



PATRICK HENRY  
CREATIVE PROMOTIONS

I DREAM OF  
**IRISH  
CREAM**

**OH, SHOOT!**  
Photography  
Examined

OCT. - DEC. / Q4 2021

In the  
**LOOP**

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A GREAT  
PLEASURE IN LIFE  
IS DOING WHAT  
PEOPLE SAY YOU  
CANNOT DO.

Walter Bagehot



## PATRICK'S CORNER

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**H**appy Holidays! Thanksgiving has passed by and Christmas is right around the corner. Santa and his helpers are busy loading his sleigh, but don't get too upset with him if he's late this year: he has hundreds of ships with thousands of containers backed up all the way to China. It's also the first year Santa has been short of help. Numerous elves have decided not to come back to work at The North Pole after receiving their stimulus checks. To top it off, roads full of out-of-control (and out-of-practice) drivers have poor Santa scared to drive his sleigh this year. The good news is Amazon is stepping up to help deliver the gifts on time.

It has been a challenging, but rewarding, year. Our work continues to be fun and exciting because we have the greatest clients in the world! We are blessed to work with incredible suppliers whom we appreciate and admire each and every day. 2022 promises to be a comeback year for restaurants, hotels and bars all across America. COVID -19 will be history and life will seem normal again. Let's make 2022 a year we will never forget!

— Patrick



# CONTRIBUTORS:

NEWSLETTER STAFF


**Linda Alvarado**  
Design, Editor, Copywriter


**Bradie Bowen**  
Managing Editor


**Patrick Henry**  
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  
**OOKevin!** Our COO strikes a pose as he prepares to ring in the New Year.

Photo credit: Linda Alvarado



**Bradie Bowen**  
*Account Executive*



**Rebecca Dowda**  
*Director of Beverage Innovation*



**Tony Garcia**  
*Assistant Director, Beverage Operations*



**Kurt Moody**  
*Director of Beverage Operations*



**Amy Schraub**  
*Director of Creative Services*



**Kelli Janelle Vara**  
*Senior Designer*



# HOW DID WE LIVE WITHOUT:

THE BUNN ULTRA 2

Speed of service and ease of execution have gone from benefits to necessities since the staffing shortages brought on by COVID-19. One remedy that satisfies both these criteria is the inclusion of frozen cocktails, made easy with a frozen beverage system such as the Bunn Ultra 2.

Two large beverage hoppers hold 3 gallons each to maximize serving capacity, and patented monitoring technology ensures consistent beverage quality and reliable performance. Additional bells and whistles such as easy-to-understand preventative maintenance guides and simple systems to communicate cleaning and maintenance needs as well as low product alerts minimizes down time and maximizes profits!

Written by: Tony Garcia



# LIGHTS, CAMERA,

Using professional photography when designing, can drastically impact a promotion's success. We explain the process and why it's so important from a designer's perspective.

*Written by: Kelli Janell Vara  
Photo credits: Ralph Smith Studios*



*LIGHT  
IMPACT.*

*"Step into Spring" LTO for  
Columbia Sussex Corporation.  
Mixology developed by PHCP.*



*The cost of using a professional photographer for your project may seem like an expendable one. After all, you can use stock photos, right? Not always the case. Using professional photography for your project can directly contribute to it's success and here's why you should budget for it.*

*YOU CALL THE SHOTS.*

Quite literally, you as the client are there to approve every shot along the way (whether in person or virtually). When you use a professional studio, the entire process is tailored to your promotion, LTO or project. You have total control on what the final outcome will look like. Stock photos have limitations, especially when you have a unique cocktail recipe and the image of it can directly effect the sales numbers. From the implementation to the final shot, we are there along with you for the entire process to make sure you are happy with the final result. Using our expertise only expedites the process!

*GET IN THE MOOD.*

From the start of the ideation, a mood board is created to establish a look and feel. The mood board is then sent to the photography studio where props are pulled to create a set design. Props vary largely, and like most LTOs, they are often unique to the promotion. Props can be made, sourced, bought to ensure what you need is acquired. The mood board also sets the tone for the lighting and angles that will be used. The designer and photography studio work together so everything is communicated and ready to go the day of the shoot.

*YOUR OWN PERSONAL STYLIST!*

A professionally designed set also comes with a professional stylist, one of the most important assets of having a catered promotion come to life! A food and beverage stylist is on hand to ensure the recipes are executed precisely and every tiny detail is brought to life. This is crucial when you're introducing a new cocktail to your targeted audience. You've spent time, money, energy and probably several meetings on ensuring the recipe you are creating is a success. This is why having a dedicated photo to sell it is so important. Whether it's deconstructed cocktail ingredients or a carefully curated garnish, a food stylist is there to create your own personalized food and beverage art.

*LIGHTS, CAMERA... LET'S DO THIS!*

While it's true that almost any camera today can produce noteworthy results, great photos are about more than just the camera. A professional photographer understands visual concepts such as lighting, angles, locations, and editing. They have the expertise to best use these skills to surpass what most people can get from stock photography and tailor them to your campaign's specific needs. This type of thought process doesn't happen automatically, it takes years of experience.

*A WELL DESIGNED PLAN.*

The designer's role is to guide you not only through the planning process, but the final result. As a designer, our planning only starts with a concept or mood board, we also have to consider and conceive all elements of the end result. Planning is key, whether it's how much space the headline and copy will take up, to what color will best complement the cocktail in the photo, we are keenly aware of factors that can add layers of complication to the simple act of taking a picture, and we love the challenge at hand! We know how to plan accordingly, and how to improvise when necessary to get the best results.

*YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION!*

We live in a fast moving and visually rich world. The importance of great imagery along with the right branding, graphics and copy can help you not only convey the message, but also help you successfully show your audience why they *must* try what you're selling. Remember, good photography does more than just enhance the look of your promotion or brand... it drives sales!



*READY,  
SET,  
MOOD.*

Seasonal photoshoot for  
Delaware North Travel  
Division. Mixology  
developed by PHCP.



# IT'S ALL IN THE DETAILS.

Clockwise from top: “Spring Breakout” LTO, “Feelin’ Berry Good” milkshake LTO, “Rise & Shine” Bloody Mary LTO, all for Great Wolf Lodge. “Raising Spirits” LTO featuring a Pumpkin Punch for Delaware North Gaming Division. Spiced Margarita for Cantina Laredo “Spiced & Everything Nice” seasonal LTO. All mixology developed by PHCP.



**Meet our Creative Team!** Left to right: **Courtney Kratz**, **Amy Schraub**, **Kelli Vara** and **Linda Alvarado** enjoying off-campus team building and research at a local establishment.

## PHCP WOULD LIKE TO WELCOME



Whitney Lambert



Lisa Baum

We are so excited to announce two bright new additions to PHCP!

Born and raised in California, **Whitney Lambert** is our newest Account Executive. Before joining us at PHCP, she worked as an On Premise Specialist at Southern Glazers and is toiling towards leveling up her WSET. A graduate of the University of Houston, with a degree in Consumer Science, she transitioned from fashion to the hospitality industry when she realized she loved it! Whitney is engaged to be married and currently shares her household with three cats and one dog: Janet, JoJo, RuPaul and Cheeseburger (not in that order).

### Want more?



*What keeps our Creative Team inspired? (Other than some good food and a little bubbly, that is!) Check out their curated playlist on **Spotify** to get your own creative juices flowing!*

*Wondering about PHCP Creative Services? Reach out to your account representative for capabilities and to get your projects started!*

An avid cyclist and devoted parent, our new Human Resource Director, **Lisa Baum**, has already impressed us with her kindness and enthusiasm. Previously from Chicago, she has an impressive and extensive background in Human Resource Management, including work for R.R. Donnelley and Sons. She completed her undergraduate work at the University of Illinois, Chicago and earned her Masters of Science in Human Resource Development from University of Texas, Tyler. We are honored to have both these remarkable individuals join our team and look forward to celebrating their upcoming successes!

— Patrick



WHAT'S SHAKIN'

3 *wonderfully delicious ways to appreciate this wintertime treat, that you may just want to extend well into the warmer seasons.*

and  
a wee  
pinch  
of the

1973

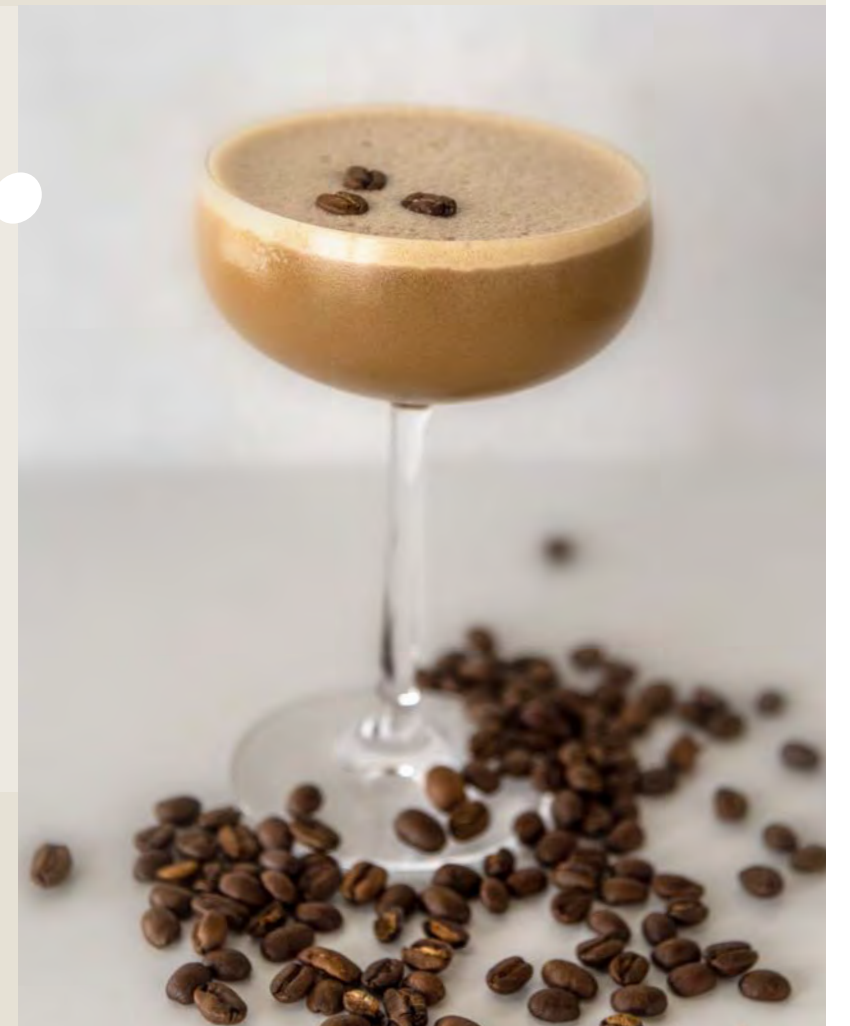
The fateful year David Gluckman and Hugh Seymore-Davies first combined Irish whiskey and real cream.

As

temperatures slide downward, and the smell of falling leaves permeates the air, rich, warm flavor profiles begin to make their way onto drink menus and LTOs. While for the last few years, pumpkin spice has taken a front-row seat on punny T-shirts and swag, little can rival the robust, mellow comfort that comes from a hearty splash of Irish Cream.

1. *Add a little Irish Cream to mellow out your espresso martini.*

Irish



Written by: Rebecca Dowda & Linda Alvarado / Photo credits: Linda Alvarado



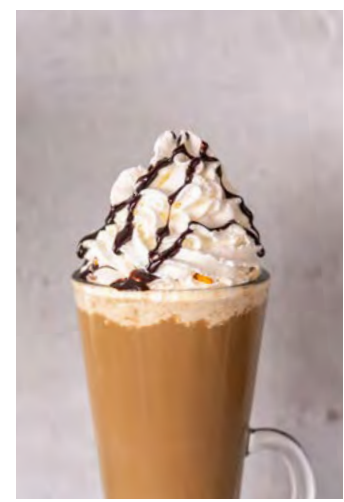


100,000

The number of liters of Irish Cream that can be made from one full tanker of cream.

2

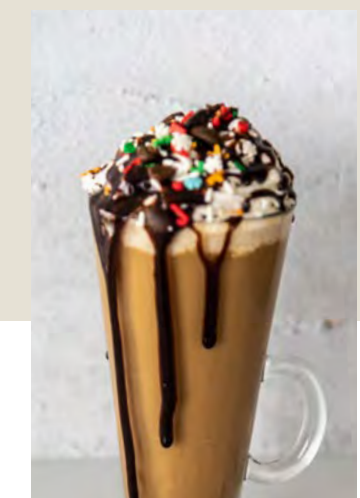
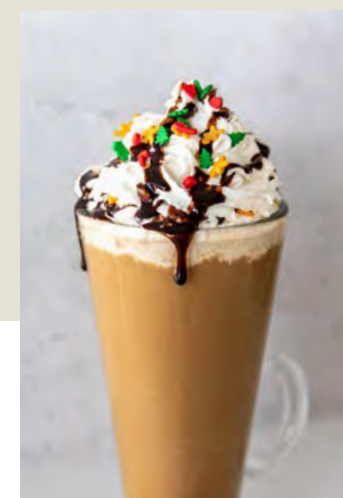
Serve over cold brew ice cubes to intermingle bitter and sweet as the ice melts.



3.

Add to a cup of hot coffee and top with your favorite seasonal indulgence.

For almost 50 years, this decadent marriage of Irish whiskey and real cream has been taken straight, on the rocks or used to bring nuance to cocktails and even desserts. There are several brands commercially available, each with their own undertones of honey, chocolate and nuttiness, but (maybe for a lark) Irish Cream can also be made at home. Our mixologists have provided a recipe, easily customized for personal tastes or dietary restrictions, (and taste tested by our team for accuracy - yum!)





12,000,  
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000,  
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The estimated number of glasses worth of the leading brand of Irish Cream that have been sold around the world since inception.

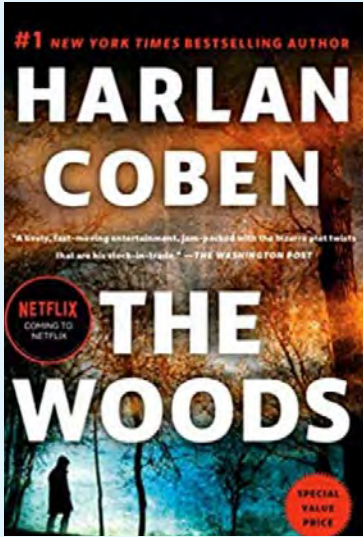


- 1 tsp unsweetened cocoa powder
- 1 tsp instant espresso
- 1 cup heavy cream
- 1 (14 oz) can sweetened condensed milk
- ¼ tsp vanilla extract
- ¼ tsp almond extract
- 1 cup Irish whiskey

1. Whisk cocoa powder, instant espresso and one Tbsp heavy cream into a paste.
  2. Continue whisking while slowly adding cream, creating a loose paste.
  3. Once all the cream is added, whisk in condensed milk, Irish whiskey, and vanilla and almond extracts.
  4. Pour into a seal-able, non-reactive bottle and seal.
- Shelf life 2 weeks in the refrigerator (if it lasts that long).

## PHCP Book Club Picks

join us in  
reading:



**The Woods**  
Author: Harlan Coben

The bestselling author and creator of the hit Netflix drama *The Stranger* takes readers into the heart of family loyalty in this twisty page-turner that proves the darkest secrets are often closest to home.

Paul Copeland, a New Jersey county prosecutor, is still grieving the loss of his sister from twenty years ago—the night she walked into the woods, never to be seen again. But now, a homicide victim is found with evidence linking him to the disappearance. The victim could be the boy who vanished along with Paul’s sister. And, as hope rises that his sister could still be alive, dangerous secrets from his family’s past threaten to tear apart everything Paul has been trying to hold together....

(Amazon.com)

Available in hard copy, ebook and Audiobook

## THOUGHTS ON

**Billy Summers**  
Author: Stephen King

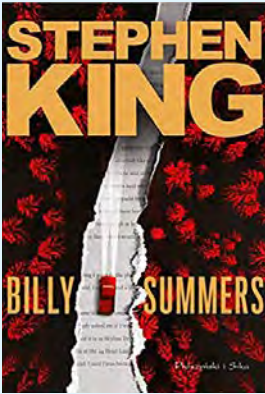
We learned a little more about each other as well as a couple of special guest book club attendees as Stephen King’s latest introduced a myriad of potential themes, including how much violence is too much, and how much payback is enough.

Most, although not everyone, generally liked what almost felt like four separate books in one, and enjoyed the quick pacing and the references to some of King’s previous novels.

Most importantly, snacks included next-door-neighbor cookies and suburban strawberry shortbread.

**Q:** “When interacting with others, Billy takes the precaution of projecting his ‘dumb self,’ comparing it to a seatbelt. What do you think of this method of protecting oneself? Have you, or anyone you know, done anything similar?”

Discuss.





# WELCOME TO THE WIDE WORLD OF

# CANNABIS

Written by: Bradie Bowen | Typography Styling by: Amy Schraub

Are you curious about what's happening in the wide world of Cannabis? This has been a hot topic the last few years, especially in our industry. The informational data is endless once you dive into the research, so where does one begin? Not to worry, we've got you covered!.

## RULES & REGULATIONS AT THE STATE LEVEL

### CANNABIS

- Voted by the people for medical use and then recreational
  - 37 states, D.C., and four territories allow medicinal use.
  - 18 states currently allow recreational cannabis.
- Once passed, it is regulated independently by each state's legislation
  - Each state taxes an average of 30% on the retail sale of product

### CANNABIDIOL (AKA CBD)

- CBD is available in all 50 states
- States such as Oregon, Colorado, and California are drafting regulations for CBD to be allowed in food and beverage products
- Large corporations are waiting for the FDA to pass regulations and the past two years they have delayed because of not enough research

## THINGS ARE HAPPENING AT A FEDERAL LEVEL

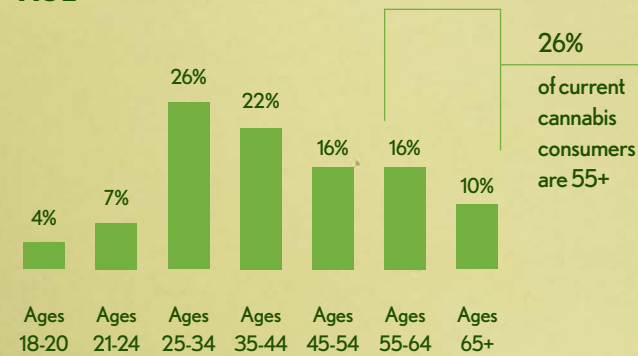
- The **M.O.R.E. Act** was passed in December 2020 and it not only decriminalizes cannabis, it also
  - Removes Cannabis from the list of scheduled substances
  - Eliminates criminal penalties for individuals who manufacture, distribute, or possess cannabis.
  - Replaces statutory references to marijuana with cannabis.
  - Allows cannabis companies access to financial services.
- The **Hemp Access and Consumer Safety Act** [Proposed]
  - Creates a clear path for CBD to be used in food, beverages, and dietary supplements.
- The **Cannabis Administration and Opportunity Act** [Proposed]
  - Decriminalizes, de-schedules, and federally legalizes cannabis nationally.
  - Would move oversight from the DEA to the FDA and TTB



# THE CANNABIS CONSUMER

- There are 50 million cannabis consumers in the U.S. today.
  - 51% Male
  - 49% Female
- 145 million Americans live in states that have legalized cannabis.
- Two-thirds of Americans support federal legalization.
- Retail cannabis sales have increased to sales of nearly \$6 billion in 2021, and are projected to reach \$43 billion, annually, by 2025.
- According to a Dutchie study<sup>2</sup>, cannabis consumers are highly educated.
  - 54% have a college degree or higher – and more are likely to participate in the workforce than the average American.
- Cannabis consumers are also consistent consumers of alcohol.
  - Nearly two-fifths (39%) of cannabis consumers report consuming alcohol at least a few times a week.
  - Nearly one-third (30%) of individuals who consume both cannabis and alcohol report preferring alcohol, while 44% prefer cannabis.
  - Cannabis use increased 6% and alcohol use decreased 6% among college-aged students.
  - Cannabis outsold alcohol in Illinois in May and June 2021.

## AGE



## ADJUSTED GROSS INCOME (2019)



©2021 CannabisUSA



# THE FUTURE OF CANNABIS ON-PREMISE

- CBD and Cannabis are here to stay! Many international beverage suppliers and wholesale distributors have already entered the cannabis and CBD space, like AB InBev, Constellation Brands, Molson Coors, Breakthru Beverage and Southern Glazer's Wine & Spirits, to name a few.
- The Consumer is educated, and demand is growing at a rapid pace
  - Forbes recently reported<sup>2</sup> on a Cannabis Consumer study which revealed that, contrary to the outdated "Dazed and Confused" depiction, today's cannabis consumers are successful, motivated, and health-conscious people. (Aug. 2021).

“ I smoke cannabis, advocate for it on a personal level, but I'm also an investor and entrepreneur. The opportunity in cannabis is clear, and this data highlights that consumers are highly educated, with more buying power than these stereotypes would have you believe. ”

Snoop Dogg, co-founder of Casa Verde Capital, an investor in Dutchie<sup>2</sup>.



## SOURCES:

1. Cannabis USA, VIBE presentation by Lucia Cifonelli
2. Forbes, Study Shows Cannabis Consumers Are Successful, Motivated, Health-Conscious: Snoop Dogg Weighs In Aug 2021



# EMPLOYEES OF THE MONTH!

AUGUST



## CHERYL STANKO

Director of Meetings and Events

Cheryl's passion for her work is only matched by her ability to remain calm under pressure. Organize a multi-venue event with vendors from across the nation? Check! Put out eleven fires before anyone feels the heat? Check! Gain the respect of every co-worker and look good while doing it? Check-and-double-check!

**WHAT ARE YOU DRINKING NOW?** "I am loving some Espresso Martini's right now!"

**MOST USED EMOJI?** "🤔"

**REGRETTABLE STYLE CHOICE?** "Crimping my bangs!"

**COVETED SUPERPOWER?** "I think Ant Man has it made! He can be a fly on the wall and go unnoticed and still have his full size strength, AND he can use his van to travel in time."

**ADD TO THE PHCP PLAYLIST?** "It is Christmas music Season, so maybe *It's Beginning to Look a Lot Like Christmas* by the one and only Michael Bublé."



Would you like to see the photos of my espresso martinis?

SEPTEMBER



## EMILY PLOCHECK

Account Executive

Somehow, Emily manages to juggle flaming torches with one hand while preparing an omelet with the other. An avid golfer, she channels the focus and zen needed on the golf course into cutting straight through to the solution to any problem and getting it done quickly and efficiently. Par-tee on, Emily, par-tee on.

**WHAT ARE YOU DRINKING NOW?** "Gin cocktails or craft beer."

**MOST REGRETTABLE STYLE CHOICE?** "Wearing Abercrombie and Fitch shirts that made me look like a walking billboard. What was I thinking?"

**MY BOOK WOULD BE ABOUT?** "Definitely a cookbook with southern recipes, probably some cocktails to boot."

**WEIRDEST FOOD?** "Sweetbreads, and no, its not what you think!"

**WHAT WOULD YOU LIKE TO ADD TO THE PHCP PLAYLIST?** "Wine, Beer, Whiskey by Little Big Town (also, may have considered suggesting this to PH for our holding music on the phones)"



Photo credits: Amy Schraub and Linda Alvarado

# EMPLOYEES OF THE MONTH!

OCTOBER



## COURTNEY KRATZ

Senior Designer

What happens when you put a cat 5 creative hurricane with a can-do attitude behind a standing desk? You get the design dynamo that is Courtney. Always ready with a generous smile and a helping hand, Courtney's first thought is always for others. She may not realize it, but her consideration doesn't go unnoticed, and her teammates agree it would be a tall order to fill her yellow shoes.

**WHAT ARE YOU DRINKING NOW?** "Currently, Tequila Mule: silver tequila and Q Mixers (specifically) Ginger Beer with fresh basil for that extra umpf."

**MOST USED EMOJI?** "😘😂"

**MY BOOK WOULD BE ABOUT?** "Planning trips!"

**MOST REGRETTABLE STYLE CHOICE?** "Full on Ramona Quimby Bangs. I just aged myself with that reference."

**FICTIONAL FAMILY?** "This is not a cop-out answer, but my family was nick-named by childhood friends as "The Cleavers", so I never really wished to be a part of another one that I can remember."

**WEIRDEST FOOD?** "I wouldnt call it weird, more-so 'uncommon': Bear Consommé."

**COVETED SUPERPOWER?** "Invisibility."

**WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?** "Billy Joel, Big Shot."

NOVEMBER



## TAYLOR BRUINSMA

Senior Account Executive

Whether clients or co-workers, Taylor's natural charisma makes it easy for her to charm anyone she meets. Her easy-going manner, disarming smile and dedicated work ethic come through from the first moment you meet her. Whatever is needed, she can be counted on to be there with a head full of ideas and solutions at the ready!

**WHAT ARE YOU DRINKING NOW?** "Whiskey On the Rocks!"

**MY BOOK WOULD BE ABOUT?** "Spaniels - 'Cavalier King Charles'"

**FICTIONAL FAMILY?** "The Seaver Family from Growing Pains."

**COVETED SUPERPOWER?** "To Fly"

**WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?** "Awolnation - Pacific Coast Highway In the Movies"

## 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**





## BEHIND THE SCENES

**1-2.** All-star lineup at Lambeau Field to honor **Ted Thompson!** **Patrick** in Ted's Houston Oilers game jersey.

**3.** BJ's Conference: **Max Pickus** - New Belgium, **Laura Nepveux** - PHCP, **Indre Jasaityte** - BJ's Restaurants, **Paulina Valdez** - Campari, **Tina Petteway** - Beam Suntory, **Stephanie Steele** - Tito's, **Kent Grindinger** - Four Roses and **Ivica Cvitkovic** - Bacardi

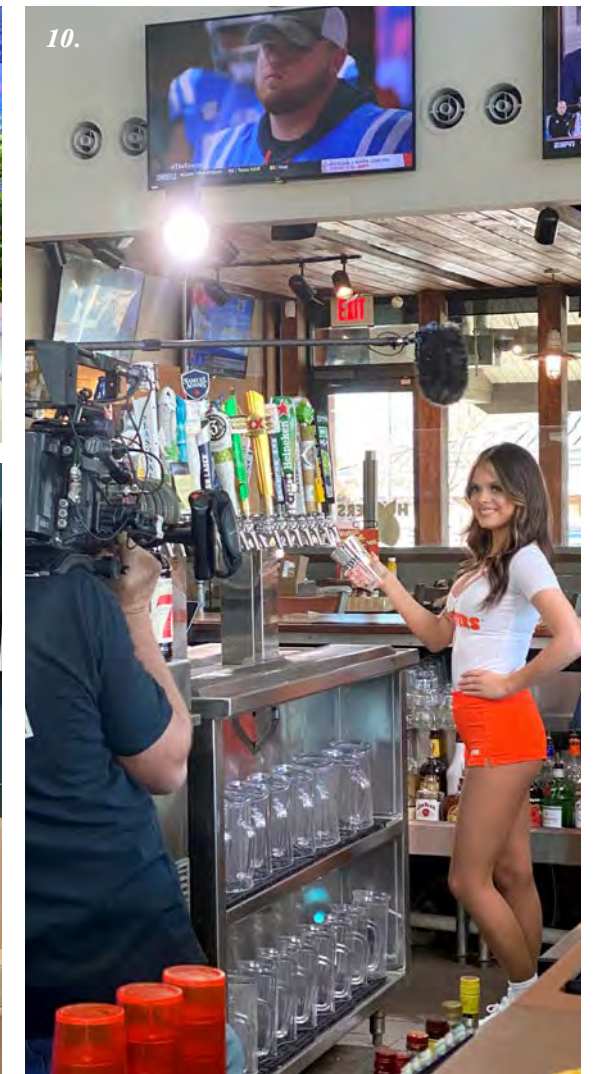
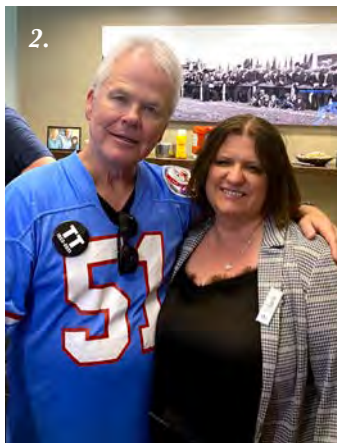
**5-6.** **Bradie Bowen** accepting the "Family & Belonging" award on behalf of PHCP at Melting Pot's Vendor Award Ceremony, Clearwater Beach, FL.

**7.** Hopdoddy Leadership Conference, Big Fork, MT. **Laura Nepveux**, **Tammy LaNasa** with **Fetzer**, **Alyson Anders** with **Campari**, **Matt Schweitzer** with **Hopdoddy**, **Tony Ruizcalderon** with **Sazerac**, **Mark Peretti** with **New Belgium** and **Misty Couch** with **Remy Cointreau**

**8.** **Patrick Henry** on stage at the Laddie Weiss Award presentation at VIBE.

**9-10.** **Melissa Salbert** in attendance at media shoots for **Hooters**.

**11.** **Omni's Wayne Kirsten**, **David Harker**, and **Devin Burns**, with PHCP's **Rebecca Dowda**, and **Britney Smith** for Cocktail Training for the **Omni Boston Seaport** grand opening.







## BEHIND THE SCENES

**12-13.** Applebee's Opening Night - an amazing evening for **Patrick Henry** and **Taylor Bruinsma** with **Nate Grover** - Director, Bar & Beverage; **Patrick Kirk** - Vice President, Beverage; and **Michael Stachura** - Manager of Beverage Operations and Product Development!

**14.** **Taylor Bruinsma** enjoying a night of music with **John Cougar Mellencamp** at the Applebee's party.

**15.** Stars were out at the Houston Police foundation's Thirteenth Annual True Blue Gala. In attendance: **Kevin Pehlman**, **Jessica O'Sullivan**, **Melissa**

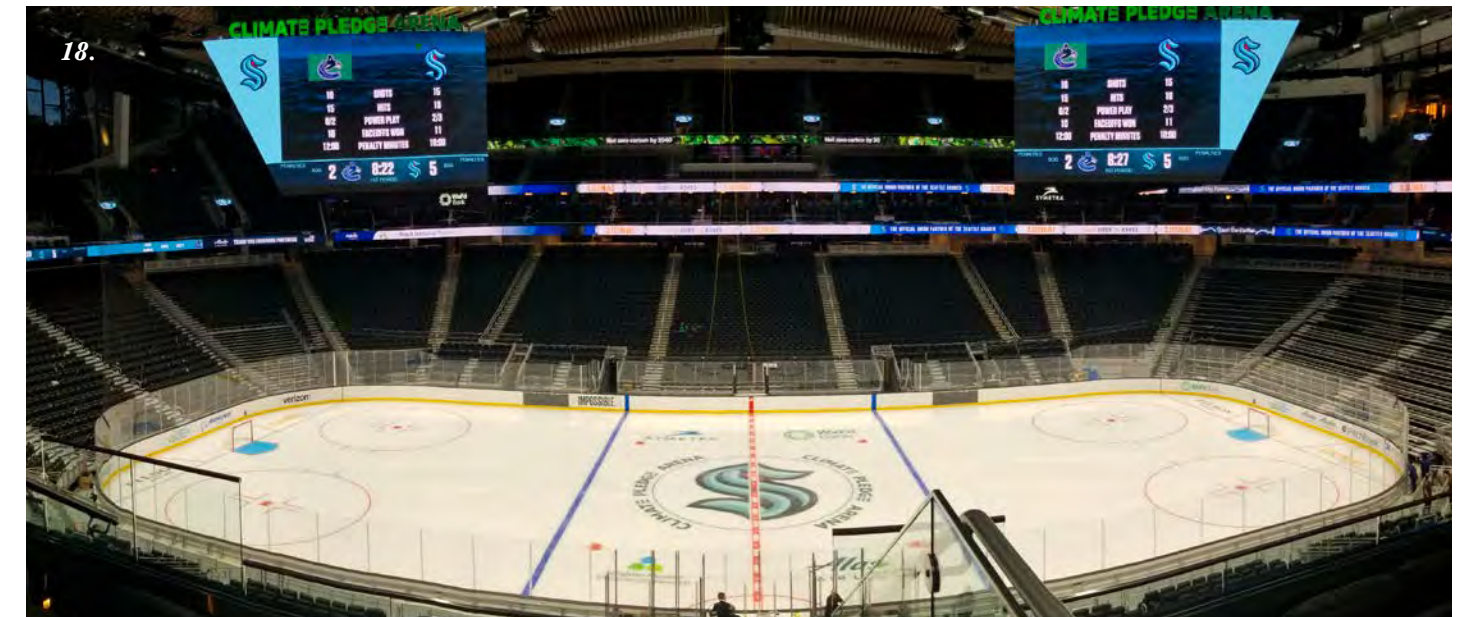


**Salbert, Donna James, Laura Nepveux, Cheryl Stanko, Grace Marlin and Kurt Moody.**

**16.** Artist rendering of Disney's new Space 220 restaurant in Epcot, where **Kurt Moody** has been leading training for Delaware North Patina Group. We always knew he was out of this world!

**17.** "Backstage" during **Kurt Moody's** Sportsservice training.

**18.** Climate Pledge Arena where Bev Ops Director **Kurt Moody** has been leading training for Delaware North Sportsservice.





# ACTS OF

# Kindness



"My daughter Camille and I met with Paige McLaren on a lovely weekend for the Walk to End Alzheimer's. We walked on behalf of Patrick's father and Paige's Grandfather, Warren R. Henry. Every step is a step closer!"

*Laura Nepveux*



#### FIND OUT MORE:

Walk to End Alzheimer's:

[https://act.alz.org/site/SPage-Server/?pagename=walk\\_homepage](https://act.alz.org/site/SPage-Server/?pagename=walk_homepage)



Photo credits: Laura Nepveux