

LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS

THE BEGINNING
IS ALWAYS
TODAY.

Mary Wollstonecraft Shelley





PATRICK'S CORNER

Goodness! In all honesty, when I started this company 35 years ago, I would never have dreamed I would have made it so far today.

I started out of my house with a little money and a great deal of anxiety. For the first two years, it was essentially me and a rented typewriter hammering out a monthly bar and beverage newsletter called PromoNews. Subscriptions were \$295 for a year, although I'm not sure I ever sold a subscription at full price. Dr. Ed Meek (to whom I owe a great deal) gave me the opportunity to speak twice a year at the Nightclub & Bar Show, where I would conclude my engagements by mentioning my newsletter – and boy, it took off! Calls came in from everywhere asking for a sample or a subscription.

What surprised me most is that many callers would remark, “I love your ideas but could you come to our concept and spend a day or two with us?” These requests for more ideas and engagements came from such well-known brands as Miller Brewing Company, Walt Disney World, Bobby McGee's, Interstate Hotels, and Sheraton Hotels. Nightclubs were even calling asking me to work their grand openings.

All of a sudden, I had outgrown my house and moved into a small, two-room office. I knew I had hit the big time when I ditched the rented typewriter and bought my own computer. The wonderful Laura Denmon (*now Nepveux*) came aboard as my first employee – and I am so proud to say she is still with me here today.

Now, 35 years later, I am blessed and fortunate to have a wonderful company with an amazing team of incredibly talented people. I have traveled 3.2 million miles and have met so many along the way who have left a lasting impression on me. I love my job and I love the people I work with. Most of all I love and appreciate every client that has touched my life. I am almost afraid that one day I am going to wake up and find it was all a dream.

Thank you, each and every one, for being part of my life. I will never forget your kindness and support.

— Patrick



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Playlist



**Extra
Content**



Survey



More Info

COVER PHOTO

The PHCP Team at the Stevie Ray Vaughan Memorial, Auditorium Shores, Lady Bird Lake, Austin TX, prior to running a 5K to commemorate the 35th anniversary of PHCP.

Cover Photo: Linda Alvarado

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HOW DID WE LIVE WITHOUT:

Written by: Tony Garcia

THE GLASTENDER DROP-IN DRINK WELL

Restaurants and bars everywhere are continuing to elevate their beverage programs with innovation that includes fresh ingredients like fresh-pressed juices, fruits, and herbs. There are several reasons why this is a positive change for bars to make, however, there is one challenge that stands out: Where can bars properly store these items that will not only keep them fresh, but is also operationally friendly for the bar staff?

Luckily for us, the folks at Glastender have a low-cost solution they have dubbed the Drop-in Mixology Drink Well (DI-MW).

The 4" deep, insulated well is designed to hold up to 3 1/2" wide bottles or 1/9th pans, and is made from stainless-steel for greater resistance to corrosion, and can be installed into a bar-top or counter to provide a reservoir for ice-chilled bottle or condiment cup storage. They also include a PVC Breaker Strip around top of the interior ice bin liner, which acts as a thermal barrier to minimize condensation and maximize ice life, making it the perfect back-bar addition for anyone wanting to include fresh pantry items in their beverage program. The drop-in drink rail includes a removable insert to provide a convenient, practical draining work surface for cocktail preparation.

Since Drop-In Mixology Drink Wells are available in 3 different lengths: 24", 30", or 36", prices range from \$1,214 to \$2,017 before installation. Overall, when figuring in freshness, quality, convenience and time savings, this piece of equipment is worth the investment and a great solution for any commercial bar.

<https://glastender.com/products/di-mdr>





HOUSTON RESTAURANT WEEKS

DISHING OUT!



TRAVELER'S
TABLE
Houston Restaurant Weeks 2022
\$33 per person

Written by: Grace Marlin, Mary Cate Opela,
Michelle Fossett, Samantha Tisci and Erica Poole
Layout Design: Kelli Janell Vara



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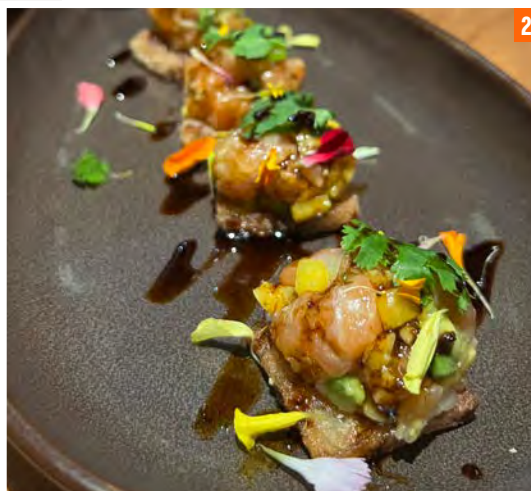
With 312 participating restaurant locations in the greater Houston area, Houston Restaurant weeks (August 1-September 5, 2022) is an event that is long-awaited each year.

Participating restaurants offer a prix-fixe menu at unbeatable prices for Brunch (\$25), Lunch (\$25), and/or Dinner (\$39 or \$55). Not only is this an opportunity for Houstonians and travelers to explore a wide array of cuisines and dishes, but the experience is even sweeter, as a portion of the proceeds is donated to local charities. This year's event beneficiaries included [Houston Food Bank](#), [Galveston County Food Bank](#), [Montgomery County Food Bank](#), and [The Cleverley Stone Foundation](#). Many PHCP team members jumped at this



opportunity to support and provide a recap to our readers. We invite you to check out these spots the next time you are looking for a place to dine in Houston!

Traveler's Table opened in Houston, TX around October 2019. This globally inspired eatery is the perfect spot for those looking to explore global flavors through food and drink! I was able to snag a reservation during restaurant week with my fiancé, David. Even at 9:00PM, this place was popping! Dishes included Salmon Tartare Bites, Jungle Curry, and Nigerian Suya Skewers. These tasty bites were complemented by the 'Come and Take It' cocktail made with Nine Banded Whiskey along with 'The Year of Living Dangerously' made with Montelobos Mezcal. Of course, there's always room for dessert like the Mexican-spiced flourless cake and New Orleans Banana Bread



Pudding! We highly recommend Traveler's Table during your next trip to Houston. – *Grace Marlin, Account Executive*

Le Colonial, located in the River Oaks District, is a beautiful Vietnamese restaurant that transports you to Saigon during the 1920's with their seductive spirit and vivid Oriental flavors. I was able to enjoy a variety of innovative dishes including the Ca Song (spicy yellowfish tuna tartare, Hass avocado, sweet chili, cucumber, and soy caviar) and Do Bien Xiao Thom (a savory and spicy stir fry with calamari, jumbo shrimp, pineapples, shishito peppers, bell peppers, jalapeños, green onions, and tamarind), paired with a Pamplemousse Cocktail, which consisted of Roku Gin, Campari, yuzu, kaffir lime, sparkling grapefruit. I concluded the evening with a decadent Coffee Mousse Cake with espresso mousse and almond streusel, which paired naturally with an Espresso Martini. – *Mary Cate Opela, Asst. Account Executive*

Pictured left: Traveler's Table, 1. Grace Marlin at Traveler's Table, 2. Traveler's Table, 3. Le Colonial



Perry's Steakhouse known for bringing excellent prime steaks, great service and a sophisticated atmosphere to Houston's largest suburbs, their Restaurant Weeks' 3-course, pre-fixe menu did not disappoint! To start the evening, we ordered one extra-dirty vodka martini and their signature Perry's Hog-Hattan, made with Redemption Rye and served with a homemade barbeque sauce, brown sugar rim, Perry's famous pork chop bites, and Luxardo cherries. First course was a Classic Caesar Salad with their house-made dressing, croutons, and extra anchovies, of course! Medium-rare Filet Mignon, crispy brussels sprouts, and the cheesiest au gratin potatoes paired with a bottle of Bordeaux completed our entree course. Saving the most decadent for last, we chose

the Chocolate Crunch Cake and Seasonal Cheesecake for our third and final course. We enjoyed every bite, felt good about supporting an awesome cause, and we're already looking forward to returning soon! – *Michelle Fossett, President*

93 'Til is a tucked away, vinyl getaway in the neighborhoods of old Montrose, and served up a Houston Restaurant Weeks menu that was just as impressive as their record collection. The vibe is chill, with a curated playlist spinning while you dine, and funky wines with cocktails to pay tribute to musical legends. I started off with the Grilled Oyster and Mary Cate with the Coffee-Roasted Beet Salad, followed by Pan-Seared Trout with blistered cherry tomatoes and avgolemono for myself,



and Pork Tenderloin with island peas and green beans for her. We ended with sweet treats of Coffee Semifreddo and Olive Oil Cake. This spot is perfect for kicking back with friends or getting in the groove with a special date! – *Samantha Tisci, Account Executive*



The Capital Grille is an iconic, upscale steakhouse chain, owned by Darden, that most of us know and love, but not everyone has had the opportunity to enjoy a Houston Restaurant Weeks dining experience at TCG. This concept is known for their hospitality and special touches, which they take to the next level when HRW and their signature Generous Pour program collide. We started the evening with an In Fashion cocktail, featuring Russell's Reserve 10 Year Small Batch Bourbon and Grand Marnier, which I paired with the Lobster Bisque for a small upcharge. We followed this with the Generous Pour program, progressively tasting through six different wines together with our coursed meal. For the main course, I enjoyed an Oscar-style, medium-rare Filet Mignon, topped with lump crab and béarnaise, and my husband paired his filet with a Maine lobster tail, both

accompanied by family-style sides of creamed spinach, creamed corn, and mashed potatoes. We finished the evening with a Kona Espresso Martini made with Tito's Handmade Vodka, Crème Brûlée, and a slice of The Capital Grille Cheesecake, which was thoughtfully plated with a birthday candle

and chocolate message alongside a hand-written card in celebration of my birthday as a beautiful, final touch to our amazing experience. – *Erica Poole, Sr. Director of Brand Marketing*



4. Perry's Steakhouse, 5. Mary Cate Opela at 93 'Til, 6. Erica Poole at The Capital Grille, 7. 93 'Til

NA Craze

by Mary Cate Opela

GOING OUT, BUT DRINKING LESS

The non-alcoholic spirits and beverage industry has taken the world by storm, and there are no signs of it slowing down. What started for many as a correction to overconsumption during the pandemic, has transformed into a “Yes to Less” revolution.

Non-alcoholic alternatives have been around for a while, but we are continuing to see this non-booze-booze sector evolve. Whether it’s wanting to be more conscious about what you’re putting into your body and how it affects your overall health, or wanting to cut back on alcohol without sacrificing the beloved taste of an Old Fashioned or Margarita, the NA craze has transformed the way we buy, make, and consume alcoholic beverages.

HOW DID WE GET HERE?

Back in 2020, when the pandemic was at its peak, many people found themselves at home, isolated, and heavily drinking to cope with the added stress and uncertainty. As Covid began to fizzle down and life began to bloom again, many people had an alcohol awakening. They found this a time to explore their sobriety and be more mindful about what they put into their bodies. According to the *Bacardi Cocktails Trend Report of 2022*, “58% of those who drink alcohol were choosing non- and low- alcoholic cocktails during this time.”¹ Consumers still wanted to enjoy hand-crafted, sophisticated, and flavorful beverages, just minus the mental and physical effects of alcohol. In years past, when someone ordered a low- or non- alcoholic drink, it was considered a substitute for the real thing. This non-alcoholic boom is not like temperance movements based on morality of the past or the prohibition period, this movement is about making conscious choices, and brands are taking notice, evolving, and diversifying more than ever as they continue to provide alcohol-free beer, wines, and spirit alternatives.

IT’S HIP TO SKIP (THE ALCOHOL)

Millennials and Gen Z are the most mindful about what they are putting in their body. They are consuming less than previous generations, if at all. According to *Pacer’s Alcohol Consumption Reports*, “Gen Z is drinking over 20% less per capita than Millennials, who are drinking less than Baby Boomers and Gen X.”² This isn’t just a passing trend, or occasional occurrence, like “Dry January” or “Sober October,” this is a lifestyle choice. For many, it allows them freedom, especially during the week, as these healthy alternatives offer a good time without the hangover and calories involved. It allows consumers to have more options than soda, juices, or water when socializing and out with friends, complementing a dining experience, or just relaxing at home. This phenomenon has made many realize that going to bars and making cocktails at home wasn’t about the alcohol, but the experience. Some consumers are even ordering nonalcoholic drinks on nights out where they are also drinking alcoholic beverage. Sales are going through the roof, and there are no signs of slowing down.



HEALTH BENEFITS

The health-conscious generations are also attracted to the claims that many of these non-alcoholic and adaptogenic drinks help you sleep better, focus more, and can reduce the risk of heart disease and other illnesses. The beverage culture has blossomed overall, and patrons are more interested in what goes into the actual beverage-making process. Non-alcoholic spirits try reproducing the bitterness of alcohol by using different distillates that come from flavoring of fruits. Consumers are savvier than ever about ingredients and want non-alcoholic options that are well curated. Many NA beverages and social elixirs are using adaptogens such as mushrooms, botanicals, herbs like ginger, turmeric, lavender, and citrus fruits along with hops and spices like cinnamon to provide flavor and zest.



LET'S TALK MIXOLOGY!

From Tequila, Gin, and Vodka to Whiskey, Rum, and Absinthe... you can get non-alcoholic alternatives for almost every spirit category in the market, including wine and beer. The rise of non-alcoholic mixed drinks has changed the way we look at mixology. Today, you're likely to find mocktails and booze-free spirits on most beverage menus. In the future, we could even see the normalization of "Classic Mocktails," which, like Classic Cocktails, will be timeless fan-favorites, enjoyed for decades to come... just hold the booze!

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WHAT A WAY TO CELEBRATE



Austin
Texas

20
22

To Celebrate 35 years,

the Patrick Henry Team loaded up and headed to Austin for a weekend of fun! Like any good road trip, we had to start with a pitstop at Buc-ee's to stock up on breakfast tacos and all of the snacks and goodies we could find before our trek up to Tito's Distillery.

Being with Fifth-Generation in Austin was extremely special for the PHCP Team, because not only did we get to spend some quality time with our friends at Tito's, but we were lucky enough to meet Tito Beveridge himself! To hear all about how the brand started 25 years ago, first-hand, and the original shack that Tito built with a few of his friends was incredible! Following our time with Tito, we were treated to a private experience at the Love, Tito's retail store in downtown Austin and a wonderful Tex-Mex dinner at Ranch 616. While all of the paired cocktails

"My favorite part of the trip was beating Michelle and her husband in Giant Jenga. I may still be on thin ice for that..."

**- Brandon Phelps,
Account Executive**

Written by: Bradie Bowen
Layout design: Amy Schraub
Photography by Team PHCP



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were delicious, the star of the show was the 'Fire in the Hole' shot! A Tito's based, margarita-flavored (Titorita styled) shot served in a hollowed-out, fresh jalapeño, rimmed with Tajín. **chef's kiss**



The next morning, we headed west to Hye, TX to visit our friends at Garrison Brothers' Distillery – the first legal bourbon distillery outside of Kentucky. We had the privilege to tour their facility, THE BEST LITTLE STILLHOUSE IN TEXAS™, taste the sweet mash that makes their award-winning bourbon before it's fermented, and see their bottling line volunteers hard at work! After the tour, in true Texas fashion, the Garrison Brothers Team treated us to a savory BBQ lunch with – you guessed it – cocktails! I can't speak for anyone else, but I know I'm still dreaming about that Frozen Dr. Pepper & Bourbon.

Now, there was some work with the play. After lunch, the PHCP Team regrouped at the Omni Downtown Austin for a meeting where we reviewed the last year, celebrated milestone anniversaries and promotions, and looked at what the future holds for our company. To see where our company has been, and where it is going, was truly inspiring.

Friends and family joined us later that evening, where we embarked on a Sunset Dinner Cruise on Lake Austin. The night was filled with laughter, dancing, and maybe a few tequila shots.



"My favorite part was getting the chance to be a family outside of our four walls! What an awesome opportunity to see everyone come together and do what we do best ... be an incredible team and drink amazing drinks!"

– Grace Marlin,
Senior Account Executive





The next morning kicked off with a 5k Fun Run/Walk around Lady Bird Lake, that turned into a 10k for some PHCP'ers after they went the wrong direction on the trail. It is still being determined if that was the Team's mistake or Patrick's directions.

After the morning's events, we headed back to the Omni, where we were greeted with Bloody Mary's and had a few hours to enjoy ATX on our own before heading to Punch Bowl Social for dinner, karaoke, and games to end the weekend festivities.

We would be remiss not to send a huge THANK YOU to all our partners who hosted and/or contributed to our company outing in some way, including our friends at Omni Hotels & Resorts who rolled out the red carpet and made us feel like celebrities at every turn. This trip will be remembered forever, and we are so grateful for everything y'all did to make this so special. ★

— Cheers to the next 35 years! — ★



PROJECT HIGHLIGHT • PROJECT HIGHLIGHT • PROJECT HIGHLIGHT

Haunted Halloween Cocktails

We really enjoyed jumping into the Halloween season with this *SPOOOOOKY* project from our friends at Ruby Tuesday!

This program is being featured for the Halloween season but also pays homage to Espolòn's **Día de los Muertos** (*Day of the Dead*) campaign, inspired by their authentic roots and the calavera bottle artwork. These spooky sips can be found at a Ruby Tuesday near you! Try them before they disappear!



Photo credit: Ralph Smith Photography

THE EVOLUTION OF THE GRAB 'N' GO

From hotels and airports to restaurants, both operators and suppliers are looking for strategies to connect their to-go and delivery guests to increased food and beverage sales.

Written by: Kurt Moody

Consumer behaviors post-pandemic have impacted the way guests dine in hotels' restaurants. This is undebatable fact. Period. Businesses who have adapted to these changes in dining habits have successfully returned to pre-pandemic business levels. The laggards and late adapters have struggled to do so.

People lead busy lives, especially true for families. Both parents work, and kids' after-school obligations usually cut into the traditional dinner hour. There is little to no time to prepare a meal, sit down as a family, then clean up afterwards. *(We can have a discussion on what this has done to the family unit and social dynamic of families another time.)*

Rather than waste time to cook, consumers are stopping by grocery stores and browsing the prepared food sections for both hot and cold products. Wegman's, HEB, and Publix were the leaders in providing large, prepared meal sections within their stores that focused on fresh, healthy options. Hotels and

restaurants were quick to take note of these chains' successes and begin to implement their own Grab and Go departments.

Restaurant trends leader the **Hartman Group** calls this shift the "snackification" of food culture. In fact, 90% of consumers admit to snacking multiple times per day. This change in behavior has impacted the three-meal culture of previous generations. Modern families and friends would rather eat smaller meals throughout the day.

90%
**OF CONSUMERS ADMIT
TO SNACKING MULTIPLE
TIMES PER DAY.**

"Today's consumers," The Hartman Group writes, "eat around their schedules rather than scheduling around mealtimes. Dinner becomes a mere pause between other activities. Lunch is often scheduled out to

accommodate an overflow of meetings and must-do's. And breakfast can be multitasked between commuting and working."

So how does a hotel or restaurant quickly adapt to this consumer behavior? It starts with the product offerings... or lack thereof. The hospitality industry used to build menus to please each and every guest that came through their doors. But with a menu that had a little bit of everything, everything was nearly lost. Food and beverage waste was high, cost of goods high, while guest traffic was low. Then, the lightbulb turned on: reduce the offerings, focus on signature items, provide smaller fresh/healthy options. In doing so, hotels were able to provide to the guests' expectations, without high labor costs.

80% OF CONSUMERS ARE MORE LIKELY TO CHOOSE A BUSINESS THAT PROVIDES MEASURES OF SAFE SERVING AND GRAB AND GO OPTIONS.

This is true for both food and beverage offerings across all hospitality channels. Consumers see the Grab and Go options as healthier and fresher than fast food. They also choose Grab and Go products due to the convenience and perceived safety of the product. According to Hubert, a leader in quick service consulting, "80% of consumers are more

likely to choose a business that provides measures of safe serving and Grab and Go options."

Grab and Go sales also increase as the day progresses through dayparts. Breakfast is still dominated by the Starbucks' and Dunkin's of the world, but lunch and dinner options lead to higher incidence and higher income. Hotel and restaurant guests trend to purchase healthy sandwiches and salads nearly twice as often as sweet and indulgent snacks.

One area in which guests are placing high importance is the packaging of food and beverage products in a Grab and Go setting. Having appropriate containers for hot food and fried food, while also having different packaging for cold sandwiches or salads is becoming a differentiator in the market. Consumers also react more favorably to full product labels that are eye catching and easy to read. "Ready to Eat" and "Ready to Drink" are important merchandising elements that reinforce to the consumer there is no effort/time needed from them.

While many food concepts and behaviors have changed over the last 10 years, guests still want a fresh, healthy meal. The time constraints on a family have only increased during that timeframe, so the adaptation of hotels and restaurants to provide meal options in a Grab and Go setting have been a necessity. Owners/Operators need to make sure their employees and supplier partners have one goal in mind: provide an easy, quick transaction for the guest with menu offerings that are fresh, healthy, and ready to consume.





SHOWCASE BUYER PANEL

Wrap Up

Written by: Erica Poole, Layout Design: Courtney Kratz

This year's Supplier Showcase included two thought-provoking panel discussions, fueled by hard-hitting questions that were provided by our supplier network. We rounded up the most impactful takeaways from the Hotel/Resort and Restaurant discussions to help provide operator insight and direction as we wrap up the year and look toward 2023.

WHAT THE GUESTS REQUEST

Whether in hotels or restaurants, guests have returned and are spending, but they are doing so more critically and with higher expectations. This can be attributed to a shift from business travel to leisure travel as well as a trend in revenge conviviality, where consumers are making up for lost time. Customers are willing to pay a premium for higher quality products, packaging, and services, but they are vocal if their expectations are not met. With this comes an emphasis on operations and service, as guest experience is more important than ever.

In high-end concepts, innovation and a 'wow' presentation are key. "From the spirits side, if you can't take a picture of it, I'm really not interested in seeing it ... We need to figure out in the wine industry, how to take a picture of it that's 'wow'... a way to make the experience more sexy because spirits is just killing it right now." – Tylor Field (Divisional Vice President, Wine & Spirits – Landry's, Inc.)



Tylor Field III of Landry's, Inc.

For the casual dining segment, our panelists are seeing customers lean back into tried-and-true brands, seeking a sense of comfort in what they know and love.



Becky Boyd of Outback, Carrabba's and Bonefish

Pairing innovation with familiarity allows guests to explore a little outside their comfort zone. For Bloomin' Brands, this looks like embracing happy hour specials, while reevaluating some items to offer new news. "We have been successful with that at Bonefish," Becky Boyd (Food & Beverage Innovation – Outback, Carrabba's, Bonefish) explains, "adding a cocktail or two to our happy hour program has at least given us something new to talk about..."

With inflation and cost of living rising, value for pricing rings true for all guests. They want to justify how they are spending their money. This may look like guests getting the biggest bang for their bucks at happy hour or paying top dollar for a once-in-a-lifetime dining experience.

THE ROAD TO RECOVERY

Although we have made major strides in recovering from the pandemic, there are still some residual effects. Across all channels, staff continues to be a major operational hurdle.

As we uncovered, guests are demanding better quality products and service, but how do we deliver on this expectation with limited staff? In the hotel channel, Richard Garcia (Senior Vice President of F&B – Remington Hotels) describes his team's approach as one that is adjusting every single day to fit what the hotels and their staff can execute. This flexibility may



Richard Garcia of Remington Hotels

look like finding partners to help serve as an extension of the prep kitchen or working with beverage suppliers on batched cocktail recipes.

Additionally, many of our hotel panelists have focused on ramping up grab-and-go offerings to help alleviate these staffing challenges. *(To learn more about the evolution of grab-and-go, turn to page 16!)*



James Kramer of Fertitta Entertainment

For restaurants, Becky Boyd identifies, “We have lost a lot of great people in the hospitality industry, and now we have a new wave of bartenders, servers, hosts, bussers, back-of-house...” Many of these new staff members are young and do not feel comfortable selling beverages. She poses the question, “How do we continue to find ways to make it easier to understand, so we can sell more drinks?”

Another obstacle on the road to recovery is driving traffic back into the outlets.

“One of the things that suppliers can do is help us to continue to drive guest count. Bring interactive events back into the restaurant and fun back into the industry ... If you have brands, you need to be thinking about creative ways to bring them to life beyond just being on the drink menu.” – James Kramer (Vice President of Beverage Operations for Fertitta Entertainment)

BE THE “PRO” IN PROACTIVE

Okay, it’s time to address the elephant in the room – out of stocks. OOS issues are a major

pain point for everyone, so rather than harping on the subject, we want to help guide our supplier and distributor audience on how to best navigate these situations from the operator viewpoint.

There is a consensus amongst our operator panelists, which boils down to transparency and communication. If you know about an OOS issue or delay to market, the biggest mistake you can make is withholding the information. Don’t be afraid to deliver the bad news.

“The worst thing with out-of-stock issues is to get a call from a store manager to let us know rather than an account manager. When it is an account manager calling, we are totally understanding of out of stocks; we are understanding of the situation – it is not your fault. But it is your fault if we don’t know about it or you are not raising your hand, saying, ‘Hey we have an issue in this state, with this distributor – we are fixing it, and this is when we expect it to be back in’... We can send a proactive email about it – that is a ‘get out of jail free’ card.” – Bruce Skala (Chief Marketing Officer – HOA Brands/Hooters)



Bruce Skala of HOA Brands/Hooters

Now, on to compliance. With the widespread supply chain issues over the past 18 months, compliancy has been a moving target. “The good news is that things are stabilizing,” James Kramer points out, “We are finally at a point where we can start looking at compliance again, which means we need to be able to get the product in and at the price it is supposed to come in.” This begins with the RFP process. The operators are trusting their supplier partners to go through the RFP process, presenting products that are available. This includes a full understanding of supply chain and volume projections. It is imperative that supplier partners know how much product is needed for a national program and that this is communicated through the network of distributors and national account teams to avoid any inventory issues that could have otherwise been avoided.

Once the mandated program and product(s) are in place, we all want to ensure the outlets are being compliant. The best ways to achieve our common goal are as follows:

- **Communicate the program and expectations with your team and distributors.**
- **Go out in the market. Send your team and order the beverages.**
- **Engage with your distributor partners and ask for depletion reports.**
- **If you see something, say something. Communicate gaps in compliance to the corporate office.**
- **Never go directly to the bar staff or GM with compliance complaints.**

That's a Wrap!

As we wrap up, we leave you with some valuable advice on how partners can best support their on-premise customers.

Know your customers. Do your homework. This includes a clear understanding of national accounts, the specific channel, and what makes sense for the concept and guests.

Be supportive on all levels. Establish local partnerships with your team and distributor network. Build relationships at the local level while understanding and aligning with what is required on a national level.

Be a strategic partner. Partnership is a two-way street. If you take the right approach, you can create a dynamic that is mutually beneficial. Align your goals and initiatives with your customer's.

Connect the dots. Identify where your brands fit into the concept and provide a solution for the challenges that the operator is facing.

Bring your A-game. Be innovative and custom tailor your presentation and solutions to the account/specific concept.

Alleviate staffing challenges. Assist with staff training on-site, quick training videos, etc. Find ways to motivate staff and bring the fun back into the industry.

Communicate. Communicate any issues with distribution, compliance, service, etc. directly to the corporate operator. Transparency is key.

Thank you to all our amazing operator and supplier participants for your support in making our 6th Annual Supplier Showcase the best one yet! Without you, this event would not be possible.

HOTEL / RESORTS PANELISTS RESTAURANTS

Named from left to right

BRADLEY MOORE
VP F&B Operations
Aimbridge Hospitality

MICHELLE FOSSETT *Moderator*
President
Patrick Henry Creative Promotions

RICHARD GARCIA
Senior Vice President of F&B
Remington Hotels

ALLISON KAFALAS
Director, Beverage
Americas at Hilton

DEVIN BURNS
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SCOTT MARSHALL
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BECKY BOYD
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Carrabba's, Bonefish*)
Bloomin' Brands, Inc.

BRUCE SKALA
Chief Marketing Officer
HOA Brands/Hooters

JAMES KRAMER
Vice President of Beverage
Operations
Fertitta Entertainment

MICHELLE FOSSETT *Moderator*
President
*Patrick Henry Creative
Promotions*



PATRICK HENRY
CREATIVE PROMOTIONS

EMPLOYEES OF THE

JUNE



ERICA BAILEY

Staff Accountant

Erica is the epitome of “still waters run deep.” Beneath her sweet, cherubic exterior, you know there is mischief waiting to happen. However, whether strolling in from wielding chainsaws or demolishing mopeds, Erica finds a way to remain sunny under pressure and infuses her bright disposition into everyone around her.

FAVORITE DRINK?

“I love Moët & Chandon Imperial for special occasions and Micheladas with Modelo on a hot day.”

GUILTY CINEMATIC PLEASURE?

“Wayne’s World – ‘Party Time! Excellent!’”

PROUDEST ACCOMPLISHMENT?

“Learning to use a chainsaw to clear a lot with my sister was a priceless accomplishment for both of us.”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

“Shut Up and Dance by Walk the Moon.”

AUGUST



MARY CATE OPELA

Assistant Account Executive

Mary Cate has made quite a splash since first stepping through our doors. From redecorating Patrick’s office to her contributions as half of the social media team, she has everybody wondering, “Is there anything she CAN’T do?” I could go on, but it’s much more fun following her exploits on Instagram or in person!

FAVORITE DRINK?

“If you went around the office and asked my team members, they would say espresso. I have multiple throughout my day. My favorite alcoholic drink though is a very dirty gin martini with blue cheese stuffed olives. Stirred though, not shaken.”

PROUDEST ACCOMPLISHMENT?

“Besides graduating with honors and getting my dream job, I would say my greatest accomplishment is having a 2nd degree Black Belt in Tae Kwon Do.”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

*“That’s a tough one. Can I only choose one? I’m a music geek and have a very hefty vinyl collection. I would have to say my all-time three favorite songs are **More Than This** by Roxy Music, **Do it Again** by Steely Dan, and **Come Undone** by Duran Duran.”*



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



PATRICK HENRY
CREATIVE PROMOTIONS

MONTH!

SEPTEMBER



AMY SCHRAUB

Director, Creative Services

"Amy, consistently goes above and beyond for the team and our clients. No "ask" is ever too much, she always says, "Let me figure out a way to make it happen!" You would be hard-pressed to find someone who disagrees with this description of Amy! The queen of organization and note-taking, her eagerness is only surpassed by her taste for adventure. From traversing the Egyptian desert on camelback to running with the bulls at Pamplona, Amy is up for anything!"

LAST MEAL AT WORLD'S END?

"My mom's pigs 'n a blanket, Kraft macaroni & cheese with extra sharp cheddar added, and an ice cold glass of milk."

STUPIDEST MOVIE YOU SECRETLY ENJOYED?

"Well, I don't think it's stupid but my husband does. I LOOOOVE the original Karate Kid. Fun fact: I can recognize the soundtrack in 2 seconds!"

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

"Oh, this is hard to narrow down. I choose two! *Sound & Vision* by *David Bowie* and *The More You Ignore Me* by *Morrissey*"



And there it was, the elusive QR code he had sought for so long.

PHCP WOULD LIKE TO WELCOME

We are so happy to be able to introduce to you the newest smiling faces at PHCP!

Our Account team welcomes two amazing Account Executives: **Cricket Allen** and **Samantha Tisci**. Cricket is a graduate of Hobart & William Smith and heads up operations from New York, while Samantha joins us in Houston from Southern Glazer's and has recently been appointed as USBG Houston Education Chair.

Jazzmin Sanchez brings her unsinkable attitude to our Events team. A graduate of UofH and an avid horror movie fan, she has already hit the ground running!

Helena Biggin comes to our Events team with experience that spans the globe! She has worked in Hong Kong, Dubai, and most recently, Singapore before landing here with us in Houston.

We are thrilled to have **Linda Joy Ponraj** taking care of us in HR! She earned her degree from UH and has already wowed us with her wit and quick thinking!

Our Accounting team is happy to welcome **Elia Gonzalez**, a UHD graduate and bright mind.

We can't wait to see what wonderful accomplishments our new hearts and minds have waiting for us, and hope you have the opportunity to meet each and every one!

— Patrick

Cricket Allen



Samantha Tisci



Jazzmin Sanchez



Helena Biggin



Linda Joy Ponraj



Elia Gonzalez



PATRICK HENRY
CREATIVE PROMOTIONS

MIXOLOGY

Astrology

LEO

July 23 - August 22

Authoritative, creative, active, magnanimous

ZOMBIE

This rum-based cocktail which is powerful, bold, and generous on the booze, may even temporarily tame the lion within.

SIDECAR

Tart, boozy, and floral ...this classic cocktail is full of history and bold flavors. Straightforward, yet well-balanced, the Sidecar is the perfect beverage for self-assured Leo.

VIRGO

August 23 - September 22

Stable, dependable, analytical, intelligent

ESPRESSO MARTINI

Hard working and motivated, the Espresso Martini is the perfect cocktail and pick me up for these go getters.

GIN & TONIC

Simple and straightforward, Virgos need a no-nonsense cocktail, which is why they're drawn to classic pairings such as the G&T!

LIBRA

September 23 - October 22

Charming, charismatic, artistic, diplomatic

NEGRONI

One part gin, one part sweet vermouth, and one part Campari, this aperitif is just as charming and diplomatic as Air sign Libra.

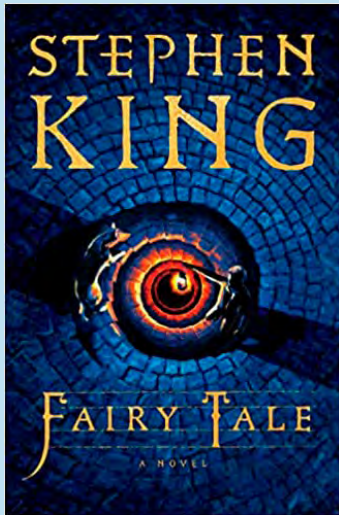
DEATH IN THE AFTERNOON

This charismatic cocktail pairs Absinthe with Champagne, resulting in an artistic and indulging libation that Libra will surely appreciate.



PHCP Book Club Picks

join us in reading:



Fairy Tale

Author: Stephen King

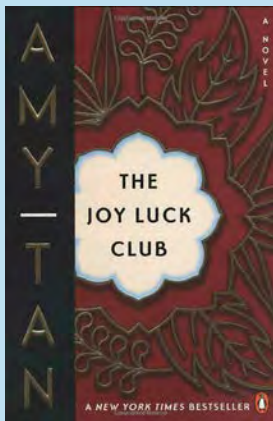
Legendary storyteller Stephen King goes into the deepest well of his imagination in this spellbinding novel about a seventeen-year-old boy who inherits the keys to a parallel world where good and evil are at war, and the stakes could not be higher—for that world or ours.

Charlie Reade looks like a regular high school kid, great at baseball and football, a decent student. But he carries a heavy load. His mom was killed in a hit-and-run accident when he was ten, and grief drove his dad to drink. When Charlie is seventeen, he meets a dog named Radar and her aging master, Howard Bowditch.

Charlie starts doing odd jobs for Mr. Bowditch then, when Bowditch dies, he leaves Charlie a cassette tape telling an unbelievable story: his shed is a portal to another world.

Paraphrased from Amazon.com. Available in print, e-book and audio book.

THOUGHTS ON



The Joy Luck Club: A Novel

Author: Amy Tan

There were tears, there was laughter, there were noodles and steamed buns. We found at our last meeting that this amazing foray into both another culture and another time had many of us amazed and (after trying to keep track of the characters) a bit confused.

The book oscillates between the backstories of three mothers and the present-day lives of their three daughters. The culture and imagery are so rich, that it is easy to get caught up in the descriptions and lose track of the who-did-what. Consequently, many of us ended up turning to the movie to supplement our reading, and we found that nothing was lost.

Of course, underneath the extremely varied discussions about the characters' diverse motivations lied the eagerness to sample so much Chinese and Asian food that might not be the norm. Thank you Vonna for encouraging us to indulge in treats from 85°C Bakery and Cafe!



BEHIND THE SCENES SUPPLIER SHOWCASE EDITION



1. Opening ceremonies! **Patrick Henry** of PHCP fame gets the day off to a great start with a winning smile!

2. PHCP's **Shannon Pritchard** runs a drink tasting for the HOA Team before their short trip to the Post Oak Hotel to join the Showcase. (Left to right) **Melissa Salbert** (Director Of Brand Marketing), **Larry Linen** (CFE/ Chief Operating Officer), and **Bruce Skala** (Chief Marketing Officer).

3. **Eva Longoria** makes a generous appearance to support her Casa Del Sol tequila brand and pose for photos with the star-struck PHCP team.

4. So many impressive booth designs, like this one from Campari America.

5. Frankly Organic Vodka definitely brought their share of personality to their booth along with their ready-to-strum guitar.

6. A hole in one? PHCP's **Kelli Vara** owns the green in designer shoes at the Garrison Brothers' booth putting challenge.

7. Basking in the Sun Sips at the E&J Gallo booth. Pictured (left to right): **Anne Fontana** (The Melting Pot), **Diana Martin** (E & J Gallo), **Leigh Merritt** (E & J Gallo), **Christina Moore** (E & J Gallo), **Bradie Bowen** (PHCP).

but wait, we're not done yet! ►



BEHIND THE SCENES

8. Taylor Bruinsma (PHCP), pictured alongside Marcia Kirk, Patrick Kirk and Nate Grover of Applebee's, taking in the beautiful scenery during the **Welcome Reception of the Applebee's Conference** in Bever Creek, CO.

9. PHCP's Director of Beverage Operations & Training, **Kurt Moody**, prepares for an interview on Bar Profitability with the Bowling Proprietor's Association of America in Arlington, TX. Kurt will be speaking at the BPAA's national conferences in Atlantic City and Reno in October.

10. PHCP's **Jessica O'Sullivan** pictured with **Lizi Bull** of Terlato and **Leigha Cornett** of Jackson Family Wines at a 'cool' ice bar in Las Vegas during **The Cheesecake Factory Conference and Partner Meetings**.

11. PHCP attending Razzoo's holiday LTO drink tasting. *Front row: Amy Parham (Assistant Director & Supplier Relations) alongside Angel Haley (VP of Supply Chain - Razzoo's).* *Back row: Nick Redfearn (Supply Chain Manager - Razzoo's), Jeremy Lewis (Cross Functional Marketing Manager - Razzoo's), and Jonathan Smith (Red Bull).*

12. PHCP team members dressed in their western best at DAOU's over-the-top, western town-themed **'DAOU City'** experience at the Houston Oaks. *(Left to right): Patrick Henry, Georges Daou, PHCP's Brandon Phelps with wife Lindsay Phelps and PHCP's Amy Parham with husband Josh Parham.*

13. The CRO Steakhouse Team, led by **Bill Watson (VP of Marketing)** and **Curtis Osmond (President)**, sampling 105 wines for their 2023 Wine RFP Blind Tasting.





HELPING OUR FRIENDS IN THE INDUSTRY

Among other areas in Florida, Hurricane Ian has caused mass destruction on Sanibel Island.

As a result, many of the Sanibel Marriott team members and their families have lost their homes, cars, and other vital needs.

To support these Columbia Sussex team members, a GoFundMe page has been set up for donations. All donations and social media shares are greatly appreciated. Thank you in advance for your kindness and generosity.



LEND A HAND:

Click here or scan this QR code to go directly to the Sanibel Marriott GoFundMe page:
<https://gofund.me/4671035b>

Please feel free to share any other opportunities to help support Hurricane Ian relief efforts and our friends in the industry who were impacted by this devastating storm by emailing hello@phcp.com, so we can offer our support and share on social media.

ADDITIONAL RESOURCES:

American Red Cross
<https://www.redcross.org/>

Team Rubicon
<https://teamrubiconusa.org/>

Ian Response Fund
<https://secure.actblue.com/donate/ianresponsefl>

click here to see more resources in the Tampa Bay Times
<https://www.tampabay.com/>

