


In the LOOP



PATRICK HENRY
CREATIVE PROMOTIONS



IT'S NEVER TOO
LATE TO BECOME
WHO YOU
WANT TO BE.

F. Scott Fitzgerald





PATRICK'S CORNER

I hope 2022 was a wonderful and memorable year for you. It seems like it went by so quickly, with so many highs and lows. We can all agree on one thing: it is becoming more and more expensive to live in America. Airline fares have increased dramatically, and the cost of a simple grocery store run feels like it has doubled in price. It has been a year of low inventory, poor staffing and crazy, out-of-control drivers. Still, as bad as it seems we have so much to be thankful for.

The hospitality industry has made a nice recovery, and it has been wonderful to see so many of our friends and clients out and about. Our national parks are open again, and retail shopping seems to be making a comeback. Local parks are full of people running and walking their dogs. It seems like, in cities, holiday decorations are at an all time high, and there is so much energy in the shopping centers. Football stadiums are full again, and in Houston, we are still celebrating the World Champion Houston Astros. I truly think 2023 will be a great year! As we close out 2022, we wish you a Happy New Year and thank every one of you for helping us have a great year at PHCP.

—— Patrick

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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

Enjoying the evening on the water, AE Mary Cate Opela, Employee of the Month Samantha Tisci, Senior Director and In the Loop's intrepid managing editor, Erica Poole, and Accounting's Berenice Ayala. Austin, TX.

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HOW DID WE LIVE WITHOUT:

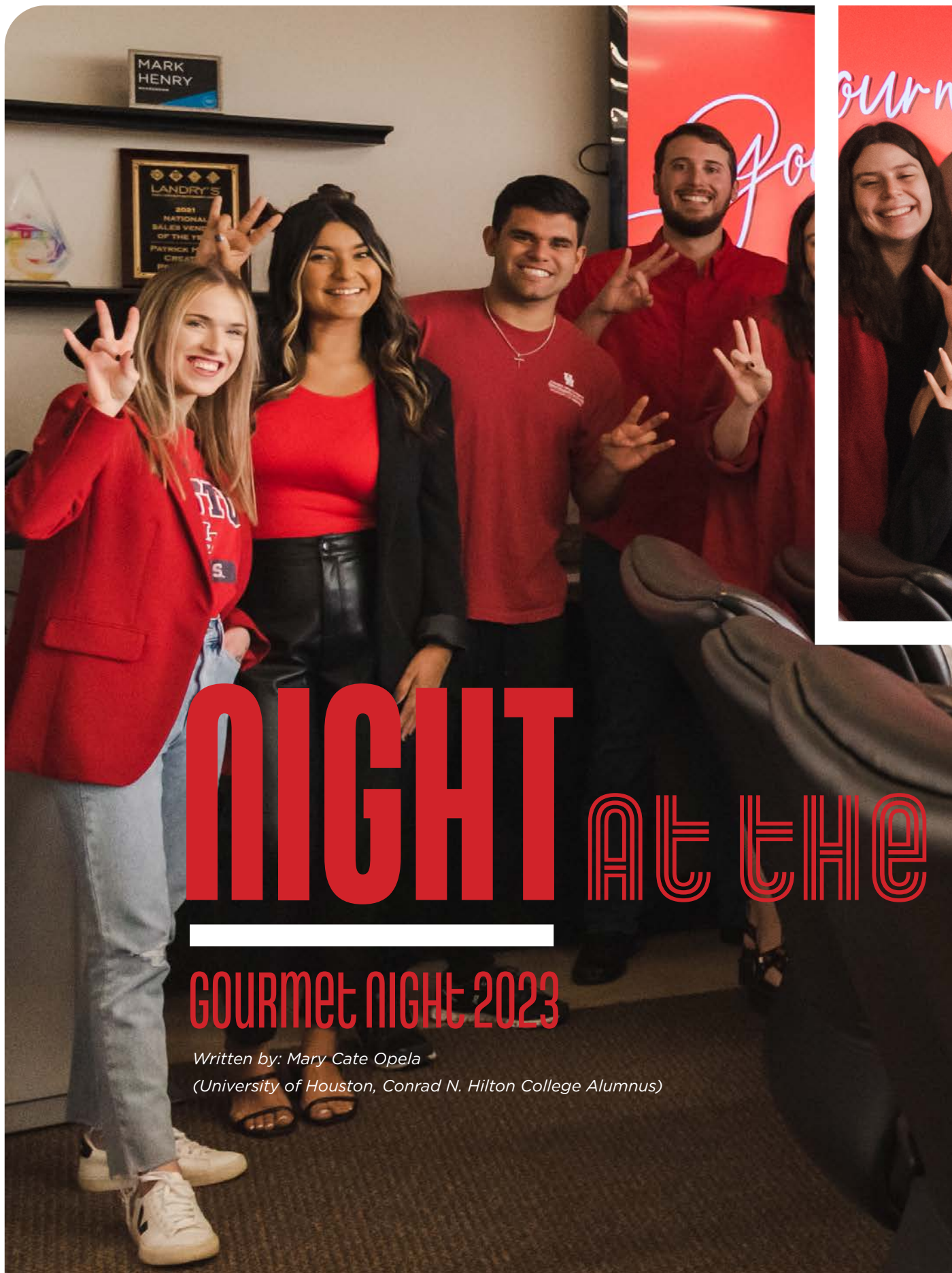
Written by: Erica Poole

DRINK MASTERS

Calling all cocktail lovers! Netflix has released a new cocktail competition show that is the kind of binge-worthy, industry TV content we have always needed. ***Drink Masters*** is an alcoholic beverage-focused twist on the traditional baking or cooking competition – the Iron Chef for mixologists. Twelve contestants go head-to-head in a variety of thematic, drink development challenges to progress to the next round in the hopes of earning the coveted title of Drink Master and a \$100k prize from Pernod Ricard.

From fat washing, milk punch clarifying, and smoking to freezing with liquid nitrogen, infusing, and flambeeing, contestants execute a wide range of culinary and molecular technology techniques to produce show-stopping recipes and full-sensory experiences, making you want to reach through your television set to taste for yourself. This show provides all the nostalgia of working in a bar or restaurant from the comfort of your living room couch while highlighting the art, talent, skill, and passion behind innovative mixology. If beverages with unique flavor combinations, creative ingredients, and ‘wow’ presentations interest you, ***Drink Masters*** is worth a watch!





NIGHT AT THE

GOURMET NIGHT 2023

*Written by: Mary Cate Opela
(University of Houston, Conrad N. Hilton College Alumnus)*





MUSEUM



Gourmet Night at the Conrad N. Hilton College at the University of Houston is a beloved annual tradition and showcase of students' creativity and talents including a cocktail reception, silent auction, multi-course dinner with cocktail and wine pairings, and live entertainment. This unforgettable night, with its inception in 1974, will be celebrating 50 years with "A Night at the Museum," planned for April 15th, 2023, by student volunteers who plan to wow guests with their hospitality skills.



Rebecca Dowda, PHCP's Director of Beverage Innovation, has been working closely with the Hilton College students with this year's event and cocktail development. I sat down with her to ask her about her experience.

Mary Cate: "What has your experience been like helping the Hilton College students develop these beverages for the 50th Annual Gourmet Night?"

Rebecca: "This experience has been incredibly rewarding. I remember my sorority sisters preparing for Gourmet Night when I was a student at U of H, so returning to campus to offer guidance to this truly gifted group of students has been a lot of fun. The F&B team has a ton of responsibilities; it's been impressive to see how much work has already gone into this event. Helping out with

This year's theme is focused on art in all of its various forms, both physical and emotional. The drinks crafted for the evening's event were developed with the idea of being immersive experiences and "works of art," each created with the focus of making the guests feel an emotional connection, whether it be through taste or their visual presence. The dazzling, art-inspired evening celebrates museums' power to transform the world around us.

Regina Aquino, the Food & Beverage Station Manager, said they have been thinking about this year's theme and planning since last May. This is the second Gourmet Night she has participated in and loves that this student-run event allows her to hone her creativity and prepares her for real-world hospitality settings. "A ton of work goes into this single night, with so many different departments coming together to make this evening as magical as possible." Regina explains, "This year's planning has been so streamlined, thanks to Rebecca's help. We are actually getting to create these drinks in a

real bar setting at the PHCP office and not in someone's dorm room. We have truly taken this year to a new level!" Proceeds from the **50th Annual Gourmet Night** ticket sales and silent auction benefit the college's educational programs and provide scholarships. The Hilton College is continuing to provide the best in hospitality education and recently changed its name to the **Conrad N. Hilton College of Global Hospitality Leadership**. The name change, along with the expansive facility improvements, ensure that the Hilton College will continue to produce industry leaders worldwide!



Gourmet Night has also given me the opportunity to show the students a peek behind the curtain of day-to-day operations at PHCP. Needless to say, there were a lot of wide eyes the first time they came to tour the office!”

Mary Cate: “What does this year’s theme mean to you, and how did it inspire the drinks you helped the team develop?”

Rebecca: “The drinks we developed were inspired by famous works of art. The drinks needed to be well-balanced, easy to execute on a large scale, and visually appealing. For the cocktail, we ultimately decided on

a sparkling elderflower spritz with butterfly pea extract to create a color-changing effect. We also felt it was important to offer a non-alcoholic option, so we developed a spicy hibiscus limeade with ginger beer. We’ll end the night with a vanilla café au lait to give guests a pick me up before the drive home. We have two more tastings and some prep left to do, but because of the team’s hard work and dedication, I’m confident the 50th Annual Gourmet Night is going to be a smashing success, and I’m honored to have been involved!”




THIS YEAR’S BEVERAGE LINEUP CONSISTS OF:

EUPFLORIA ▽ A color-changing cocktail that has edible glitter, botanical notes, and a euphoric presence.

SOUL OF THE ROSE ▸ A floral mocktail inspired by John William Waterhouse’s painting of the same name.

NINTH WAVE ▴ The final beverage of the night – a hot coffee with vanilla, mint, and a rice paper wafer garnish.





Written by: Donna James

Layout design:
Amy Schraub



DID YOU KNOW

- Americans throw away 25% more trash from Thanksgiving to New Year's than any other time of the year? The extra waste amounts to 25 million tons of garbage!

“WOW, WAY TO DAMPER THE HOLIDAY CHEER, DONNA”, you grunt.

Well, wait a minute! I know I'm not the only one whose Holiday cheer turns into Holiday eco-anxiety each time I see a piles of food waste, torn gift wrap, and physical gifts that will eventually get shoved into the miscellaneous drawer at home along with other things that haven't seen the sun in years. With that said, I want to share some of my favorite gift ideas that are between low-waste and clutter-free, and may I add, these also make great last-minute gifts if you're a late shopper like me:





EXPERIENCES



- Tickets to comedy shows, tickets to a concert *(if you can score Taylor Swift concert tickets, even better)*, movie tickets, escape room tickets, etc.
- Dancing classes, pasta-making classes *(maybe they can make you homemade pasta afterwards)* – classes in general!
- Golf membership / round of golf
- Restaurant Gift Card *(even better if it's an e-card)*



TIME



- Massage or sauna vouchers
- Car wash – the really good one, where they take out all the cookie crumbs stuck in between your seats
- Yard service
- Manicure & pedicure – no, this isn't just for the ladies!

MEMBERSHIPS

- Art or Science Museums
- Zoo or Aquarium
- Theme parks
- Children's Museum *(for folks with little ones)*
- State Parks & National Parks
- Audible¹ *(something they can enjoy any time of the day)*
- Headspace² *(guided meditation)*
- Adopt a virtual species *(elephants, rhinos, giraffes, and more)* through trustworthy organizations³

a 12-month pass
for all national
parks is only \$80!



PHYSICAL ITEMS

- If you don't want to 'adopt' a virtual animal, how about Timmy the baby elephant⁴? A purchase of this plushie helps orphaned and abandoned baby elephants in the Reteti Elephant Sanctuary. There is a scannable NFC chip in each tag, so you can take your phone, tap it to the tag, and you'll be brought to a page where you can read about one of the elephants you're helping!
- Donate to a charity in their name for their favorite cause
- Homemade treats *(I know some of y'all have become house-chefs during quarantine – I personally like to make and gift vanilla extract)*
- Compost bins: Countertop⁵ *(if you're in a budget)* OR a food digester⁶ *(if you feel like splurging)*
- Locally made art



I really hope that you take this list into consideration – after all, gifts that place less of a burden on the planet are always worth unwrapping! I believe that your loved ones will appreciate any gift that doesn't also give to landfills. Pass this list along to friends and family so that we can all do our part to make the holiday season as low-impact and high-love as possible.



SOURCES:

1. Audible: <http://www.audible.com/>
2. Headspace: <https://www.headspace.com/>
3. "Adopt" an animal through conservation organizations: (World Wildlife Fund) <https://gifts.worldwildlife.org/gift-center/gifts/Species-Adoptions.aspx>; (Sheldrick Wildlife Trust) <https://www.sheldrickwildlifetrust.org/orphans>; (David Shepherd Wildlife Foundation) <https://davidsshepherd.org/adopt-an-animal/>
4. Follow Your Legend: <https://followyourlegend.com/products/elephant-legend-plushie>
5. Countertop Compost Bins: <https://www.treehugger.com/best-countertop-compost-bins-5077219>
6. FoodCycler: https://www.vitamix.com/us/en_us/shop/foodcycler-fc-50

GET AHEAD OF THE GAME WITH 4 BEVERAGE
TRENDS WE PREDICT YOU'LL BE DRINKING IN 2023!

that's what

Trends

Written by: Rebecca Dowda

are for

While it seems like yesterday we were raising an eyebrow at the impending renaissance of 80's beverages (did you get that premium LIT in 2022?), it looks as if we will be focused on luxurious martinis, florals & botanicals, clarification, and... pink in the year ahead. Read on for what we believe will be some of the industry's biggest beverage trends in 2023.

Partners in Brine

With the ubiquitous return of the dirty martini, guests are looking for new and innovative ways to satisfy their salty cravings. While traditional olive brine reigns supreme in this beloved cocktail, be on the lookout for alternative house-made brines that feature fish sauce, lactic acid, and even MSG. Pickle is also poised to make a splash in the martini game, with house-pickled ingredients adding to the overall flavor and appearance of the martini. The dirty martini garnish is also likely to go into overdrive with the pimento-stuffed olive taking a backseat to olives hand stuffed with premium cheeses or caviar, raw oysters, and even olive juice pearls made with reverse spherification. The premium dirty martini and its differentiating qualities can also be a conversation starter in an industry hungry for social interaction and more than just a meal.



Cocktails In Bloom

The diversity of florals and botanicals, and their ability to balance a wide range of flavors, means this trend will continue into next year. Look for botanical flavors outside of gin cocktails; bergamot and hibiscus complement and enhance the complexity of rum, while vanilla and chamomile's earthy undertones help bourbon cocktails shine. Tea cocktails, floral ice cubes, and edible flowers will also have a presence on menus in 2023. Florals' and botanicals' flavor profiles also contribute to the perceived health benefits of drinking natural ingredients.



A Moment of Clarity

Experimentation and creativity will continue to fuel and inspire mixologists.

With cocktail conventions back in full swing, and the popularity of shows like Netflix's *Drink Masters*, clarified cocktails are ready for the spotlight. The best part? It's not that hard!

Clarified cocktails are created using a milk bath, which is the process of adding milk to a mixed cocktail, causing it to curdle, and straining the solids out to remove color and cloudiness (your guests don't have to know that part).

Clarified Milk Punches reigned supreme at Tales of the Cocktail this year, while clarified New York Sours and clarified Piña Coladas also provide a wow factor on a bar top or in a dining room.

Clarified cocktails can be batched, and the clarification process preserves the cocktail from spoiling for weeks when kept cool.



Pink... and pink

This should come as no surprise, but we're drinking pink on more than just Wednesday. Pink drinks are having a major moment and gone are the days of them being overly sugary or cavity-inducing. Pink hues in cocktails can be caused by rose, hibiscus, pitaya powder, and pink Himalayan salt. Pink ingredients are also a sign of healthy antioxidants. Dragon fruit, in addition to its eye-catching fuchsia hue, is naturally fat-free and high in fiber, contains prebiotics, and can strengthen your immune system. We are all for a trend that is good for you... and your Instagram.

Our number one rule when it comes to developing (and ordering) cocktails, is to drink what you want and what you like. With trends that provide health benefits and Insta-worthy appeal, guests should have no problem satisfying their cocktail cravings in 2023.





The
Holiday
Movie
Wine Pairing Guide

Written by: Bradie Bowen

Layout design: Amy Schraub



MOSCATO D'ASTI

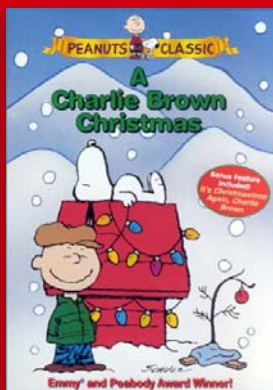
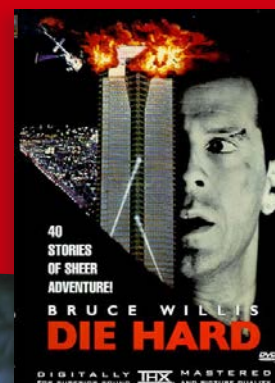
Expect sweet aromas of peaches, fresh grapes, orange blossoms, and crisp Meyer lemons from this Italian DOCG wine varietal. The flavors tingle on your tongue from acidity and light carbonation. The half-sparkling style (in Italian: 'frizzante') gives the perception that Moscato d'Asti is just lightly sweet, making it a wine that packs enough natural sweetness to satisfy any sweet tooth, doubly so when paired with Buddy the Elf's Breakfast Pasta.



ORANGE WINE

Orange wine is a bit of a misnomer, much like "Die Hard" — which is most definitely a holiday movie ... just, with explosions.

On the palate, orange wines are big, dry, and even have tannins like a red wine, with a sourness similar to fruit beer. Often orange wines are so intense that you might want to make sure you're sitting down when you first taste them. Due to the high-phenolic content (tannin and bitterness) and the nutty tartness they exhibit, orange wines pair with a wide variety of meats, ranging from beef to fish. Yippee-ki-yay!



MULLED WINE

Mulled wine, also known as spiced wine, is a traditional holiday beverage dating back to the 2nd century. It is usually made with red wine along with various mulling spices and oranges.

Since mulled wine is traditionally served hot, this is the perfect pairing with any comfort snacks, to warm you up while Charlie Brown and the peanut gang warms your heart.





'GSM' THE CÔTES DU RHÔNE BLEND

GSM is the acronym for the blend of grenache, syrah and mourvèdre, and is paired best with a classic slice of cheese limo pizza — just for you — because of its acidity and intense flavor. Grenache is a high-acid wine that counters the sweetness of tomatoes, while spicy syrah contributes extra complexity to a plain cheese slice. Mourvèdre, originally from Spain, is a full-bodied plum-colored wine. Peppery, smoky and floral, this wine needs creamy mozzarella to tone it down. As part of a wine blend, mourvèdre's intense flavor is more palatable.



NAPA VALLEY CABERNET SAUVIGNON

Napa Valley Cabernet Sauvignons are a robust wine, balanced with a variety of aromas, nuanced layers, and incredible, complex flavors.



Tastes range from black currants, cedar, cherries, leather, dried herbs, oak and tobacco.

Because of the high level of tannins, this wine screams for protein and fatty foods, so it pairs well with Meatloaf, Smeatloaf, Double Beetloaf, mashed potatoes, braised red cabbage and oh FUDGE, chocolate.



BOXED WINE

When your ultimate holiday celebration is blemished by obnoxious relatives, monumentally defective electronics, unexpected guests and an unforeseen but entirely cinematic brush with the law, sometimes it's about quantity and quality ... at least when it comes to wine!

Any varietal will do, so pick your favorite and grab a box. If you drink your wine out of a Marty Moose punch bowl, you're sure to be the jolliest in the bunch before Aunt Bethany can start singing the National Anthem.



MIXOLOGY

Astrology

Written by: Mary Cate Opela
Layout design: Trang Le

SCORPIO

October 23 - November 21

POWERFUL · PASSIONATE
DETERMINED · MAGNETIC

MANHATTAN

Scorpios need a strong drink that is iconic, straight forward, and as bold as they are. The Manhattan is usually ordered by someone as determined and decisive as these water signs.

SANGRIA

Romantic, rich and sweet, a red wine and dark fruit-forward Sangria is the perfect cocktail for the moody, brooding, and sensual Scorpio.



SAGITTARIUS

November 23 - December 21

GENEROUS · HUMOROUS
ENERGETIC · PHILOSOPHICAL

SPICY MARGARITA

These social souls need a drink as fun and spontaneous as they are. The spicy margarita and Sagittarian speak the same language: they both know how to get the party started!

COSMOPOLITAN

Fun loving and free spirited, the Cosmo is true to Sagittarius. This cranberry-forward cocktail is full of zest and will be sure to feed their taste for adventure.



EMPLOYEES OF THE MONTH!

OCTOBER



ANGELA THOMPSON

Office Administrator

Anyone who has visited our office will think we are harboring a fugitive from the North Pole. A one-woman holiday dynamo, in addition to a stellar work ethic, Angela “brings cheer to the office” and has a smile ready any time of day.

HOLIDAY MOVIE GO-TO?

“A Christmas Story”

BEST HOLIDAY MEMORY?

“Decorating the tree with my family growing up...my parents made it a huge thing, almost like it was a holiday itself.”

FANTASY WINTER VACATION?

“To spend holidays in Aspen”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

“A LOT!”

NOVEMBER



SAMANTHA TISCI

Account Executive

In a very short time, Samantha has shown that she is ready to tackle any task with bright eyes and a warm heart. Not afraid to put herself out there, she “always brings great ideas and solutions to projects,” and is ready to help out with anything, no questions asked.

BEST HOLIDAY MEMORY?

“Opening ONE gift on Christmas Eve with my mom and brother, and watching Christmas movies with drinks.”

FANTASY HOLIDAY VACAY?

“Somewhere with lots of snow and Aurora Borealis”

HOLIDAY MOVIE GO-TO?

“The Grinch with Jim Carey”

VIEWS ON FRUITCAKE?

“NEXT!”

OCTOBER



TAYLOR BRUINSMA

Assistant Director

Any client of Taylor’s should know they will be well taken care of. Ready to tackle whatever needs doing, she will always find a way to get it done. “Taylor is always willing to help without even being asked! A true team player, who is proactive and a wonderful person.” Just ask either of her King Charles Spaniels.

BEST HOLIDAY MEMORY?

“When my brother and I were young kids, hiding under the covers the night of Christmas Eve, trying to fall asleep and be quiet not to scare off Santa.”

WEIRDEST PRESENT?

“Face Cream & Blue Ornaments with sequins and feathers... the face cream ended up being my favorite that I’ve used for years!”

FANTASY WINTER VACATION?

“Winter cabin in the snow with my family, watching the little ones play in the snow and learn to ski....lots of hot toddy’s and cocoa.”



EMPLOYEES OF THE MONTH!

NOVEMBER



BRANDON PHELPS

Account Executive

It was remarked of Brandon that he “continuously takes on jobs in stride, even when already overloaded!” No one would dispute that grace under pressure is quality he has elevated to an art form. But handling projects isn’t enough for Brandon — he insists on excelling at them, too!

FAVORITE CHRISTMAS SONG?

“Please Come Home For Christmas by The Eagles”

YOUR VIEWS ON FRUITCAKE?

“Hard Pass”

BEST HOLIDAY MEMORY?

“Snorkeling in Hawaii in 2008”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

“Til You Can’t – Cody Johnson”

NOVEMBER



HELENA BIGGIN

Senior Meeting Planner

“Superstar,” “rockstar,” it’s clear that Helena is stellar! Although the newest member of the events team, she has hit the ground approaching the land-speed record, and done it with a smile. After her sojourns in Europe and Asia, we feel so fortunate that she has chosen to join us and has already been filling our hallways with her irrepressible charm.

BEST HOLIDAY MEMORY?

“Seeing the cherry trees in bloom in Japan and watching the sunset over the temples in Cambodia”

FANTASY WINTER VACATION?

“Igloo in Finland or an Ice hotel in Sweden.... both include vodka...”

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

“Fairytale of New York by The Pogues”



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**

SING-A-LONG!



And click here for a special **HOLIDAY** version of our PHCP playlist! Sure to jingle your bells!



PATRICK HENRY
CREATIVE PROMOTIONS

EMPLOYEES OF THE MONTH!

NOVEMBER



ERICA BAILEY

Staff Accountant

TWO ISSUES IN A ROW! Clearly a fan favorite from accounting, her co-workers agree that “Erica radiates positivity and lights up the room.” Always up for an adventure, hearing what she’s been up to over the weekend is always a story in itself!

FAVORITE HOLIDAY TREAT?

“The Tim Tam Slam is my favorite holiday treat. You take a Tim Tam cookie, bite a corner off each end, put it into hot chocolate and use it as a straw. Once it fills with hot chocolate you slam the cookie! It is so delicious!”

ANY NOTES OR SHOUT OUTS?

“2022 has been the best year I have had in a long time. I am so blessed to have spent the whole year as part of the PHCP team. Thank you for everything and cheers to many more!”

NOVEMBER



COURTNEY KRATZ

Assistant Director, Creative Services

Another face familiar between these pages, Courtney has been an indispensable asset each and every day, especially during the avalanche of Holiday Art projects! Perhaps her nominator said it best, “Keep being awesome, lady!”

WEIRDEST GIFT?

“A paper bag with Boones Strawberry Farm and a 40oz of Old English Beer (it was a White “Trash” Elephant party).”

FAVORITE HOLIDAY CAROL?

“I love the DMX version of Rudolf the Red-Nosed Reindeer — it makes me laugh because it’s such a bizarre mash-up.”

HOLIDAY MOVIE GO-TO?

“Every year we watch Elf, Christmas Vacation and Die Hard on Christmas Day.”

FOR THE FIRST TIME EVER,
PHCP WOULD LIKE TO
CONGRATULATE **TWO** WINNERS!

LOOK FOR MORE IN-DEPTH HIGHLIGHTS IN OUR NEXT ISSUE!



**SUPERSTARS BRITNEY DELL
AND ANGELA THOMPSON!**

PHCP Book Club Picks

join us in reading:



The Midnight Library

Author: Matt Haig

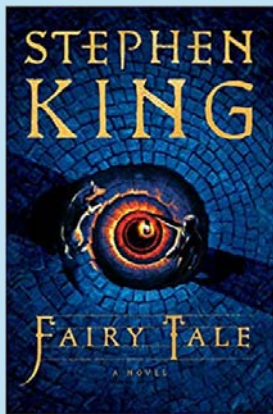
The dazzling reader-favorite about the choices that go into a life well lived, from the acclaimed author of How To Stop Time and The Comfort Book.

Somewhere out beyond the edge of the universe there is a library that contains an infinite number of books, each one the story of another reality. One tells the story of your life as it is, along with another book for the other life you could have lived if you had made a different choice at any point in your life. While we all wonder how our lives might have been, what if you had the chance to go to the library and see for yourself? Would any of these other lives truly be better?

In ***The Midnight Library***, Matt Haig's enchanting blockbuster novel, Nora Seed finds herself faced with this decision. Faced with the possibility of changing her life for a new one, following a different career, undoing old breakups, realizing her dreams of becoming a glaciologist; she must search within herself as she travels through the Midnight Library to decide what is truly fulfilling in life, and what makes it worth living in the first place.

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

THOUGHTS ON



Fairy Tale

Author: Stephen King

At a daunting 24+ listening hours (or if you're reading, 6 bazillion pages), there was a LOT to talk about in this latest Stephen King tome.

Essentially told in two parts, you first get to know Charlie, become familiar with his family and his hometown life, then plunge headlong into a whole second universe, or dimension, or something.

As usual, King is excellent at moving the story along, and the chapters pass by so quickly, you only realize you're half-way through when the book weighs evenly on both thighs. Also as expected, there are plenty of Easter eggs for King devotees, references for avid readers in general, and a plethora of mental images that will make you go, "Eww." Unusual for King, however, is the ending, which is well-earned for those who manage to make it there.

According to the author, ***Fairy Tale*** sprang from a question he asked himself at the beginning of the pandemic: "What could you write that would make you happy?" That this book was the result could be an interesting psychological discussion in itself.

"As a self-proclaimed critic of Stephen King, he really turned my opinion around with ***Fairy Tale***. I was honestly sad it was done and still wish there were more to it. He blended childhood fairytales into a real fairytale so seamlessly and made it all so believable. 10/10 would, and likely will, read again. The audible narrator was fantastic as well!" — Courtney Kratz

"A good escapist read, whether you're a Stephen King fan or not." — Linda Alvarado

FIND YOUR WINE

Written by: Bradie Bowen



Gifts optional!



Holiday wine pairings that will keep everyone in good spirits!

1. Where will you be traveling this holiday season?

- a. Back home for the holidays (4pts)
- b. Where it's warm and sunny (2pts)
- c. Let it snow! Somewhere wintry for me! (1pt)
- d. Staying put - I've already traveled too much this year (3pts)
- e. Another country entirely (5pts)

2. What's your starter?

- a. Classic Cheeseball (4pts)
- b. The trendier the better: Charcuterie Board (5pts)
- c. I go healthy - Veggie Tray (3pts)
- d. Comfort food: Chips & Queso (2pts)
- e. Forget food... where's the bar? (1pt)



3. Your must-have holiday side?

- a. Mashed Potatoes (4pts)
- b. Dressing/Stuffing (2pts)
- c. Canned Cranberries (3pts)
- d. Ambrosia Salad (5pts)
- e. Macaroni & Cheese (1pt)



Ridges are a must!

4. I plan to gather 'round the...

- a. Turkey (2pts)
- b. Honey Baked Ham (4pts)
- c. Tamales (1pt)
- d. Gumbo (3pts)
- e. Prime Rib (5pts)



5. What will you be leaving room for after dinner?

- a. Pumpkin Pie (1pt)
- b. Dark Chocolate Mousse (5pts)
- c. NY Style Cheesecake (2pts)
- d. Pecan Pie (4pts)
- e. White Chocolate Blondie Bars (3pts)



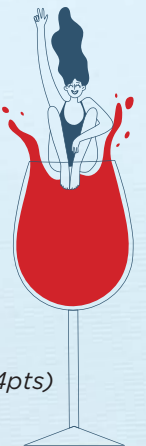
6. What's the soundtrack to your holiday?

- a. *Mele Kalikimaka* - Bing Crosby, The Andrews Sisters (3pts)
- b. *All I Want for Christmas is You* - Mariah Carey (1pt)
- c. *Happy Xmas (War is Over)* - John Lennon, Yoko Ono (5pts)
- d. *The Christmas Song (Merry Christmas to You)* - Nat King Cole (4pts)
- e. *Last Christmas* - Wham! (2pts)

Give yourself a pat on the back if you know all the words.

7. What holiday movie do you snuggle up to?

- a. *How the Grinch Stole Christmas* (2pts)
- b. *Miracle on 34th Street* (5pts)
- c. *Dolly Parton's Christmas on the Square* (4pts)
- d. *Rudolph the Red Nosed Reindeer* (1pt)
- e. *Polar Express* (2pts)



Subtract points if you think "Die Hard" is a Holiday movie.



(Answers on next page)

ANSWERS:

7-12 points

Brut Champagne

Brüt means "dry, raw, unrefined" in French, and specifies a style of Champagne that is very low in sugar — less than 12 grams per liter, to be exact. This results in Champagne that is not particularly sweet and finishes dry on the palate. The high acidity and zippy carbonation cut through oils and fats with delicious precision. Brut Champagne is not as fruity as some other sparkling wines such as prosecco, but can still exhibit flavors like juicy citrus, stone fruit, and quince. A lightly savory note can be noticed in some bottles, with a distinct minerality. Brut Champagne tends to be well balanced and silky, making it a popular choice for toasts and celebratory sipping.

*New Year's Eve,
here we come!*

Kivis love it!

13-18 points

Prosecco DOC Rosé

One of the newest 'official' varietals, as of the 2019 harvest, Prosecco DOC Rosé is a sister to Prosecco DOC, the best-known (and most consumed) Italian wine in the world. These can only be made primarily with Glera grapes and up to 10 to 15 percent Pinot Noir grapes. In the case of Prosecco Rosé, the Glera (white) grapes and Pinot Noir (red) are fermented together. That means that the carefully selected grape clusters are destemmed and then added to the fermentation vessel together. This highly unusual technique makes the aromas and flavors of the grapes intermingle, resulting in an extremely rich aroma and flavor profile. The resulting wines have been wowing the critics with their depth and complexity.

Not just for mimosas!



**Pairs well with
difficult
houseguests**

**Liquid
mistletoe**

19-24 points

New Zealand Sauvignon Blanc

New Zealand is known for its Sauvignon Blancs and their mouth-watering citric acidity. While the grape is grown all over the two islands that make up New Zealand, the region it is most recognized for is Marlborough. The glacial, stony gravel and sandy loam are free-draining soils that retain heat and reduce excess water, producing flavors of lemongrass and, aromatic flavors of citrus, gooseberry and passion fruit. These characteristics pair perfectly with lighter, herbaceous dishes.

25-29 points

Napa Valley Cabernet Sauvignon

Cabernet Sauvignon is a robust wine. It's balanced with a variety of aromas, nuanced layers, and incredible complexity in the flavors. Tastes range from black currants, cedar, cherries, leather, dried herbs, oak and tobacco. Because of the high level of tannin, this wine screams for protein and fatty foods. Red meat and dark chocolate are classic companions of this wine.

*A great excuse to
eat chocolate!*

30-35 points

Rioja 'Reserva' Tempranillo

Spain's top red wine, made famous by Rioja, where wines are classified (in part) by how long they age in oak — some of the most well-crafted Tempranillos age for two or more decades! Expect tannin levels to be high and acidity should also be noticeable. Earthen notes lead with cedar, tobacco, and dill leading the call-based mouthfeel. Secondary flavors come from fruits like red cherry, black cherry, and raspberry. Bolder, aged Tempranillo wines pair nicely with steak, gourmet burgers and rack of lamb. Fresher styles match well with baked pasta and other tomato-based dishes.

*If they grow together,
they go together!*



BEHIND THE SCENES

1. PHCP Asst. Director, **Taylor Bruinsma**, experiencing the rickhouse at the Stizel-Weller Distillery in Louisville, Kentucky while accompanying the Applebee's team on an immersive Whiskey Education Training.

2. Director of Beverage Innovation (Prestige Concepts) **Rebecca Dowda** pictured while training the bar team at Omni Atlanta CNN Center!

3. BJ's Conference: PHCP's **Laura Nepveux** striking a pose with various beverage suppliers at BJ's General Manager's Gold Standard Conference in Denver, CO.

4. **Angelica Batard** of PHCP supported the University of Houston's **Corks & Forks Around the World Event** hosted at the Conrad N. Hilton College of Global Hospitality Leadership by the students.

5. **Action!** PHCP's **Tyler Funderburke** shines in front of the camera during a Hooters of America marketing video shoot in Atlanta.

6. **Britney Dell** and **Rebecca Dowda** of PHCP photographed alongside **Devin Burns** (Omni Hotels & Resorts), **Chef Harker** and the **Omni Beverage Committee** at the Omni Frisco Hotel after tasting through the 2023 **"Summer of Tea"** cocktails and mocktails.





BEHIND THE SCENES

7. Kicking off the Fridays' Conference, hosted at the Gaylord Opryland Resort & Convention Center in Nashville, with the Welcome Reception. Pictured (left to right): Boston Beer's **Misty Kyle**, **Jose Cano** and **Jenny Soukup**, PHCP's **Jessica O'Sullivan**, and **Lou Roppoli** from the TGIF Metz Group.

8-9. PHCP Asst. Director of Brand Marketing, **Alison Bowie**, and celebrity chef **Marc Murphy** pose in front

of a NASA rocket at the "The Future of Taste" event at the Delaware North Partner Summit in Cape Canaveral, Florida. Later, having an Absolut-ly wonderful time!

10. Benefitting the Houston Area Women's Center, **Courtney Kratz**, **Bradie Bowen**, **Amy Parham** and **Jessica O'Sullivan** attended the Spin and Win Charity event hosted by Women of Wine Charities (WOW). Helping is fun in more ways than one!



PATRICK HENRY
CREATIVE PROMOTIONS



PHCP's very own Santa Claus - **Patrick Henry** - loves to spread holiday cheer throughout our office each holiday season. To extend the holiday spirit and spread joy, we were each given \$50 for ourselves and \$50 along with various gift cards to gift to a stranger or relative in need. This is an act of kindness that we look forward to each year!

Patrick Henry



Together with **ECNHM (Energy City New Horizons Music)**, PHCP Art Dept.'s **Linda Alvarado** joins in spreading cheer during the holiday season and throughout the year by playing in free, open-to-all concerts (with snacks!) for the area and local Senior Living communities.

Linda Alvarado



PHCP's **Laura Nepveux** with her Young Men's Service League of Sugar Land friends, helped set up Santa's Workshop for Fort Bend Women's Center to provide free gifts for children!

Laura Nepveux

This is going to be tough! I'm doing the Jog 30 Miles Challenge for St. Jude Children's Research Hospital and your contribution will help St. Jude find cures and save children! Thank you so much for your support.



Kelly Comp participated in **St. Jude's Facebook Challenge**, committing to running a total of 30 miles to raise money for the charity during the month of November. She helped raise awareness and over \$250 for the mission of St. Jude: *Finding cures. Saving children.* There are a wide variety of monthly Facebook challenges devoted to this worthy cause!

Kelly Comp



In October, PHCP's **Heather Lloyd** participated in the Walk to End Alzheimer's in Sugar Land, TX with her family in support of her grandfather, who is currently battling this disease with millions of others. "Being able to raise money and awareness while being surround by friends and family is truly something special." The Alzheimer's Association hosts these walks/fundraisers all over the country. With more than 600 communities participating each year, Walk to End Alzheimer's is the world's largest fundraiser for Alzheimer's care, support and research.

Heather Lloyd



FIND OUT MORE:

The Alzheimer's Association
<https://www.alz.org/>

ECNHM
<https://www.ecnhm.org/>

Houston Area Women's Center
<https://hawc.org/>

St. Jude Children's Research Hospital
<https://www.stjude.org/get-involved/other-ways/>

Women of Wine Charities
<https://www.wowcharities.org/get-involved/sponsorships-contact-us/>

Young Men's Service League
<https://ymsl.org/>

