



**PATRICK HENRY**  
CREATIVE PROMOTIONS

SUPPLIER SHOWCASE

SPECIAL EDITION

# In the Loop

# Best in Show

Written by: *Bradie Bowen*

**T**hat's a wrap on the **4th Annual Supplier Showcase** – and it's safe to say the event has gotten better every year! Once again, **PHCP** hosted the networking event at **Landry's Post Oak Hotel**, but this year included a new educational element — and a few surprise guests.

The two-day event kicked off on Wednesday, September 9th with industry members flying into Houston from all over, each excited to attend the first event like this to take place in months. The **Patrick Henry Team** was equally as excited, and took extra steps necessary to ensure guests' safety and well-being during their visit, which included strongly recommending all participants wear their masks at all times, increased cleaning of high-touch areas and items, limiting the number of participants, and more.

Meeting and Event Planner, **Robin Doherty**, noted: "For us, it made sense to continue with the event this year since it's always been about quality, not quantity. *[The added challenge]* was a lot more work went into making sure it was a safe event for everyone who attended."

The floor was bustling at **PHCP's 4th Annual Supplier Showcase**

## DAY 1: SET UP & WELCOME RECEPTION

**After the vendors** finished setting up their booths in the Post Oak's Grand Ballroom, everyone headed over to the first event on the agenda: the **Welcome Reception** at the rustic, yet elegant, **Brenner's on the Bayou**, another stunning Landry's property in Houston. Thankfully, the rain subsided long enough for guests and team members to socialize out on the patio overlooking Buffalo Bayou. Hors d'oeuvres were passed, cold beverages sipped, and lots of socially distanced fun was enjoyed by all!

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Members of the PHCP Team at the Welcome Reception at Landry's Brenner's on the Bayou





## PATRICK'S CORNER

What a great two days in Houston as we hosted our **4th Annual Supplier Showcase**. We were excited to see such a great turnout with key buyers from **Buffalo Wild Wings, TGI Friday's, Out West, Brinker, Hooter's, Bloomin' Brands, Omni Hotels & Resorts, Lupe Tortilla, Landry's, PF Chang's, Benchmark Hospitality, Morton's Steakhouse, and Hopdoddy** to name a few. We were honored to have **'50 Cent'** and Landry's CEO/Chairman **Tilman Fertitta** visiting the Showcase. Special thanks to 50 Cent for hosting the **MAB Board** on Wednesday night in the Oaks Room at the beautiful **Post Oak Hotel**.

The event featured an outstanding panel of beverage experts including **Becky Boyd** (Bloomin' Brands), **Devin Burns** (Omni Hotels and Resorts), **Jamie Carawan** (Buffalo Wild Wings), **James Kramer** (Landry's), and **Bruce Skala** (Hooter's). The moderator was **Michelle Fossett** from PHCP. The reviews were excellent.

We sincerely appreciate all the Suppliers who participated in the Showcase this year. To say it was a challenging time to travel was an understatement. It would not have been successful without your help and support. We look forward to seeing you **August 2021** when we plan to expand with additional speakers and creative new additions to the Showcase. Plans are once again to have the Post Oak Hotel the host venue.

— Patrick

### NEWSLETTER STAFF:

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PHCP WOULD LIKE TO OFFER A HEARTFELT

# Thank You,

To our amazing **PANELISTS**, for sharing their valuable time, expertise, and insights, our adventurous **ATTENDEES**, for arriving ready and eager to experience and explore, our wonderful **SUPPLIERS**, who, year after year, bring marvelous treasures and concoctions with which to astound us, and to our own **TEAM PHCP** for their countless hours of care and organization.



**We can't wait  
to see y'all  
next year!**



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## BEST IN SHOW *(continued from page 1)*

**Day 2 began** with *“The Future of Our Industry”* discussion, moderated by PHCP’s CMO, **Michelle Fossett**, and led by a panel of some of our industry’s best, who discussed their strategies to bounce back and thrive during this unprecedented time.



A discussion Q&A with a panel of experts was, by all accounts, a highlight of the event

Panel members consisted of: **Becky Boyd**, Beverage Director at Outback Steakhouse; **Devin Burns**, Vice President of Rooms and F&B at Omni Hotels & Resorts; **Jamie Carawan**, Vice President of Brand Menu and Culinary at Buffalo Wild Wings; **James Kramer**, Vice President of Beverage Ops at Landry’s Inc; **Bruce Skala**, Senior Vice President of Marketing at Hooters of America. The discussion was livestreamed and recorded. (To view, [click here](#).)



Suppliers included the charismatic **Curtis ‘50 Cent’ Jackson**, who was showcasing his Branson Cognac VSOP

Just as in previous years, the remainder of the day consisted of a **Grand Tasting**, which was broken up into two parts, separated by a networking lunch. This year, over 75 different vendors set up booths to showcase their focus brands and allow for those attending to sample and learn about their products – while making new connections and building lasting relationships!



Between vendors and attendees, there was no shortage of people to meet and brands to explore!





We are so thankful to have had such great participation this year, especially during such a challenging time! Not only did we have local businesses attending, this year we had the most national account attendance ever with buyers from **Buffalo Wild Wings, Hooters, TGI Friday's, Benchmark, Outback Steakhouse, Omni** and more!



Enjoying a stellar repast at the luncheon as **Buddy**, the **Bird Dog Whiskey** mascot looks on

*"The event was well planned and well executed, and communication before, during and after the event from PHCP was stellar. The layout was functional and allowed for spacing. The panel before the trade show was insightful and provided some great information!"*

— Feedback from the post-event Vendor Survey

If you're interested in receiving more information on the 2021 Supplier Showcase, please reach out to our **Director of Special Events, Cheryl Stanko**, at [cheryl@phcp.com](mailto:cheryl@phcp.com) to be placed on the mailing list, and be sure to keep your calendars open next August! We look forward to seeing y'all then!