



PATRICK HENRY
CREATIVE PROMOTIONS

SEPTEMBER/OCTOBER 2020

In the Loop

Keeping Spirits Bright!

Written by: Bradie Bowen, Erica Codd, Rebecca Dowda, Kurt Moody, Cheryl Stanko

All around us, we can hear the hum of lawnmowers and the splashing of sprinklers. Schools are gearing up for the end of the lazy days of summer, and the temperature outside tops 100°. About now, our thoughts turn to... Holiday cocktails and promotions!

How easily it sneaks up on us, but in order to take care of all the ideation, planning, troubleshooting and implementation involved, the time for Holiday thinking is now. But not to worry! A few tips and tricks can get the proverbial snowball rolling and headed toward a flurry of Holiday Cheers in no time!

Holiday Events

Want to host an event this holiday season, but not exactly sure how to keep it digitally engaging? Here are ideas for a fun, yet safe, holiday party that is completely virtual!

Virtual Cocktail Party

Yes, we may be “going digital”, but that doesn’t mean we can’t eat, drink and be merry! Create and send a cocktail kit as a formal invitation or an event sneak peek! Ask guests to make their own martini from a *Tinsel and ‘Tinis* kit, or freestyle and mix up their drink of choice from a *Make Spirits Bright* kit that comes with spirits and recipes for inspiration! Include a festive competition where the creator of the best holiday-inspired cocktail wins a prize!

The Price is Right (Swag Edition)

Ask companies to donate prizes for your virtual event. Task attendees with guessing the items’ values as if on an exciting and interactive gameshow! The bid closest to the item’s price without going over wins!

Virtual Game Day Holiday Party

Incorporate a little friendly competition by hosting a virtual game day! Invite attendees to log in during a designated time period to connect with one another and play a variety of games online. Reward the winners with exciting prizes, gag gifts or bragging rights!

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Connect at: hello@phcp.com | 281.953.5500 | www.phcp.com

SEPT/OCT 2020



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CLIENT LOVE

WE ARE EXCITED TO ANNOUNCE OUR NEWEST CLIENTS!



Cracker Barrel

Based in Nashville, TN with over 650 locations, this popular family restaurant will soon be implementing a beer and wine program. This will be the first time in history for Cracker Barrel to serve beer or wine. PHCP will assist in implementing this program nationwide which will include working with the Cracker Barrel team, distributors and national suppliers. We recently visited numerous locations and are so excited to be working with such a great restaurant company!

P.F. Chang's

We are honored to be working with P.F. Chang's based in Scottsdale, AZ. We have been fans for many years, frequenting their Texas locations, and this is a dream come true for us. They have a strong beverage program and we look forward to assisting Elisa Cordova and her team!

Smokey Bones

Smokey Bones, based in Miami, FL, features outstanding ribs and BBQ. We are in the process of rolling out a new beverage menu and adding some really great LTO cocktails for Breast Cancer Awareness Month in October. This holiday season will be festive with new, innovative winter cocktails as well. Beverages will play a big part alongside some new food items on the menu and for happy hour!

Thank you to our newest clients for giving us the opportunity to partner with you!



PATRICK'S CORNER

There is never a day that goes by that I don't appreciate life and the happiness it has brought me. When I started this company 33 years ago, I had no idea what the future would bring and how long my dream would last. There were extremely stressful times and moments where I felt I could no longer go on. I have met incredible people in our industry who have become life long friends. Through it all I continued to appreciate life no matter the challenges I faced.

What I have discovered over the years is there are good and decent people you will meet, who will make a difference in your life. There will be people to whom you will make a difference in their lives. There is no greater reward than leaving a lasting impression on someone's life.

The success of this company is because of good and decent people who have made a difference in my life. Each and every day I count my blessings knowing I am going to a place where people care about one another.

Through this incredibly difficult time, don't forget to appreciate life and all the happiness it has brought you. We have much to be thankful for.

— Patrick



Written by: Bradie Bowen

Over the course of the last 8 months, it has become easier and easier to get swept up in the constant negativity. I know in the midst of it all I've definitely asked myself, "Is there anything good left?!"

Little did I know the answer to my question would come in the form of a company email from the man himself, **Patrick Henry**, which read:

Today we sent a letter and a check to the family of fallen officer Sheena Yarbrough-Powell. She was on the Beaumont police force less than two years. She was tragically killed while responding to a call when an intoxicated driver hit her going the wrong way. . ."

This got me thinking. I questioned why I hadn't used this time to give back to others, and I wondered if anyone else on the PHCP team had served their community recently. I obviously needed some ideas on how I could get involved, so I figured I might as well ask.

Here's an important life lesson I learned during my inquiry: Even during a tumultuous time like we are currently experiencing with COVID-19, we can still grow as human beings and make a difference in other people's lives. The following PHCP'ers inspired me to do so, and I hope they inspire you as well.

Ryan: The Leukemia & Lymphoma Society (LLS)

Since a close friend was in the running for The LLS Houston Chapter's Man of the Year, PHCP's very own **Ryan Broussard** spent much of his free time in support of his friend creating different social media marketing pieces. This year, with the onset of the COVID-19 pandemic, restrictions on gatherings severely hindered traditional fundraising efforts, and the campaign had to change tack to primarily requesting donations via phone and email. This, paired with so many facing financial insecurity, made it incredibly difficult to convince anyone to donate, even to such a worthy cause. It became almost painful to even ask. By the end of the 10-week campaign, Ryan's team consisted of only 4 strong and dedicated core members.

Any team to surpass \$50,000 in funds raised were allowed to name a research grant on someone's behalf. While Ryan's friend and LLS team-lead had a person in mind, Ryan was raising funds for two different people who are not only close to him, but close to the entire PHCP family as well: Our wonderful Office Manager and Non-Hodgkin's Diffuse B-Cell Lymphoma SURVIVOR, **Paige McLaren**, who is now thankfully in remission, and **Danny Vara**, the amazing husband of one of our Senior Graphic Designers, **Kelli Vara**, whose diagnosis came along during the second half of the Man and Woman of the Year campaign.

(continued on next page)



ACTS OF KINDNESS *(continued from page 3)*

By the end of the campaign, Ryan's team was able to raise over \$64,000, securing them a Houston Chapter Man of the Year win, and a win for leukemia and lymphoma research!

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Every year, LLS chapters across America participate in a 10-week grueling, but friendly competition to raise money from donations for research. Every dollar raised equals one point to the candidates as they strive to achieve the title of Man or Woman of the Year.

To support or learn more about the Leukemia and Lymphoma Society, visit <https://www.lls.org/>

Amy: Veggie Village Community Donation Gardens

Amy Parham, alongside her husband **Josh**, donated funds to have their own garden plot at *Interfaith of The Woodlands Veggie Village*, and have been volunteering their time growing and harvesting different kinds of vegetables. The *Veggie Village Community Donation Gardens* are welcoming places where people work and learn together, while providing fresh, organic produce to the *Interfaith Food Pantry* and *Senior Living Complexes*. 90% of the food harvested in these plots is donated directly to the *Interfaith Food Pantry*!

Interfaith of The Woodlands is a nonprofit social service agency providing numerous programs and services to meet the needs of residents in The Woodlands and the surrounding areas. What began as a dream has flourished into a reality and is helping thousands of individuals and families every single year. The Veggie Village was created to provide: Fresh food, using organic and sustainable gardening practices, for the Interfaith Food Pantry, a place where members of the community, including the elderly, disabled and children, work together within our natural habitat, education in sustainable living, including gardening, environment care, and nutrition.

To support or learn more about Veggie Village, visit <https://woodlandsinterfaith.org/programs-services/veggie-village/>

The Sevier Family: Their Local Community

Christy Sevier and her family actively volunteer in the foster care and homeless communities alongside their church, and the other amazing teams of people who love and care for vulnerable Houstonians.

In recent months they have had the opportunity to assist foster families with immediate needs for the children placed with them, by delivering bedding, air mattresses, clothing, shoes, grocery store gift cards and even a dresser that had been donated. Christy is a certified foster care babysitter and enjoyed spending a recent evening hanging out with 5 awesome girls in foster care, so their foster parents could attend a very important graduation. In addition to working with foster families across the city, her efforts also include

working alongside *Child Protective Services (CPS)* to provide assistance however possible. Recently, many people wrote notes of encouragement to caseworkers and those were delivered to the local CPS office along with candy and masks that had been also donated.

On the third Saturday of every month, the Sevier's can be found at 311 Austin Street in downtown Houston along with other members of their church. Each month they bring music, a church service, 125 sacked lunches (that are packed the night before) and, when possible, hygiene packs, clothing, sleeping bags, etc.

To support or learn more about The Texas Department of Family and Protective Services, visit <https://www.dfps.state>.

How Can I Give Back?

1. Make a surprise delivery to your local police department or fire station with treats and goodies to show appreciation.
2. Make hygiene packs or "blessing bags" to pass out when you see a person who is homeless. Ideas of things to include: a bottle of water, nonperishable snacks, toothbrush, toothpaste, soap, sanitizer, wipes, deodorant, etc.
3. Become a certified foster care babysitter by contacting a local foster/adoption agency, completing the training, and be paired with a local foster family.
4. Write notes of encouragement and deliver or mail them to local first responders, teachers, child protective service caseworkers, etc.
5. Think of nonprofits, churches and other organizations serving the vulnerable community when you have gently used or new clothing or furniture to donate.
6. Collect for, donate to and volunteer at local food banks or food drives.
7. Volunteer at an animal shelter to walk animals waiting for adoption and bring a bag of food to donate.

MORE PHCP-er ACTS OF KINDNESS

Blood & Plasma Donations
Monetary Donations to Support Hospitality Industry
Food Drive & Food Bank Donations
Making Cards for Healthcare Workers
Fabric & Elastic Donations for Masks
Signs to Show Support for Local First-Responders



KEEPING SPIRITS BRIGHT *(continued from page 1)*

Mixology

Looking for seasonal cocktails that your guests will love? Our Director of Beverage Innovation, **Rebecca Dowda** has a couple of tips when considering a seasonal lineup.

Q) What are some easy ways to spice up popular drinks, to make them more seasonal without having to create entirely new recipes?

A) Swapping out neutral ingredients such as simple syrup or agave nectar for syrups with seasonal flavors is an easy way to add holiday cheer to existing menu items. Using maple syrup in a margarita with a cinnamon-sugar rim will allow bartenders to use a recipe build they are familiar with, while offering guests a new cocktail with a seasonal flavor profile.

Q) If someone wants to add a holiday drink to their menu, where should they start?

A) There is a misconception that holiday drinks need to be overly decadent or sweet. Start by looking at what cocktail sells best, then offer a holiday version of that. I firmly believe that when they said “making spirits bright,” they were referring to cocktails. Sangrias, Old Fashioned-style cocktails, and Tiki drinks provide a great canvas to build upon. Just incorporate flavors like nutmeg, cranberry, clove, or rosemary to make it pop! Also, look at Instagram and other forms of social media for ideas too! Searching the hashtag **#holidaydrinks** will help you see what your guests are drinking when they are not at your restaurant or bar.

Let PHCP craft custom cocktail recipes just for you! Our award-winning Mixology Team is only a phone call away.

Brand Marketing

Are you a beverage supplier itching to connect with your clients this holiday season? Whether you are interested in holiday brand kits, customized greeting cards, individualized gifts or supporting a chosen charity, PHCP can help bring your vision to life! Not sure of your vision or direction? We can assist with that too! From concept to delivery, we are here every step of the way. Give us a call or send us a note, and we can help you get started!



PHCP

HOLIDAY

— MIXOLOGY SPECIAL —

DON'T LET THIS DEAL JINGLE AWAY!

LIMITED TIME ONLY

\$1,200.00 = 3 hand-crafted recipes; a \$2,250 value!

Unique cocktail or mocktail recipes
Recipes will be provided in 2 formats:

- Clipped Photos •
- Suggested Selling Price •
- Cost Margins & Cost Breakdown •

Designed to suit your customer's needs & mandates
Supporting drink descriptions provided
Craft cocktails developed exclusively for you & your priority brands!

Reach out to Rebecca Dowda, Director of Beverage Innovation now through October 31 to lock in this pricing and get started!
REBECCA@PHCP.COM OR 713.562.8757

Projects must be initiated within 6 months of purchase date.

Operations

Each year, the hospitality industry awaits the double-edged sword of Q4 operations; increased sales and guest counts paired with increased labor hours and stress. Here are a few best practices to optimize operations throughout the season.

Salesmanship Behavior: Guest visits during the holidays tend to have higher Per Person Average and/or Check Average. Coach your staff on salesmanship tactics to increase these metrics. Take time before, during, and after shifts to praise successes and address opportunities like Suggestive Selling, Up-Selling and Add-On Sales.

Inventory Reconciliation: Guest traffic increases during the holiday season put a strain on inventory control and out of stocks. Adopt a proactive approach by doing more frequent inventory of high-volume items and make multiple product orders per week if necessary. Guests' revisit intent and recommendation intent suffer greatly if there is an item on the BOH 86'ed Board. Even the most experienced and most knowledgeable staff can't sell a menu item that is out of stock.

Set Sales Goals: Use the increased staffing and shifts to set sales goals for each daypart, employee, and manager. Tracking these sales against each other allows for friendly competition between both the employees and the managers. Set daily, weekly, monthly, quarterly sales goals that are aspirational, yet achievable. Celebrate and recognize winners in front of the staff.

Proper TRAINING Prevents Poor Performance: The holidays bring with them seasonal new hires who must be trained completely in order to maximize sales and guest satisfaction. Take extra time to follow up and validate new hires in all areas of the service model. Remember daily shift meetings are great places for menu item demos and role-play scenarios. Only with knowledge and comfort will the staff execute salesmanship behaviors and not be generic “order takers”.

The holiday season can be intimidating, yet very rewarding for restaurant operators. Treating the entire quarter like its own promotional event can help identify areas of improvement. The entire business should be reviewed prior to the holidays: Staffing, Equipment, Inventory, Marketing, etc. Incremental sales are out there; stop wishing for them and actualize them!



PHCP

..... Check this off!

YOUR LIST

LET PHCP HELP PREPARE YOUR STAFF TO SELL THIS UPCOMING HOLIDAY SEASON!

- • • TRAINING PROGRAM UPDATES • • •
- • • SUGGESTIVE-SELLING SCRIPTS • • •
- • • IN-BAR TRAINING • • •

Reach out to Kurt Moody, Director of Beverage Operations & Training now!
KURT@PHCP.COM OR 281.953.9709

BRANCHING OUT - ORLANDO

In the spirit of fun, family, and being where the action is, PHCP has established a representative in the heart of sunny **Orlando, Florida**. Our own **Alison Horne** will be spearheading operations in "The City Beautiful," one of the most popular tourist destinations in the United States.

"It was an easy decision to have Alison stay with us although she was moving to Orlando. She has been a tremendous asset to PHCP. We are excited for Alison and her wonderful husband Anthony having their first child later this year. Although we are happy Alison is with us still, we sure do miss her in the Houston office."

— Patrick Henry

DID YOU KNOW

1) Orlando International Airport serves an estimated 35 million passengers per year, 2) The number of visitors in Orlando each day is equivalent to the

population of Atlanta, 3) If you ate at a different Orlando restaurant three times a day, it would take you about six years to try them all!

EMPLOYEES OF THE MONTH!

JULY



CHERYL STANKO

Director of Special Events

"She always shines under pressure," although an anonymous comment, a sentiment that is shared by everyone Cheryl works with. No matter what the situation throws at them, Cheryl and her team manage to pull off stunning events time and time again, and somehow without ever appearing flustered!

FAVORITE DRINK? "All the variations of the Moscow Mule, and anything Rebecca and team come up with!"

BEST WAY TO WIND DOWN? "I love being outdoors! Lounging by the pool and playing with the kids and dog. I also love checking out the latest Netflix show or documentary."

AUGUST



DONNA JAMES

Senior Account Executive

Ever ready to go the extra mile, nothing wipes the smile off Donna's face. What she loves most about her work is the relationships she forms with her clients and the collaboration of working toward winning solutions together! Winning 2019's Employee of the Year shows that Donna's peers value her just as much as she values her clients.

FAVORITE DRINK? "Non-alcoholic favorite: Sweet Tea, no lemon and lots of ice. Alcoholic favorite: Southside [cocktail] or any wine from Bordeaux."

INTERESTING FACT: "I can lick my elbow. (is that too silly?)"



PATRICK HENRY
CREATIVE PROMOTIONS

SEPT/OCT 2020

1) Pick-up Patron:

More than 27% of Americans stated they will not feel comfortable dining out until there is a vaccine, with nearly 23% saying they will only order for pickup and/or delivery for the rest of 2020. More specifically, up to half of Americans are interested in take-out dining, with 51% saying they are comfortable ordering for pick-up and over 43% saying they are comfortable ordering for delivery.

2) Safety-Savvy Consumer:

Now, more than ever before, guests have expressed concerns around their physical health when choosing where to dine out, meaning that restaurant layouts and safety features are crucial. In fact, more 22% say a restaurant providing a detailed outline of health and safety protocols would make them more likely to visit or return.

3) Tech-Conscious Contactless Diner:

In today's new era of hospitality, technology can not only enable a more seamless experience, but also help restaurants deliver contactless experiences. In fact, nearly 1 in 7 Americans (or 13%) will only dine out at restaurants with contactless dining solutions. Additionally, more than one-in-six Americans want QR codes for ordering and paying.

4) Carefree Guest:

While many Americans have shifted their dining preferences, there are still many individuals that are eager to dine and drink out with less strict restrictions. 25% said they are comfortable dining at restaurants they have never been to before, compared to the 37% that said they are comfortable dining at restaurants they are familiar with and have been to before.

Study conducted by **SevenRooms** with third-party research firm **YouGov**: "Restaurant Reckoning: Dynamic Diner."

INTRODUCING

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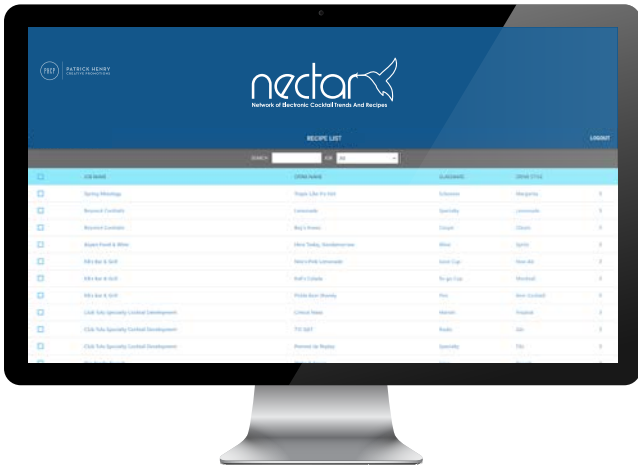
Network of Electronic Cocktail Trends And Recipes

Cutting-edge cocktails meet first-class formatting.

Welcome to the future of the drink database!
Search for YOUR drinks, YOUR way!

Featuring:

- Real-time updates
- User support
- Web-based technology
- Pricing and cost margins
- Modifiable fields
- Ability to add notes & flag recipes
- Full-color photography



PHCP

HOLIDAY CHEER IS HERE!

LET US HELP YOU PLAN A MEMORABLE EVENT THIS HOLIDAY SEASON!

- Company Holiday Party • Virtual Holiday Happy Hour
- Themed Virtual Dinner • And so much more!

NO EVENT IS TOO BIG OR TOO SMALL!

Reach out to Cheryl Stanko, Director of Events now for help planning your events this upcoming holiday season!

CHERYL@PHCP.COM OR 281.953.9722





BEHIND THE SCENES

Choctaw Resort & Casinos Beverage Training

1. PHCP Mixology leading behind the bar training in Choctaw's Broken Bow discussing the proper 'wash line' of the recipes
2. Cocktails and PHCP designed and developed beverage menu at Choctaw's 1832 Steakhouse
3. Gin and tonic porthole infused cocktail and 1832 Steakhouse menu
4. Exploring Choctaw's Grant property
5. PHCP Mixology wrapping up behind the bar training at Choctaw's Broken Bow property

