

LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS

YOU GET THE
BEST OUT OF
OTHERS WHEN
YOU GIVE THE
BEST OF YOURSELF.

Harvey S. Firestone





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

NEWSLETTER STAFF

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Proofreader

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Editor, Design,
Photography,
Staff Writer

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Writer

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Writer

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, Daisy Lee and Helena Biggin: Event Team extraordinaire in a rare moment of stillness.

Cover Photo: Linda Alvarado

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Tulu Whiteside
Beverage Innovation Specialist

A close-up photograph of a hand pouring beer from a tap into a glass. The beer is golden and has a thick head of foam. The background is blurred, showing a bar setting with other glasses and equipment.

HOW DID WE LIVE WITHOUT:

Written by: Brandon Smith and Tony Garcia

DRAUGHT GUARD

Draught Guard is revolutionizing the beer industry by offering an industry-leading beer system with cutting-edge technology in beer line cleaning. Their unique approach extends the required cleaning cycles from the standard two weeks to an impressive 12 weeks, providing bar and brewery owners the opportunity to save time and significantly increase profits, with an average annual savings of \$8,000 in beer and cleaning costs!

Traditionally, beer system cleaning involves dumping usable product and recirculating caustic chemicals (no, thank you). Draught Guard takes a different path, offering 24/7 protection of beer lines from keg to tap. Utilizing an electronic, non-chemical, low-frequency signal, their technology efficiently removes and prevents the formation of biofilm within the lines. Scientific studies conducted by the Montana State University Center for Biofilm Engineering and the University of Pittsburgh reveal that Draught Guard reduces existing live biofilm cells by 80-90% and boasts an impressive 98% inhibition rate of new biofilm formation within the system.¹

Best of all, implementation of Draught Guard is quick and non-invasive, requiring less than fifteen minutes for installation. With estimated price starting at \$1,995, each Draught Guard unit efficiently treats up to 12 lines within a beer system, providing comprehensive protection regardless of the system's length. Lead the charge in transforming the beer industry with Draught Guard's innovative technology, where savings meet efficiency for owners and operators alike!

SOURCE: 1. <https://www.perlick.com/newspost/perlick-announces-new-partnership-with-draughtguard.html>

LINK: <https://www.draughtguard.com/>



Merry Mixology

from Around the World

Written by: Samantha Tisci,
Kevin Barber, Tulu Whiteside,
and Shannon Pritchard

Each country may celebrate holidays with different customs and in different languages, but their cocktails are enjoyed universally. As Santa makes his way around the globe, let PHCP take you on an international journey to imbibe with good tidings and holiday cheers!



Puerto Rico **Coquito** (*koh-kee-toh*)

Brought in during Puerto Rico's colonial period, Coquito was a Spanish eggnog modified to accommodate local Caribbean ingredients. Translated to 'small coconut' from the Spanish, it primarily consists of coconut milk, coconut cream, Puerto Rican rum, and sweetened condensed milk. Although typically enjoyed from after Thanksgiving Day through January 14th (eight days after Three Kings Day), it is often consumed throughout the year by Boricuas everywhere!

Peru **Algarrobina** (*ahl-guh-roh-bee-nah*)

In the 17th century, Spanish monks in Peru also prepared a holiday drink based on eggs, milk, and wine. Eventually, locals began replacing the wine with pisco, and adding in a thick, molasses-like syrup from indigenous Algarrobo trees, a symbol of health in Peruvian culture. This richly textured, high protein and vitamin laden drink became known to naturally cure anemia or bad complexion, and soon it became a tradition to welcome treasured guests with an algarrobina cocktail when they came to holiday dinner.²



Germany

Glühwein (*gloo-vine*)

Since the 15th century, annual Christmas markets (Weihnachtsmarkt) have been at the heart of holiday celebrations across Germany and Austria. Amidst the vendors of arts and crafts and local foods, stalls proferring ceramic mugs of Glühwein keep visitors warm as they shop and socialize.³

Prepared from red wine, which is heated and spiced with cinnamon sticks, cloves, star anise, citrus, sugar, and vanilla pods, 'Glühwein' translates to 'glow-wine', which is derived from the hot irons that were once used to mull the wine. It is sometimes consumed 'mit Schuss' – with a shot of liquor, usually rum.⁴



Ukraine

Uzvar (*ooz-var*)

Primarily served on Christmas Eve, Uzvar is a national Ukrainian beverage cooked with dried pears, apples, plums, cherries, apricots, and berries, and sometimes spiced with cinnamon, star anise and nutmeg. Traditionally, the fruits are dried in the sun or on a Ukrainian stove, and allowed to sit from Autumn until Winter, when they would be brewed for several hours, preserving their healthy properties.⁵ The drink is then filtered and honey is added for sweetness.

Uzvar can be consumed both hot and cold; however, it is traditionally served chilled in a decorative cup with boiled fruit and berries. In olden times, Uzvar symbolized a good life with the fruits representing fertility and the honey symbolizing sweetness.⁵



Korea

Sujeonggwa (*soo-juhng-gwah*)

Brewed with cinnamon, ginger, sugar, and water, Sujeonggwa is a Korean cinnamon punch that embodies the essence of Korean culianry heritage. This delightfully sweet and spiced concoction involves simmering the ingredients to create a rich base, which is then strained, cooled and garnished with pine nuts, dried jujube, and dried persimmon.⁷

Often enjoyed during festive occasions like Chuseok and Lunar New Year, sujeonggwa serves as a symbol of hospitality and cultural pride, and boasts potential health benefits, with cinnamon and ginger contributing antiinflammatory and antioxidant properties.⁸



Nigeria

Dawa (*dah-wah*)

Sam Kivelenge, aka Dr. Dawa, gifted this perfectly simple cocktail recipe to the world in the early 1980s at The Carnivore in Nairobi. Similar to the Caipirinha, Sam wanted to create a cocktail that was inspired by the churrascarias in Brazil, but with a Kenyan twist. Dawa, which means 'medicine' in Swahili, is also the name of the wooden stick that is dipped in honey then used to muddle the lime and raw sugar.⁹

It's the perfect holiday treat from the depths of African cocktail culture to celebrate Kwanzaa, or the beginning of a bountiful feast.



SOURCES:

1. "A Brief History of Coquito from Puerto Rico," Culture Trip, May 28, 2017
2. "Algarrobina Cocktail," Peru Delights, April 29, 2020
3. Lily Kelting, "This German Mulled Wine Is the Coziest, Most Heartwarming Holiday Drink," Kitchn, Apartment Therapy, LLC., December 5, 2023
4. "A Brief History of Gluhwein Germanys Favorite...," Culture Trip, December 27, 2016
5. "Uzvar (Dried fruit compote) - Popular Ukrainian Christmas Drink," Ukrainian Recipes, January 3, 2019
6. "Uzvar," Authentic Ukraine, December 2021
7. "Korean Cinnamon Punch (Sujeonggwa)," My Korean Kitchen, May 13 2019.
8. "Sujeonggwa (Korean Cinnamon Ginger Punch)," Kimchimari, December 1, 2017
9. Steven Muendo, "Dr. Dawa, Wizard Who Treated Us with a Cool Concoction..." The Standard Insider

























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's Eve?

- 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?

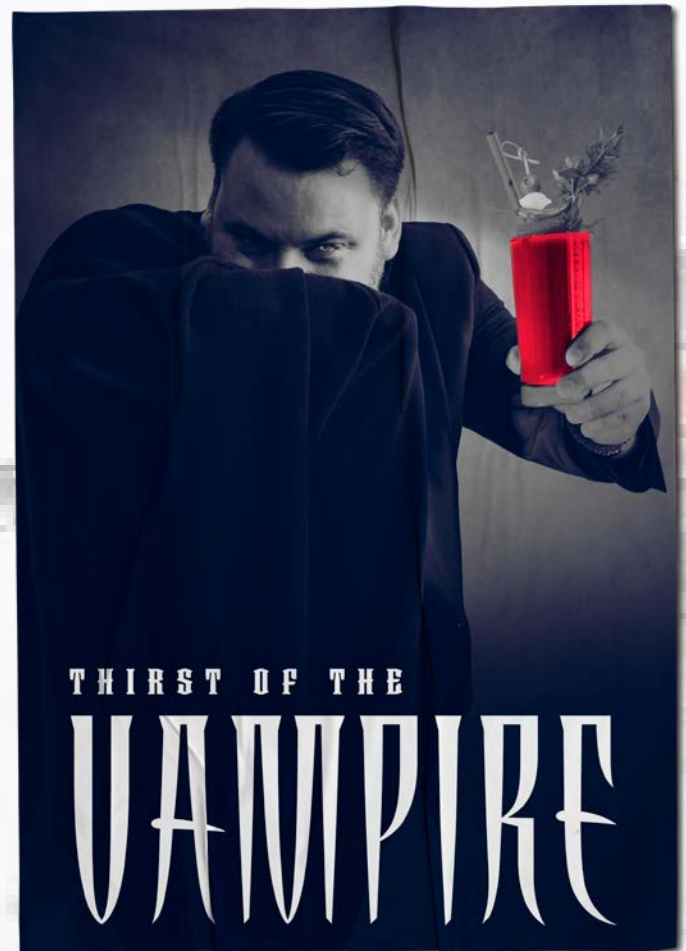
- A. Closed Spaces
- B. Clowns
- C. Creepy Crawlies
- D. The Dark
- E. Ghosts

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

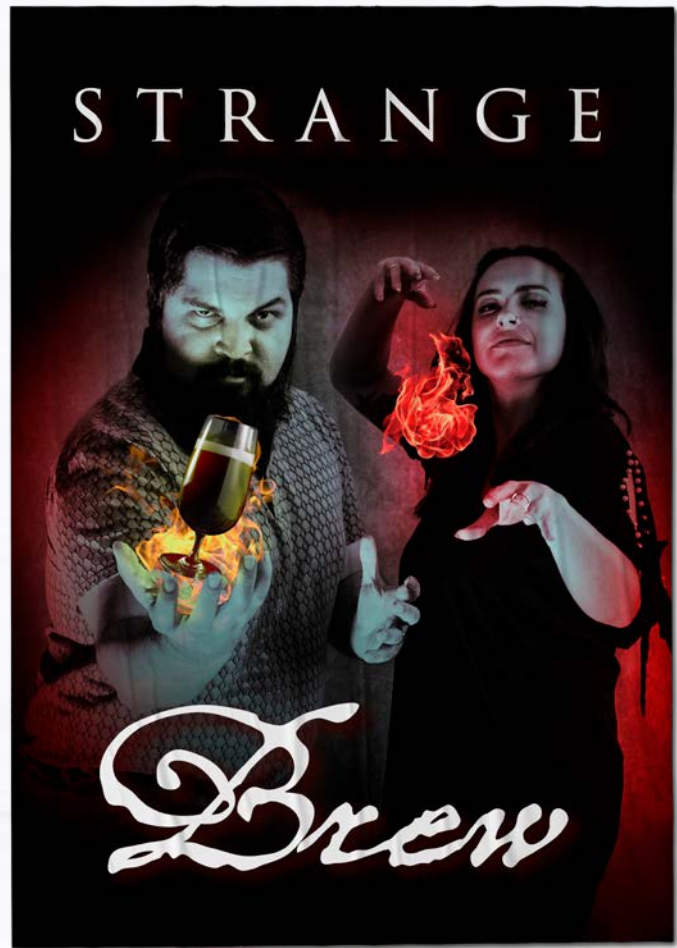
VAMPIRE draining a **BLOODY MARY**, no garlic of course!

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

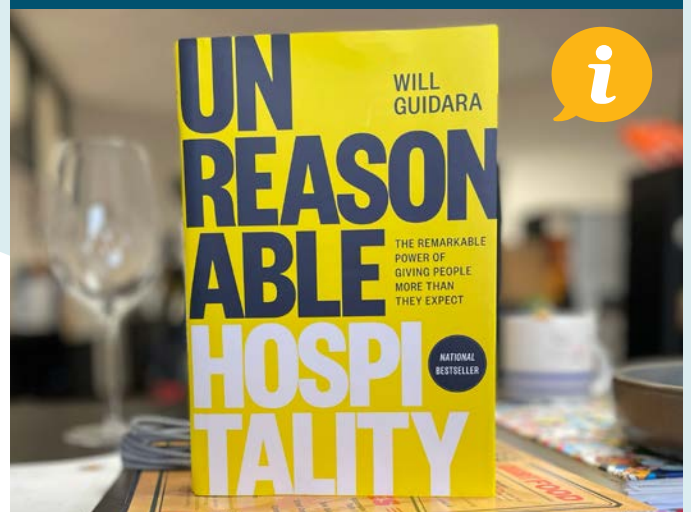


Daisy Lee



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/>

