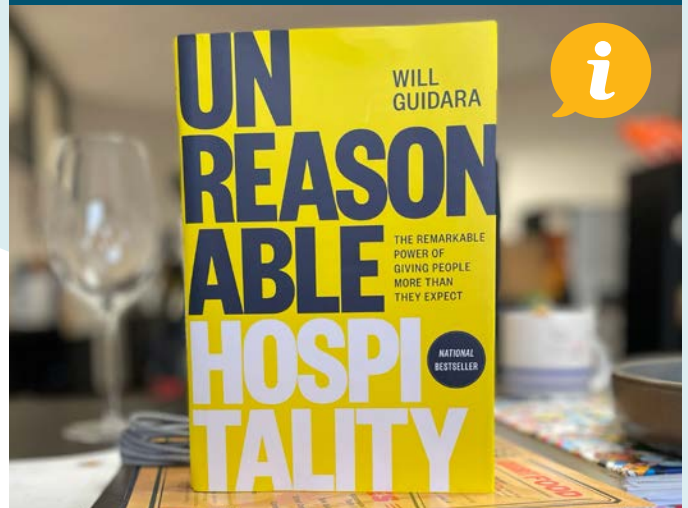


Daisy Lee



Ryan Broussard

JOIN US IN READING: Unreasonable Hospitality by Will Guidara



Essential lessons in hospitality for every business, from the former co-owner of legendary restaurant Eleven Madison Park.

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room. Eleven years later, EMP was named the best restaurant in the world.



PATRICK HENRY
CREATIVE PROMOTIONS

BEHIND THE SCENES

1. Partying like it's 1989 at the 80s-themed welcome reception for the Red Lobster Conference in Washington DC! Pictured: **Kathleen Gray** of Red Lobster, **Morgane Cotton** from Boston Beer, **Renee Hurley** from Red Lobster, PHCP's **Jessica O'Sullivan**, and **Alison Bowie** of Pernod Ricard

2. Congratulations to The Melting Pot's recognized partners during the conference in Puerto Rico! "Teamwork" - Red Bull, **Chris Ludemann Davis**; "Genuine Hospitality" - ABM/Finest Call, **Leah Hazelton**; Wine Partner of the Year - Caymus, **Danielle Christensen**; Beverage Partner of the Year - Tito's, **Duane Wildridge**.

3. Behind the scenes action captured during Smokey Bones' Q4 'Jolly Libations' LTO photo shoot, complete with a thematic, paper based-set!

4. The Cheesecake Factory Conference welcoming reception was a hit! Partners pictured striking a pose at Intrigue Nightclub at the Wynn (left to right): **Hunter Peterson** (SGWS), **Jamie Merlino** (E. & J. Gallo), **Tina Petteway** (Beam Suntory), **Lauren Walker** (Fever-Tree), **Jessica O'Sullivan** (PHCP), **Paulina Hayes** (Campari), **Jamie Chillberg** (Fever-Tree).

5. Visiting Altos Tequila Distillery with PHCP's **Laura Nepveux**, **Kelly Foss** of BJ's, **Linda Barnhart** and **Jeff Kirkhoff** of Pernod Ricard, and **Indre Jasaityte** and **Tony Chen** of BJ's.

6. PHCP team members had the pleasure of having dinner at Willie G's with FreeRange Concepts, Taco Mac, Gatherhouse Concepts, ABM, Leveck, Q Mixers, LALO Tequila, and Shiner Beer during the PHCP Supplier Showcase.

7. PHCP's **Laura Nepveux** photographed with **Aaron Paul** and **Bryan Cranston** of Dos Hombres at Hopdoddy South Congress in Austin launch event.





PHCP had the honor of supporting longtime partner and friend **Amy Rockefeller** with **Constellation Brands** in her charity initiative to provide flip flops or "slippahs" to the people of west Maui after the devastating wildfires. Amy and her team were able to provide over 3,500 pairs of men's, women's, and children's shoes to the victims, which translates to over \$38,000 in contributions. Patrick Henry's donation provided 576 pairs of slippers to those in need, and although it is a small gesture in the grand scheme of things, we hope that it made an impact on the Lahaina and Kihei communities.



Although we couldn't be there in person, PHCP was most definitely with the **Child Advocates** in spirit at this year's **Superhero 5k Run** on October 14th. Child Advocates is an amazing organization that provides court-appointed advocates for abused and neglected children. These volunteers maintain contact with everyone involved in the children's lives, including their teachers and principals, to ensure the children thrive in school and are receiving the medical and psychological help they need. These volunteers serve as a constant support person for the children to count on during this tumultuous time. PHCP is honored to help with multiple employees having donated to support this year's 11th Annual Superhero Run.



PHCP's **Laura Nepveux** and her son **Kyle** photographed while volunteering at **GiGi's Playhouse Back to School Bash**, which featured a variety of fun activities for children with Down syndrome and their families.

Laura Nepveux



This past September, **The West Houston Leadership Institute** threw an inaugural fundraising event to benefit **Camp SHiEld**, an organization devoted to providing emotional, social, and physical support of women veterans and their families, after military service, to facilitate their personal and professional success. This event had a variety of beer and wine vendors for guests to sample, such as local Houston favorites Karbach Brewery and Eureka Heights. PHCP was a proud sponsor with a monetary donation and looks forward to being involved again next year.



FIND OUT MORE:

- Young Men's Service League**
<https://ymsl.org/>
- Child Advocates**
<https://www.childadvocates.org/>
- Camp Shield**
<https://www.campshield.org/>

