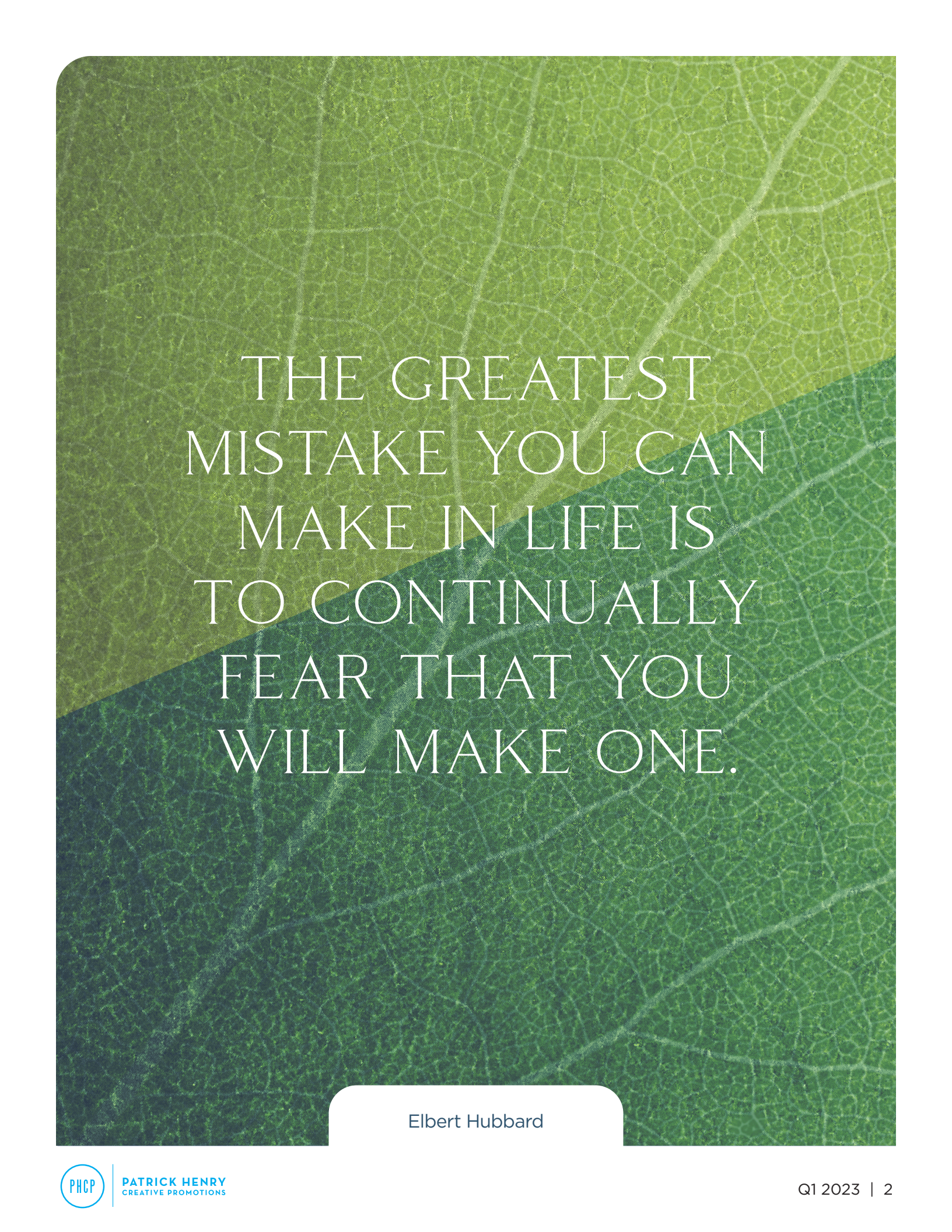


LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS



THE GREATEST
MISTAKE YOU CAN
MAKE IN LIFE IS
TO CONTINUALLY
FEAR THAT YOU
WILL MAKE ONE.

Elbert Hubbard





PATRICK'S CORNER

We were so excited to have the opportunity to honor Tito Beveridge of Tito's Vodka at the recent VIBE Conference in San Diego. He is truly a legend and such a wonderful ambassador for our industry. A pure Texas gentleman, he is one of the most humble people we have ever recognized. Our MAB reception was attended by over 350 guests, including actors Bryan Cranston and Aaron Paul who, together, own Dos Hombres Mezcal.

If you plan on attending the NRA Show in Chicago, look for us and our train on Sunday, May 21st. We plan to be there for the game as well, rooting for the Cubs on Tuesday, May 23rd. We hope to see you there, enjoying everything the windy city has to offer.

Finally we have three exciting parties scheduled for Aspen this year. Our "Annual Aspen Kick-off Party," "Aspen After Dark" and the legendary "Hangover Brunch" the weekend of June 16th. If you are coming to Aspen, we hope to see you there over a glass or under the stars!

Additionally, we have great news regarding our annual Supplier Showcase event at The Post Oak Hotel during the first week of August. Despite adding more booths for 2023, we sold out of spaces in less than a week! Accordingly, we have an all-star cast of industry panelists and featuring, for the first time, the incomparable Johnny Carrabba who has graciously consented to serve as keynote speaker. We are so looking forward to hearing all of their industry insights and all they have to share.

— Patrick



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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

*PHCP Mixologist extraordinaire,
Kevin Barber, mixing up a P*
Martini for the cameras.*

Cover Photo: Linda Alvarado

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Director



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Director



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Director, Beverage Operations



Mary Cate Opela

*Account Executive/
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Angelica Schmitz

Account Executive

HOW DID WE LIVE WITHOUT:

Written by: Britney Dell

THIRD-PARTY DELIVERY

The demand for both alcohol and food delivery from restaurants to guests was steadily climbing even before the COVID-19 pandemic skyrocketed the need. The post-Covid world introduced multiple solutions to continue to “make our lives easier.”

The advent of appealing, user-friendly apps and tech-enabled driver networks, coupled with changing consumer expectations, has unlocked ready-to-eat food & beverage delivery as a major category.

Imagine you are preparing to host a client tasting, and you come to notice an hour before that you are missing a major ingredient (or two) to produce a cocktail... Enter alcohol delivery services.

Whether the need is a bottle of tequila, Champagne, beer, or the mixers required to build a craft cocktail, there's a service that specializes in delivering it. And, some liquor delivery services can have orders on your doorstep in an hour or under, making them both helpful and convenient – two essentials that make a good delivery service shine!

Our Beverage Innovation team often uses “3PD” companies and prefers Instacart. What's your favorite third party delivery company?

What Happens in London, never stays in London

Written by: Angelica Schmitz

Originally from Ghana, Douglas Ankrah was a pioneer of the mixology world - and the Pornstar Martini. He was a consultant and trail blazer whose success was immensely measured by the London Academy of Bartenders. The academy that once trained soon-to-be icons in 1996, became a fully operational bar in 1999. It was here that bar industry mavens Andrea Montague, Tim Stones and Dre Masso kicked off their careers.



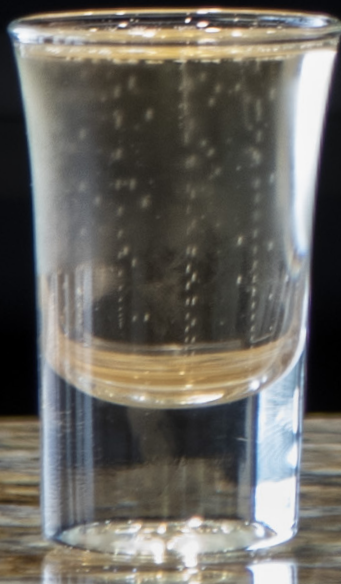
Pictured left: Traveler's Table, 1. Orange Martin at Traveler's Table, 2. Traveler's Table, 3. Le Colonial

In 2002,

Douglas was in the process of writing a book called *Shaken & Stirred* while away in South Africa. The lonely writer often found himself visiting a gentlemen's

club called Mavericks. During this time, he was drafting the opening menu of his second bar, Townhouse, located in Knightsbridge. Bold, playful and sexy were the three words Douglas Ankrah used to describe the next cocktail of the opening menu at Townhouse. His return to London led to the birth of the revolutionary cocktail we now know as the 'Pornstar Martini.' His inspiration? Mavericks. Originally named the 'Maverick's Martini,' this sweet and tart concoction was made with Cariel Vanilla Vodka, Passo à Passion Fruit Liqueur, homemade vanilla sugar, and garnished with a half shell of a passion fruit and served with a sidecar of Champagne.

So how did Ankrah intend for us to consume this provocatively tasty cocktail? Using a spoon, scoop some of the passion fruit's flesh, sip the martini and chase it with the bright effervescence of Champagne. The Pornstar Martini, alongside the Espresso Martini and Bramble marked their presence in Europe, but eventually, these little European treasures made their way into the mixology scene in the U.S.





While variations and riffs on the P* Martini are being shaken behind bars across the nation, numerous establishments have adopted it as a cocktail menu must-have. From the East Coast to the West Coast, the Pornstar Martini gracefully keeps Douglas Ankrah's legacy alive.

Where in the world can you try one out for yourself?

- Julep, *Houston*
- Pacific Cocktails, *San Francisco*
- Brooklyn Cocktail Bar, *Australia*
- Slug & Lettuce in Lincoln, *England*
– *infamously known for the Pornstar Martini Tree*
- Wilde Bar & Restaurant, *Chicago*
- The H Orlando, *Orlando*
- The Rosewood Hotel, *Hong Kong*
- The Adamson, *Scotland*
- And many more cocktail menus in the U.S. and around the world as this delicious cocktail continues to grow in popularity!

Sources:

<https://everlongprintco.com/blogs/news/the-story-of-the-pornstar-martini>

<https://www.smartblend.co.uk/blog/douglas-ankrah-inventor-of-the-pornstar-martini-has-passed-away>

<https://punchdrink.com/articles/bartender-douglas-ankrah-pornstar-martini-cocktail-recipe/>

Slurping down the



MOO LAH

Written by: Mary Cate Opela

In 1960, an average cocktail would set you back about 50 cents.¹ The average cost today is about \$12-\$14 with many upscale spots' base cocktails starting at \$18. Prices have increased over 40% in the past decade and are expected to continue to rise. The "cheap" cocktail seems to be a thing of

the past, and while everything seems to be more expensive these days due to inflation and higher operating costs, the hefty price tag of cocktails can be attributed to patrons having great expectations when it comes to their beverage of choice.²

Pictured: Cantina Laredo's "El Diamante Margarita" and Margarita

Many consumers, including myself, don't bat an eye at the thought of paying \$20 or more for a craft cocktail. A few drinks in, and I've spent the cost of a tank of gas or a pair of new sneakers, only to watch that money literally be flushed down the toilet later that evening. I, like so many, am willing and ready to splurge on a night out for a premium cocktail, an aesthetic photo for my Instagram story, and an experience that makes me feel like I'm a socialite.

Cocktail culture has created a customer who expects a glass filled with not only the highest quality and freshest ingredients, including top quality spirits, unique infusions, and over-the-top garnishes, but also presentation with flair and distinction in everything from the shaking and pouring to the glassware. The beverage industry knows that today's consumers are expecting an elevated experience. Master mixologists are giving them just that... and guests are willing to pay \$\$\$ for it.³

Prices have increased over 40% in the past decade and are expected to continue to rise.



As an avid supporter of the Houston bar and restaurant scene, I have seen and tasted the decadence that is trending in cocktails. From Bloom & Bee's \$25 "*Parisian 50*" made with Branson Cognac VSOP and Le Chemin du Roi Brut Champagne to Diversion's immersive \$30 "*Day at the Beach*," featuring dark rum, gin, Texas calamansi and tarragon served in an edible dark chocolate shell on edible sand — there's something for everyone.

At member's only, The Oak Room nestled away on the top floor of Landry's 5-star Post Oak Hotel & Spa, one can order a \$45 "*Millionaire Margarita*" or \$160 "*Sidecar*" with Grand Marnier Cuvée 1880 while overlooking the breathtaking Houston skyline.

If you think that's expensive, hop on a plane to Las Vegas and snag a table at XS Nightclub in the Wynn Hotel & Casino where the \$10,000 "*Ono Cocktail*" comes served in a jewel encrusted glass with a pair of gold cufflinks and an 18-carat necklace embellished with black pearl and diamonds. The accessories aren't the only



**Pricey
beverages
aren't only
found at
super boujee,
boutique, or
luxury style
concepts.**

thing that makes this cocktail a pretty penny; with ingredients such as Charles Heidsieck 1981 Champagne and Rémy Martin Louis XIII Black Pearl Cognac, each sip costs roughly \$1,000.

Jet set to Japan and order “*The Diamonds are Forever Martini*” at the Ritz-Carlton Tokyo. Priced at a hefty \$22,600 and made with Absolut Elyx Vodka, lime juice, and garnished with a one-carat diamond, this James Bond approved martini is one of the most expensive and exclusive cocktails in the world. Served tableside, shaken not stirred, and accompanied with the 1971 “*Diamonds are Forever*” soundtrack softly playing in the background, this is a cocktail experience you will never forget.

Pricy beverages aren’t only found at super boujee, boutique, or luxury style concepts. Consolidated

... each sip
costs roughly
\$1,000



Restaurant Operations, Inc.’s Mexican chain concept Cantina Laredo recently released their “*El Diamante Margarita*” for \$29, featuring Aviión Reserva Cristalino Tequila and Cointreau Noir (a blend of Cointreau Orange Liqueur and Rémy Martin Cognac) served over a large diamond-shaped ice cube. While Hooters, one of America’s “happy places” for wings, has featured a “*Gourmet Chicken Wing Dinner*” that was served with a bottle of Dom Pérignon Champagne and your choice of 20 wings for a whopping \$199.99.

There is a place for premium anywhere for consumers who want to enjoy something extraordinary. From garnishes to glassware and extravagant service rituals such as caviar bumps, Champagne sidecars and sparklers, decadence at the bar is going nowhere and the cost of a single beverage or night out, will only continue to rise as consumers are looking for and demanding more of their cocktail and dining experience.⁴

Works Cited:

1. Ward3.com “The Top 3 Cocktails of 1960 and How Much they Cost”
2. Fortune.com “The Cost of a Cocktail Is on the Rise”
3. Winemag.com “The \$20 Cocktail Isn’t Going Away”
4. Vinepair.com “12 Drink Trends to Look out for in 2023.” Decadence at the Bar



Separating Your Brand in the Sea of Sameness

Written by: Kurt Moody


The ‘Customer Experience’ (CX) has become the single-most important thing that drives business growth and increases revenue in 2023.

online and virtual, ordering all menu categories via to-go or delivery service. The ‘Catch-22’ of extending all dining aspects into to-go and delivery was that it trained the consumer that they can get their favorite cocktail, entrée, and dessert without ever going to the restaurant. Now, post-pandemic, the consumer is looking for something ‘special’ when returning to in-person dining.

Customers expect an elevated brand experience regardless of the restaurant segment visited — from fine-dining coastal steakhouses to casual-dining Middle America. Any concept with a unique, experiential CX across food and beverage can significantly increase brand awareness, loyalty, traffic, and revenue.

An improved and elevated customer experience has moved to the forefront of the industry’s focus due to the consumer behavior during the pandemic years of 2020-2021. Restaurant guests became

According to Forbes, 52% of customers say they’re willing to pay more if it means getting a better customer experience. In the restaurant and bar industry this applies to multiple areas. Brands can be higher quality, or garnishes can be unique. Glassware can be exclusive, or ice formats can be rare. Tableside theatre or drink presentations can be interactive. All of these items separate the in-person dining experience from the to-go and delivery experience while being able to charge a premium. Customer Experience statistics



reveal that customers are willing to pay as high as 10% more for a product or service, provided they receive a unique, excellent customer experience.¹

In 2023, almost 50% of companies will compete based on customer experience according to Statista data. In the same study, Statista states 44.5% of businesses worldwide view customer experience as a primary competitive differentiator.² This shows how much marketing has shifted from sales price and product offering being the critical brand differentiators to customer experience now being the leading factor.

Source:

1. Forbes - 7 Customer-Experience-Related Predictions For 2023 (forbes.com)
2. Statista - Consumer behavior based on customer experience 2022 | Statista

It's five o'clock somewhere!

O D A I Q U I R I U H T Q L N R X U S I
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U I N I S F H Z K Y Y E L N Y R P J I O

Written by: Tyler Funderburke

Can you find all the cocktails before they run out of Happy Hour snacks?

Aperol Spritz

Cosmopolitan

Whiskey Sour

Mule

Bloody Mary

Pina Colada

LIT

Mint Julep

Hurricane

Old Fashioned

Negroni

Margarita

Daiquiri

Martini

Mai Tai

Cooler

Punch

Bahama Mama

Mojito





BEE

THE DIFFERENCE

SUPPORTING POLLINATOR EDUCATION AND PRESERVATION

Written by: Cricket Allen

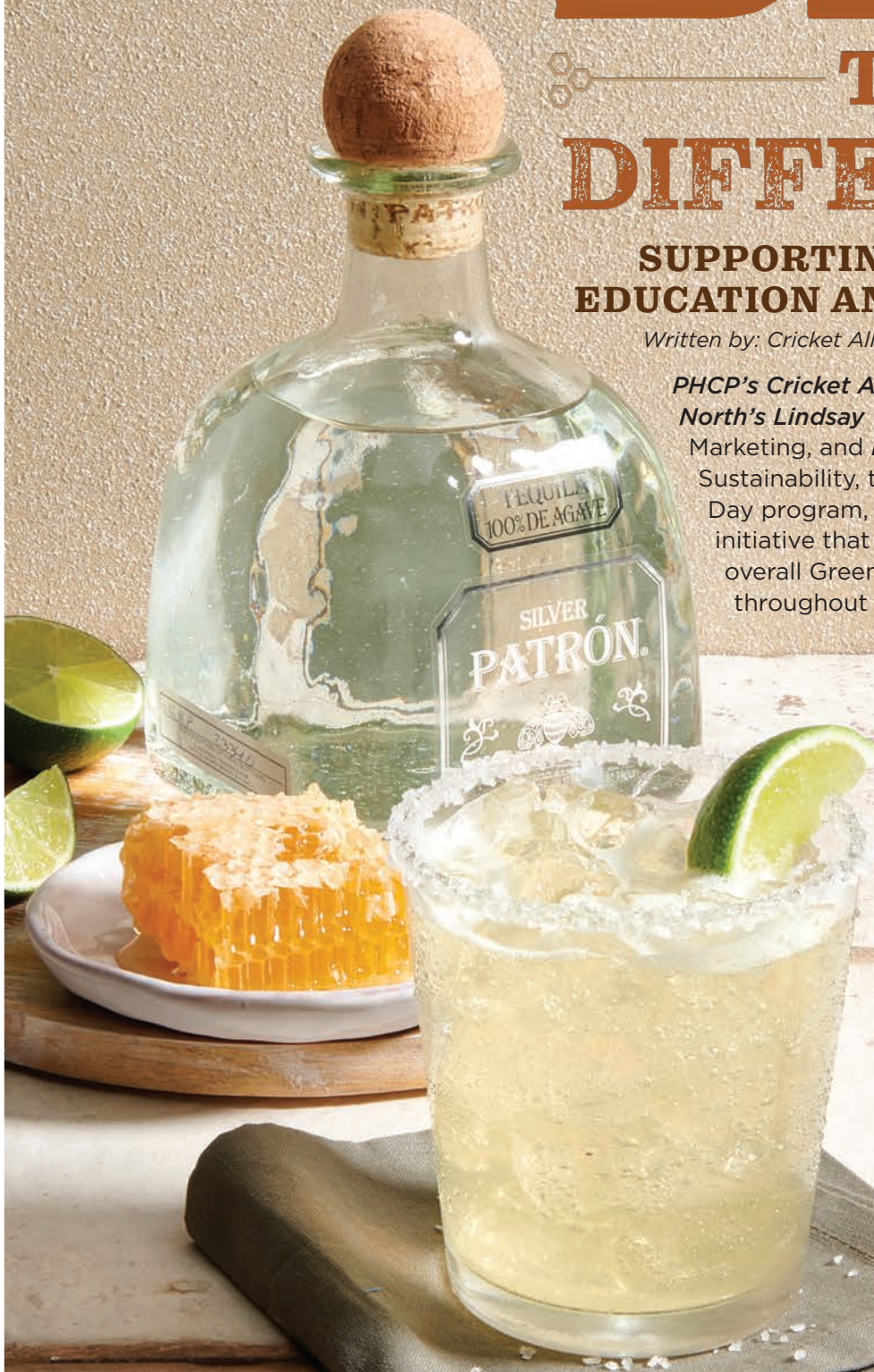
PHCP's Cricket Allen met with Delaware North's Lindsay Truesdell, Director Partnership Marketing, and Debbie Friedel, Director of Sustainability, to discuss their annual Earth Day program, focused on a sustainability initiative that echoes Delaware North's overall GreenPath platform and is featured throughout the month of April.

BEE'S HARVEST MARGARITA

Patrón Silver Tequila,
Trio of Citrus Juices, Agave



EXPERIENCE IT
FOR YOURSELF
IN AUGMENTED
BEE-ALITY!





Buzz Worthy

A global leader in hospitality management & food service management, Delaware North is one of the largest privately owned-and-operated hospitality and entertainment companies in the world.

From gaming & casinos, airports, national parks & resorts, entertainment & sporting arenas, and more, Delaware North is constantly innovating and delivering fresh ideas across a wide range of divisions.

Q: Can you tell us about Delaware North's GreenPath initiative and any fast facts on changes and the impact in your F&B outlets?

A: Our mission is to be conscientious, environmental stewards of the places in our care to support a healthy planet for future generations. We take an approach that brings sustainability and hospitality together for an experience that is responsible and rewarding. Priorities focus on supply chain, waste, energy and emissions, water, and the built environment. A few specific examples in food and beverage:

- Supply chain management helps us to understand the source of our products and impact on the environment. To that end, we are focusing efforts to reduce impacts from single-use packaging by reducing use (making items available upon request), sourcing sustainable materials, and reducing plastics.
- Reduction and waste-management techniques help us divert significant amounts each year from landfills. This includes managing food waste through reduction, donations, and food scraps recycling.

Q: How do Delaware North's employees contribute to your sustainability mission on Earth Day or throughout the year?

A: Delaware North team members throughout the United States contribute to a variety of sustainability initiatives, including reducing waste, donating surplus food, recycling, and volunteering in community events (e.g., cleanups and tree plantings). Each year, we recognize individuals who champion sustainability with our GreenPath Award.

Q: What is one thing guests can do at a Delaware North property or elsewhere that can be a small step towards sustainable behavior?

A: Bring your own reusable items (e.g., bags, straws, etc.) so that you can forgo single-use items, and remember to recycle.

Q: We're hearing some buzz about your plans for Earth Month can you share some details?

A: There is certainly a buzz in the air! In celebration of Earth Month, we're launching an innovative and impactful sustainability and cause marketing campaign throughout all of Delaware North's U.S. — based locations — about 140 from coast to coast.

For the month of April, each location will feature a premium "Bee's Harvest Margarita," with a portion of the proceeds from each drink sold benefiting The Bee Cause Project — an organization dedicated to protecting pollinators, and inspiring and educating communities about their importance.

The point-of-sale materials for this campaign will feature a QR code that, when scanned by a guest's phone, directs them to a custom augmented reality (AR) experience. As part of the AR experience, bees will "fly" from the QR code target with a prompt for the guest to "follow the bees." The user will follow them into an agave field, where they will be prompted to tap their screen to "pollinate the agaves." Once they have "pollinated" an agave, the user will see an information card with a fun fact about pollinators and their importance to the agricultural lifecycle.

As a global leader in hospitality and entertainment, both the cause and experience align bee-autifully (see what we did there?) with our brand and values.



BRITNEY DELL

Director

Britney is one of those rare individuals who does everything well. Even from a satellite office, she is (*obviously*) one of the most beloved faces at PHCP. Involved everywhere her clients need her, Britney still manages to find time to enjoy her family and the outdoors, having mastered that magic formula of work/life balance.

LONG-LOST FADS?

"Growing up, my Bike was life! Kids today have no idea the kind of freedom you found in running the hood, making ramps, and riding your bike down to the creek.. until the streetlights came on - that was code for dinner time!"

Let's also talk about the NES (Nintendo Entertainment System) for a minute! How cool was that gaming system?? The nostalgia of blowing into the game cartridges to "get them to work" is the absolute best. If that didn't do the trick, then it was "don't push the cartridge all the way in, then push it down immediately after it hits the edge!" IYKYK. Pogs and Slammers were also a short-lived fad that we as kids enjoyed in the 90's."

REALITY TV CLAIM TO FAME?

*"I did actually audition for **Big Brother** at the age of 21 back in 2006, made it all the way to semi-finals but didn't make the final cut. It's ok, I'm still a loyal fangirl and catch every season!"*

PERSONAL ITEM WORTH MENTIONING?

"Sitting on my desk is a picture of my 2 girls and husband at Disney World. We all work hard, but it's so incredibly important to have a work/life balance. Enjoy your family to the fullest and don't ever take a day for granted."



ANGELA THOMPSON

Office Administrator

Angela is like the office hummingbird, busily flitting from task to task. She also enjoys a hummingbird's penchant for all things sweet to keep her in constant motion! Always ready to lend a hand and a kind word to go with it, no day would be complete without hearing her laughter down the halls.

CHILDHOOD FASHION SENSE?

"Followed the trends...."

KARAOKE MUST HAVE?

"'Always be my baby' Mariah Carey"

ANYTHING YOU'D LIKE READERS TO KNOW?

"You can ask..."

EMPLOYEES OF THE

JANUARY



HELENA BIGGIN

Senior Meeting & Event Planner

"Planning events, training new hires, learning a new business... Helena has hit the ground running at PHCP!" Generous with her time, her energy and her attention, things are never boring when Helena is around. Brimming with ready charm, witticisms and tea, with her at the helm, the events team has drawn from her global experience and reached unforeseen heights.

CHILDHOOD FASHION SENSE?

"The era of bright headbands and hair scrunches, leg warmers — topped off with a wide belt! Oh dear!"

LONG-LOST FAD?

"The 'George Foreman' lean mean grilling machine, I was obsessed with it.... Now I'm grown up I sadly have to use a gas stove instead!"

PERSONAL ITEM WORTH MENTIONING?

"My amazing miniature Chinese bedside cabinets from Hong Kong that have now been moved to four different continents..."

NOTABLE ADMIREE?

"Margaret Thatcher, she challenged the status quo and worked hard for her success"

KARAOKE MUST HAVE?

"Alanis Morissette — You Oughta Know."

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



FEBRUARY



SHANNON PRITCHARD

Mixology Operations Specialist

The word that comes up the most when mentioning Shannon is, "Smile." Somehow, magically, she manages to blend both gentleness and exuberance in the same demeanour. "She works hard and strives for perfection daily, and it shows in her cocktails." Not only in her cocktails, but also in the way she puts clients and co-workers at ease, they all know they can rely on her!

LONG-LOST FAD?

"I miss when MTV actually showed music." (Us, too!)

FREAKY FRIDAY SWAP?

"Dale DeGroff, he's considered the world's best mixologist and two-time James Beard Award winner. I'd love to see inside his brain and learn a few things."

KARAOKE MUST HAVE?

"Anything Spice Girls!"

CHILDHOOD FASHION SENSE?

"Anything PINK!"



PATRICK HENRY
CREATIVE PROMOTIONS

MONTH!

MARCH



ANGELICA SCHMITZ

Account Executive

No matter how tough the project, when working with Angelica you always get the feeling everything will turn out a-ok! Her lilting laughter accompanies a strict work ethic and laser attention to detail. It has often been said that we could use five more Angelicas!

CHILDHOOD FASHION SENSE?

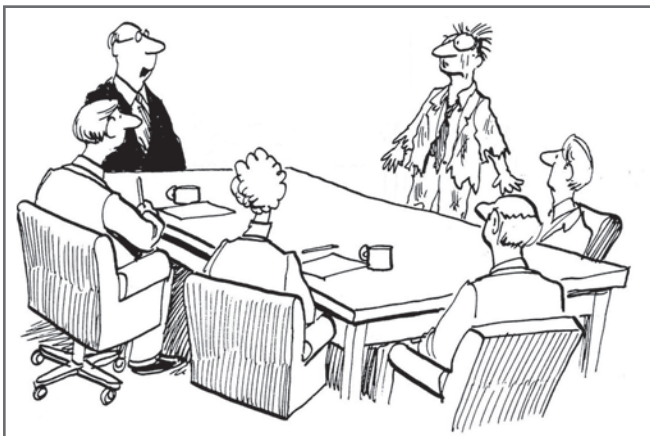
"Overalls and Blockbuster. I wore overalls a lot as a kid and scrolling through Netflix just isn't as eventful."

FREAKY FRIDAY SWAP?

"I'd swap places with an astronaut. I've always had a fascination with all things space — it'd be the experience and view of a lifetime."

PERSONAL ITEM WORTH MENTIONING?

"Donna Summer's On the Radio record. My mom played (and sang) a lot of Donna when I was growing up. She eventually passed down her record collection to me so this one has a special place in my heart!"



And now for an update from Beverage Operations.

PHCP WOULD LIKE TO WELCOME

We keep growing at PHCP and are so fortunate to have found some great talent both in Chicago as well as in our own backyard.

We are happy to introduce **Jake Hinkebein** who comes to us all the way from Chicago where he worked for Breakthru Beverage.

Additionally, **Jason Macal**, Star Wars buff, the always-welcoming **Julian Rendon**, and **Kennedi Clavon-Lorance** are all local talent who have joined us in Account Services and Brand Marketing.

Back for another appearance at PHCP is one of our favorite mixologists and bicycle aficionados, **Tulu Whiteside**.

We welcome them all to PHCP.

— Patrick

Jake Hinkebein



Jason Macal



Julian Rendon



Kennedi Clavon-Lorance



Tulu Whiteside



PATRICK HENRY
CREATIVE PROMOTIONS

BEHIND THE SCENES



1. Patrick Henry and Terry Graham strike a pose with M.A.B. reception special guests **Bryan Cranston** and **Aaron Paul** of Dos Hombres Mezcal.

2. Longtime friend **Bill Hinkebein** of American Beverage Marketers and PHCP's **Judy Burciaga** and **Kevin Pehlman** toast to a successful M.A.B. Reception at the VIBE Conference in San Diego!



3. Congratulations to our 2023 Millennium Advisory Board Icon Award recipient **Bert "Tito" Beveridge**! **Sheila Bennett** (CORE) **Joe Smith** (Monin), **Cami Lehmann** (Brinker International), **Tito Beveridge** (Tito's Handmade Vodka), **Jeffrey Bartfield** (Proximo), and **Jamie Carawan** (Inspire Brands/Bufalo Wild Wings) smile as the M.A.B. makes a generous donation to CORE.

4. PHCP's **Laura Nepveux** with Fogo de Chao CMO **Janet Gieselman** and Vice President of Marketing **Liz Melton** at the 2023 Global Leadership Conference in Ft. Lauderdale, FL.

5. OTG's Evolution Summit at the Borgata Hotel & Casino in Atlantic City was a huge success! Pictured (left to right): **Jackie Hannon** (New Belgium Brewing), **Britney Dell** (PHCP), **Mark Peretti** (New Belgium Brewing), **Tina Petteway** (Beam Suntory), **Courtney Royal** (William Grant & Sons), and **Alyssa Belanger** (Breakthru Beverage Group).



6. We were thrilled for the opportunity to host our new friends from FreeRange Concepts in our office for a drink tasting! Pictured (left to right): **Sam Strain**, **Peter White**, **Daniel Menchaca** and **Megan Protz**.

7. There's nothing like laughter, wine, and quality time shared together at DAOU Mountain! PHCP Director **Britney Dell** was spotted at the DAOU Vineyards winery in Paso Robles with **Nichole Lang** of DAOU and Omni's **Devin Burns**, **David Harker**, and **Wayne Kirsten**.



8. **Britney Dell** and the Omni team also had the pleasure of touring the J. Lohr property and meeting legendary wine grower **Jerry Lohr** while in Paso Robles.