

LOOP

In the



PATRICK HENRY
CREATIVE PROMOTIONS



PATRICK'S CORNER

In June, a new era began at PHCP. For the first time in our 36-year history, we hired a President from outside to lead and grow the company. Devin Burns, formerly of Omni Hotels where he was Vice President of Food & Beverage and Rooms, has joined us as President of PHCP. Devin is a visionary whose sight encompasses us expanding both internationally as well as into more culinary endeavors.

In a little over a month, Devin has started streamlining operations and focusing on increasing business. His ideas are revolutionary, and he brings incredible operational experience to our team. Devin will office in Houston and travel to best spend time with our clients.

I plan to stay in my current position as CEO and Chairman to assist Devin and our team. I still love what I do and feel extremely blessed to work with so many wonderful people. This is truly a special group.

We look forward to seeing you in Houston for our annual PHCP Supplier Showcase. We are expecting record attendance with over 90 booths! We are excited to feature our first keynote speaker, the legendary Johnny Carrabba, as well as a panel of enlightening experts from across our industry.

— Patrick



A Letter from the President

Culture is King

Partners and Friends,

Here I am. New role. New city. New company. And I'm loving it.

The Team at PHCP welcomed me with arms wide open and like family, they made me feel almost immediately at home. One of the things that resonates early on is that our culture is king. This is seen daily in how the team genuinely cares for and supports each other. They lead their relationships with an "I've got you" vs. an "I caught you" approach.

One of the main reasons why culture is critical, is that it has a direct ROI. Look no further than your organization's communication, relationships, and overall "gel" for impact on top-line revenue and bottom-line profit. Culture is the fuel that drives client relationships, which in turn, drive sales, bookings, and new business. Culture is also the fuel that drives team morale and motivation, which in turn, drive collaboration, ingenuity, initiative, and overall performance. Without culture, it is fair to say that your books would be a little lighter, your stores a little less busy, and your seats a little less full. It is also fair to stay that your team would be a little less motivated, not quite as focused, a lot more siloed, and overall, not as productive.

Above all else, I would like to thank each of you for your partnerships and for being a part of our culture. As we optimize and grow, we do it with you in mind. We know that we are only as strong as our relationships and that nothing is possible without the people whom we collaborate with, create with, and celebrate with daily. Culture begets culture, and it extends beyond our four walls and touches everyone and everything associated with our team – including you, our partners, and friends. We are all the company we keep, and we at PHCP are extremely grateful and fortunate to have a seat at your table.

I look forward to continuing our culture and to building with you in the days and years ahead!

Cheers,

Devin



NEWSLETTER STAFF

Erica Poole

Managing Editor, Writer,
Proofreader

Linda Alvarado

Editor, Design,
Photography,
Staff Writer

Patrick Henry

Writer

Want More?

If you are viewing the digital version of our newsletter, click on the orange symbols to access our enhanced content, as well as email and web links throughout our articles for additional features.



Playlist



Extra Content



Survey



More Info

COVER PHOTO

PHCP President, Devin Burns, looking out the window of his office to a bright future!

Cover Photo: Linda Alvarado

CONTRIBUTORS:



Bradie Bowen

Senior Account Executive



Ana Camarena

Senior Designer



Amber Hailey

Account Executive



Tony Garcia

Assistant Director



Mary Cate Opela

*Account Executive/
Social Media Coordinator*



Amy Parham

*Director, Account Services &
Partner Relations*



Amy Schraub

*Executive Director of
Creative Services*



Brandon Smith

Assistant Account Executive



HOW DID WE LIVE WITHOUT:

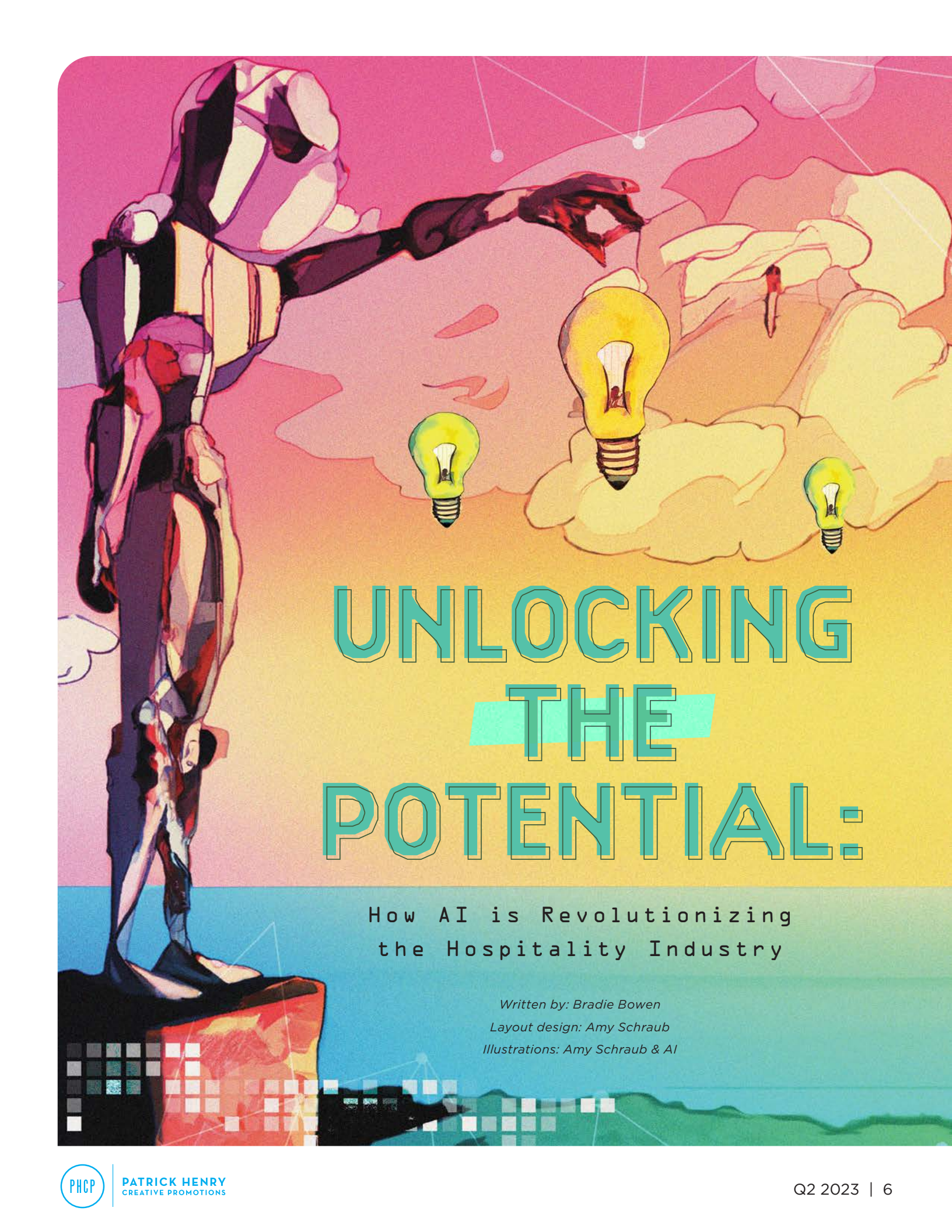
Written by: Tony Garcia

FLAVOUR BLASTER PRO 2

Adding Instagrammable cocktails with tableside theatrics to your beverage program doesn't have to come with more complications and operational challenges. The Flavour Blaster Pro 2 is an awesome and easy-to-use tool that creates bubbles filled with aromatics, which can sit on most cocktails or desserts while adding that special, 'wow' factor to enhance the overall guest experience.

We have all heard that 80% of what we 'taste' is actually aroma, and nowadays guests are first "eating and drinking" with their eyes, making this tool the perfect bridge between these two senses. With over 20 different available aromatics (and more coming soon), the innovation possibilities are limitless. The Flavour Blaster Pro 2 allows the simple creation of flavor-infused bubbles, aroma clouds, and even smoked cocktails, all of which are perfect for a theatrical serving experience that guests will truly never forget! Trust me, this is simply incredible when topping off a smoked cocktail presentation with a glass cloche for added flair.

Visit their website, FlavourBlaster.com, to check out a wide range of accessories including fun glassware, refills, replacement tanks, bubble spoons, as well as a plethora of videos showcasing some of the cool things you can do with the Flavour Blaster. This latest model has the same functionality and design as the original with the addition of an LED light into the barrel and new colors. With a price that surely won't burst your bubble... it is available on their website for just \$499 in a stylish black, delicate white, or a shiny gold finish.



UNLOCKING THE POTENTIAL:

How AI is Revolutionizing
the Hospitality Industry

Written by: Bradie Bowen

Layout design: Amy Schraub

Illustrations: Amy Schraub & AI

The hospitality industry has always been at the forefront of innovation, constantly adapting to meet the ever-changing needs of guests. In recent years, one of the most significant advancements that has sparked a wave of excitement and potential is the integration of Artificial Intelligence (AI) into beverage operations. AI, in simple terms, refers to computer systems that are designed to perform tasks that typically require human intelligence, such as learning, problem-solving, and decision-making. With its ability to analyze vast amounts of data, recognize patterns, and make intelligent predictions, AI is revolutionizing the way beverage operations are managed. In this article, we will delve into the positive effects of AI in the hospitality industry, drawing on research, news articles, and best practices, to uncover how this cutting-edge technology is reshaping the landscape of beverage services.

Pretty impressive opening, don't you think? What if I told you it was generated by the state-of the-art language model developed by OpenAI, ChatGPT? Crazy, right?!

As we find ourselves embarking on this new era that allows us to incorporate artificial intelligence (AI) into our day-to-day, there is now an increasingly blurred world between what has been created by a human and what has automatically been generated by an artificial intelligence platform, which begs to ask the question, "How do we harness the power of AI and unlock its potential?" Well, I have good news for you — we've found extensive information during our research, via traditional deep-dive and by testing a few different prompts within the ChatGPT platform, that speak to the benefits of AI in the hospitality industry when it is utilized as a resource.

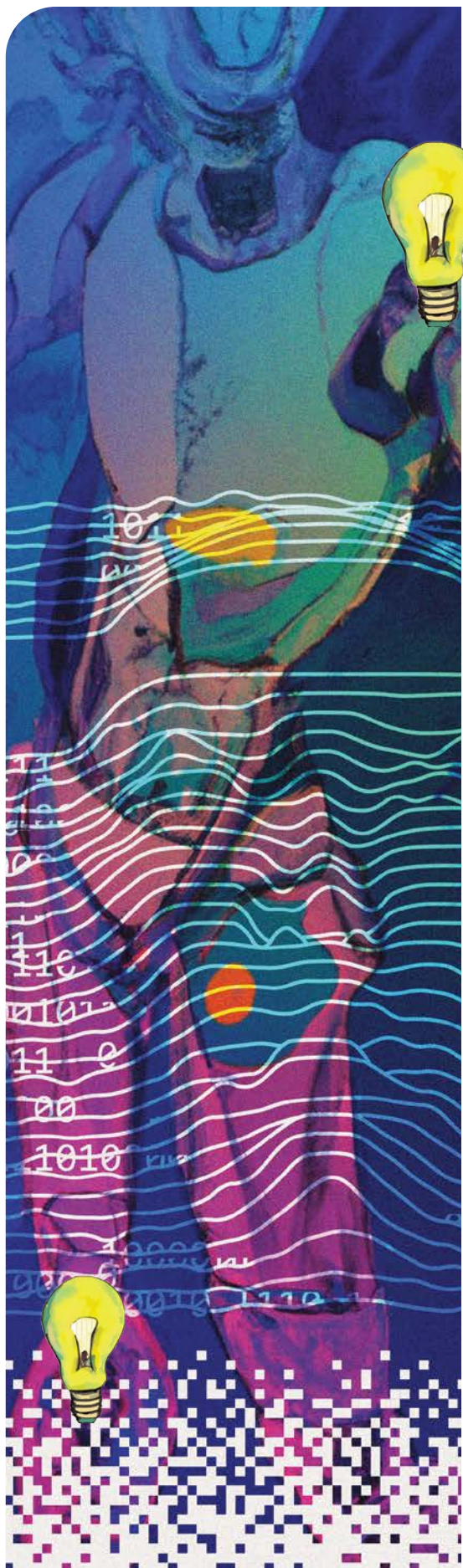
WHAT IS CHATGPT?

A recent article from the Wall Street Journal describes ChatGPT as an artificial-intelligence chatbot, released in November 2022, that is part of a

"wave of so-called generative AI — sophisticated systems that produce content from text to images — that has shaken up Big Tech and is set to transform industries and the future of work."

This platform alone can have conversations on topics from history to philosophy, generate lyrics in the style of any artist or band, suggest copy edits and even write newsletter articles!

Now, there is a catch. Since the algorithms require massive amounts of data, AI chatbots and other generative AI programs are mirrors to the data they consume, which does require some review and research when utilizing these platforms. ChatGPT, for example, will sometimes answer prompts correctly on topics where it has ingested high-quality sources and frequently conversed with its human trainers. It will also spew nonsense on niche topics or subjects that contain misinformation on the internet.



While AI is continually evolving as technology advances, this list highlights four key advantages:

1. STREAMLINING OPERATIONS & EFFICIENCIES:

AI has the remarkable ability to streamline and enhance various aspects of beverage operations, resulting in improved efficiency and customer satisfaction. Here are a few ways AI is making a positive impact:

- **Inventory Management and Demand Forecasting:**

AI-powered systems can accurately analyze historical data, customer trends, and even external factors like weather patterns to optimize inventory management. By accurately forecasting demand, establishments can minimize waste, reduce costs, and ensure they have the right products available when needed, eliminating some of the guesswork associated with inventory management.

- **Personalized Recommendations and Upselling:**

AI can analyze customer preferences and behaviors, allowing establishments to offer personalized recommendations and targeted upselling opportunities. By understanding individual preferences, such as preferred flavors or dietary restrictions, AI algorithms can suggest the most suitable beverages, enhancing the guest experience and increasing revenue through upselling.

- **Predictive Maintenance:**

AI algorithms can monitor and analyze equipment performance data, predicting maintenance needs and reducing downtime. This proactive approach helps prevent equipment failures and ensures a smooth operation.

2. ENHANCING GUEST EXPERIENCE:

Guest experience lies at the heart of the hospitality industry. AI can personalize interactions with guests, providing tailored recommendations, suggestions, and offers based on their preferences and previous behaviors, while streamlining other facets like:

- **Bookings and Reservations:**

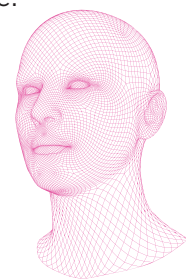
AI-powered chatbots or virtual assistants can handle inquiries, provide real-time availability information, and assist with booking processes, making it convenient for guests to make reservations and freeing up staff's time to focus on more value-added activities.

- **Language Translation and Communication:**

AI-based translation tools can bridge language barriers, enabling seamless communication between staff and international guests.

- **Reputation Management:**

AI can monitor online reviews, social media mentions, and sentiment analysis, helping businesses respond quickly to feedback, address issues, and maintain a positive online reputation.



3. MENU OPTIMIZATION

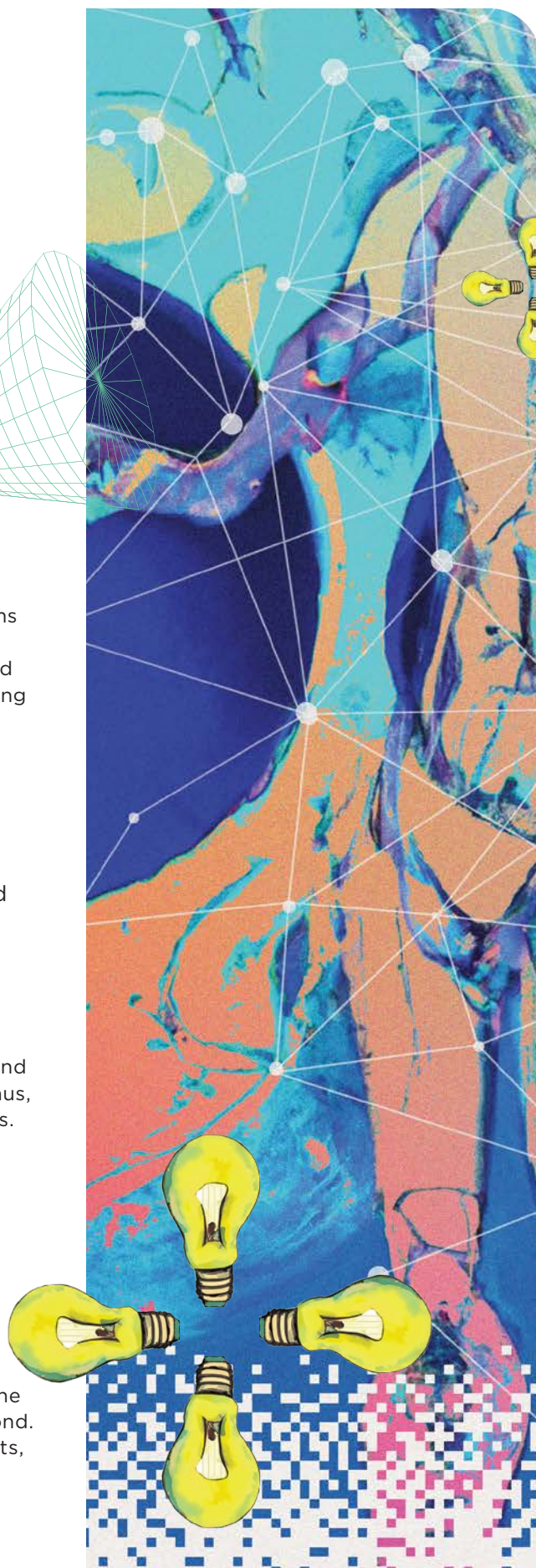
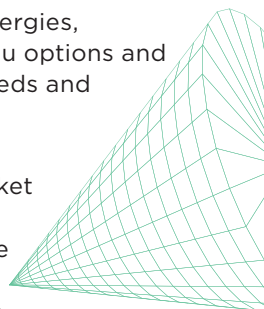
When it comes to beverage menu optimization, AI can bring several benefits to the table that significantly enhance the guest experience, increase customer satisfaction, drive revenue, and streamline operations. Here are some specific advantages:

- **Menu Customization and Dietary Preferences:**
AI can analyze guest dietary restrictions, allergies, and preferences, providing customized menu options and recommendations, catering to individual needs and enhancing guest satisfaction.
- **Pricing Optimization:**
AI algorithms can analyze pricing data, market trends, and customer demand to optimize beverage prices. This helps businesses strike a balance between profitability and competitive pricing, ensuring that prices are attractive to customers while maximizing revenue and maintaining cost controls.
- **Food and Beverage Pairing:**
AI can suggest beverage pairings based on the menu items selected by guests. By considering flavor profiles, ingredients, and customer preferences, AI can recommend the perfect drink to complement a particular dish, providing a well-rounded dining experience.

4. CONSUMER INSIGHTS

By leveraging AI-driven techniques, businesses in the food and beverage industry can gain valuable insights into consumer purchase intent. These insights enable them to tailor their offerings, marketing strategies, and menu selections to align with customer preferences, leading to increased customer satisfaction, higher conversion rates, and improved revenue. A few examples are:

- **Revenue Optimization:**
AI can analyze historical booking patterns, pricing data, and demand forecasts to optimize room rates, restaurant menus, and promotions, maximizing revenue and occupancy rates.
- **Predictive Analytics:**
AI-powered predictive models can forecast consumer behavior and preferences based on historical data. This helps businesses anticipate future trends, identify emerging opportunities, and make data-driven decisions about product development, marketing strategies, and resource allocation.
- **Customer Journey Mapping:**
AI can analyze customer touchpoints and interactions across various channels, helping businesses understand the consumer journey from awareness, to purchase, and beyond. This holistic view enables businesses to identify pain points, optimize customer experiences, and drive customer engagement and loyalty.



In conclusion, as AI continues to evolve and demonstrate its immense potential, the future of the hospitality industry holds even greater promise for enhanced customer experiences and streamlined operations. From personalized recommendations and seamless interactions through chatbots and voice recognition, to optimized inventory management and data-driven decision-making, AI is poised to redefine the way guests engage with our businesses. With ongoing advancements and innovations, we can expect AI to further refine and expand its capabilities, ultimately setting new standards for excellence in our beloved hospitality industry. The future is bright, and AI is set to play a pivotal role in shaping the beverage operations of tomorrow.

AI RESOURCE LIST

• Free Services

- **ChatGPT:** Ask-it-all chatbot
- **Lumen5:** Transform written content into stock videos
(includes a watermark)
- **Copy.ai:** Write better content, faster
- **Notion AI:** AI assistant & copy writer
- **Fireflies.ai:** Helps your team record, transcribe, search, and analyze voice conversations
- **Formula Bot:** Generates Excel formulas from text instructions

• Paid Services

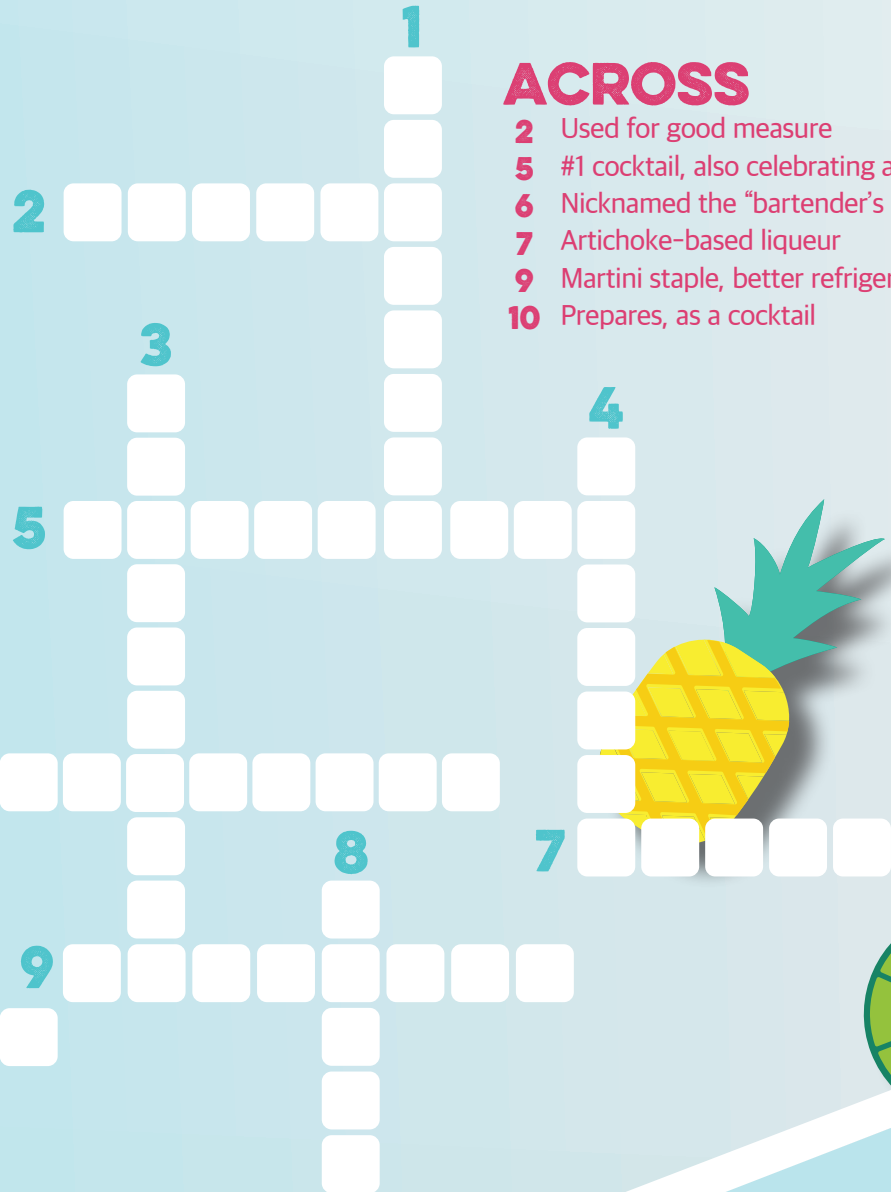
- **Lineup.ai:** Forecasting & scheduling
- **SoundHound:** Custom AI-powered voice assistant that handles 100% of your phone calls

Works Cited:

1. Karen Hao, The Wall Street Journal, "What Is ChatGPT? What to Know About the AI Chatbot", May 16, 2023
2. Supreeth Koundinya, Guiding Tech, Best Free AI Tools Online, Feb. 13, 2023



COCKTAIL CROSSWORD




ACROSS

- 2 Used for good measure
- 5 #1 cocktail, also celebrating a birthday
- 6 Nicknamed the "bartender's ketchup"
- 7 Artichoke-based liqueur
- 9 Martini staple, better refrigerate
- 10 Prepares, as a cocktail

DOWN

- 1 Trending martini with NSFW name
- 3 Only liqueur to have a color named after it
- 4 Classic cocktail, French Quarter origin
- 6 Tool for mixologist... or someone with good dance moves
- 8 Cocktail made popular by Carrie Bradshaw, in short

Layout design: Ana Camarena

 Looking for answers? Click here.



By Mary Cate Opela & Amy Parham / Layout design Ana Camarena



**A Margarita
without Cointreau
is not worth
its salt.**

Margarita Sames

The margarita:

2 oz. Blanco Tequila, 1 oz. Cointreau, 1 oz. fresh lime juice,

and a whole lot of history.



This simple combination, served in a salt-rimmed glass, has stood the test of time, and is enjoyed by millions as one of the most popular ... if not

**THE #1 ...
cocktail in
the world!**



1948

While there is still some mystery to the origin of this beloved cocktail, legend has it that while vacationing in Acapulco in 1948, Dallas socialite, Margaret "Margarita" Sames, wanted to make a refreshing drink for her party guests to enjoy poolside. Deciding to mix her two favorite spirits with fresh lime juice: Cointreau Orange Liqueur and Blanco Tequila, Sames created which is still known today as the most popular cocktail in the world

Margaret's husband gifted her cocktails glasses with her nickname

"Margarita"

etched onto them, resulting in the cocktail's famous name.

*The margarita*¹

ACAPULCO



1950

The cocktail gained popularity quickly as it was served at every one of Sames's parties, by every restaurant and hotelier, and became internationally credited with the help of the couple's famous world travelers and friends, such as John Wayne and Conrad Hilton Jr. By the 1950s, the Margarita was a staple in the U.S. at many trendy bars and nightclubs and referenced as

"The Drink."²

1. "Discover the Original Margarita." Cointreau.com

2. "The History of the Margarita." Smithsonianmag.com

2023

This past Cinco de Mayo kicked off the start of Cointreau's '75th Anniversary of the Margarita.' Also known as the "Diamond Anniversary," concepts such as Cantina Laredo have joined in on the celebration. After the Rémy Cointreau team presented their ideation for the 75th Margarita Anniversary earlier this year to Consolidated Restaurants Operations, Inc.

the Cantina Laredo team quickly started to put together festive programming to go along with this celebration!



CELEBRATE 75 YEARS OF THE MARGARITA

El Diamante Margarita



Avión Reserva Cristalino Tequila, Cointreau Noir a blend of Cointreau Orange Liqueur and Rémy Martin Cognac, Monin Agave Nectar, fresh lime and lemon juices served over a large diamond ice cube



Cantina LAREDO®



They wanted to add an elevated margarita to the menu, and tying in the Diamond Anniversary, their team along with **PHCP** came up with the El Diamante Margarita. This elevated and premium Margarita sells for \$29 and is made with Avión Reserva Cristalino Tequila, Cointreau Noir (a blend of Cointreau Orange Liqueur and Rémy Martin Cognac), Monin Agave Nectar, fresh lime and lemon juices, and served over a stunning diamond-shaped ice cube that is made in-house.



This is not the first time Cantina Laredo has paid tribute to Cointreau and their delicious Margarita cocktails. Earlier this year, they launched “A Flight Down Margarita Lane,” showcasing the evolution of the Margarita from the classic cocktail that started it all to modernized and cutting-edge variations. Cantina Laredo featured a flight, showcasing three Margarita’s: The Perfect Patrón ‘Rita, Grilled Peach ‘Rita, and Sangria Swirl which were all also available in full-sized servings.

This promotion was one of the most successful LTOs they have run to date!



The Rémy Cointreau National Accounts Team traveled to Houston, Texas this spring to visit our **PHCP** office and help us kick off the anniversary. We celebrated with a Cointreau-infused cake, Tex-Mex food from our friends at Landry’s Cadillac Bar, and of course ... Margaritas galore prepared by our Beverage Innovation team.

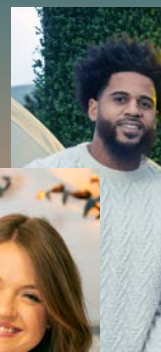


After all these years, the margarita



is as alluring as ever. Whether you stick to the original, prefer it sweet, spicy, sour or fruity, the versatility of the margarita makes it worth celebrating.





We are thrilled to share the exciting highlights from Aspen Food & Wine, which turned into an unforgettable week, thanks to the exceptional planning and execution from PHCP's Meeting & Events team along with the support of our supplier sponsors.

Nestled in the breathtaking landscapes of Aspen, Colorado, three major events took place, enchanting attendees with their unique themes and extraordinary experiences. From the dazzling "Golden Hour" Kick-Off party at The Dancing Bear to the Moulin Rouge-inspired "Aspen After Dark" soirée at Silver City Saloon, and the much-needed "Staying Alive" Hangover Brunch at The Monarch to conclude the festivities, each event was a testament to the creativity and expertise of the organizing team. With a total of 587 attendees across the three events, this year's celebration was a resounding success, offering both cherished moments with industry friends and the opportunity to revel in Aspen's natural beauty. As we reflect on this wonderful experience, we eagerly anticipate an even more remarkable gathering next year, promising to be bigger and better than ever before! Let the countdown begin!

ASPEN F&W KICK-OFF PARTY



— brought to you by our great partners —

American
Beverage
Marketers

HEAVEN
HILL
BRANDS

Beam
SUNTORY

J. LOHR
VINEYARDS & WINES

Apertivo Rosado

PERFECTLY SPIRIT
GHOST
TEQUILA

EDRINGTON

WHISTLEPIG
VINE WHISKY

KUJUBA
WHISKY

LEVECKE
WINE, BEER & SPIRITS

MIJENTA

Tito's
Handmade
VODKA

PROXIMO

BOSTON BEER CO.
ESTD. 1994

HAMPTON WATER
KORAL

Q
HONEY

FIJI
WATER

VVE
VINTAGE GRAPES DISTILLED

MOUNTAIN
VALLEY
WHISKY

T



PATRICK HENRY
CREATIVE PROMOTIONS

AFTER DARK



BROUGHT TO YOU BY OUR GREAT PARTNERS:



PATRICK HENRY
CREATIVE PROMOTIONS

A S P E N HANGOVER BRUNCH 2 0 2 3

ASPEN F&W



★ BROUGHT TO YOU BY OUR GREAT PARTNERS ★



PATRICK HENRY
CREATIVE PROMOTIONS

WOULD YOU RATHER?

We are so excited to welcome and introduce to our readers Devin Burns! Devin is a seasoned leader in the hospitality industry with a wealth of knowledge, passion for people, and is poised to make an extraordinary impact as he joins the PHCP team. He strongly believes any job worth doing is worth doing right and that relationships and people are what matter most. Through a series of fun “would you rather” scenarios, Devin gives us a look into the man we are excited to call our President!

Q: Be sipping a margarita on the beach or in a vineyard enjoying a cab?


A: *In a vineyard enjoying a cab – my fair complexion doesn't fare well in prolonged sunlight... Although, give me a margarita in the shade any day of the week!*

Q: Have dinner on top of the Empire State Building or on the treetops in the jungle?

A: *Definitely treetops in the jungle. And let's please ensure that Tarzan and Jane are invited guests. BTW, have you seen the new docu-series “Chimp Empire” on Netflix. Awesome...*

Written by: Amber Hailey





Q: Swim with sharks or run with the bulls?

A: Neither? Please sub for swim with the dolphins and run with the squirrels. Not sure about squirrels but couldn't come up with anything else.

Q: Never get a cold ever again or never again be stuck in traffic?¹

*A: Traffic jams are the absolute bane of my existence. On the other hand, I love a good cold – it makes me feel alive. *Wink**

Q: Run at 100 mph or fly at 20 mph?¹

A: I would love to fly. Superman style but I would trade the blue and red tights in for something animal print.

Q: Be able to eat whatever you want and be perfectly healthy, or sleep only one hour every day and be completely rested?²

A: Give me the magic remedy for needing 8 hours of sleep. All that extra time. Wait, I might get myself in trouble. Let's go with the other one.

Q: Tell something to your past self or ask your future self a question?²

A: Future self, I'm working on getting smarter but I'm not there yet so my present self would greatly benefit!

SOURCES:

1) December 6, 2021, 131 Would You Rather Questions to Kickstart Your Team's Next Social Event
<https://www.outbackteambuilding.com/blog/would-you-rather-questions-for-work/>

2) April 27, 2023, The Ultimate List Of "Would You Rather" Questions For Work, Vantage Circle
<https://blog.vantagecircle.com/would-you-rather-questions-for-work/>

EMPLOYEES OF THE

APRIL



HELENA BIGGIN

International Director of Meetings & Events

Helena is arguably the pulse that runs PHCP. As Director of Events, it's not out of the ordinary to see her running around organizing and planning various events. It's also not out of the ordinary to see her handle all of it with absolute ease. No matter her workload, Helena always works with grace under pressure and full of positivity.

FAVORITE DRINK (CURRENTLY)?

"French Connection"

WEIRDEST FOOD EVER SAMPLED?

"Skewered Scorpions, they taste salty and fish like."

MOST DESIRED SUPERPOWER?

"Teleportation, I could get around the world and visit far away friends for a weekend of fun and laughter without the suffering with jetlag."

WHAT WOULD YOU ADD TO THE PHCP PLAYLIST?

"Queen - Bohemian Rhapsody"

MAY



AMY PARHAM

Director, Account Services & Partner Relations

Amy embodies the energy of PHCP to a T; she's an incredibly hard worker with a smile that will brighten any and every room. Some of us wonder if she's even working!!! And her track record proves that she is one of the best here. She is lively, full of kindness, and a true treasure to PHCP.

FAVORITE DRINK (CURRENTLY)?

"Old Fashioned to start the night and then some lovely wine (like most varietals)"

YOUR UNWRITTEN NOVEL TO COME?

"The stories I heard as a Restaurant Manager"

ADOPTED FICTIONAL FAMILY?

"The Duttons (Yellowstone)"

MOST DESIRED SUPERPOWER?

"To cure all cancers!!! #cancersucks"

WHAT SONG WOULD YOU LIKE TO ADD TO THE PHCP PLAYLIST?

"Heavy D & The Boyz - Now That We Found Love"



These à la carte airlines are getting ridiculous.



PATRICK HENRY
CREATIVE PROMOTIONS

MONTH!

JUNE



JAZZMIN SANCHEZ

Meeting & Event Planner

It's really no surprise that our events staff is on FIRE right now, and Jazzmin most certainly fuels that flame! Constantly on the ball, Jazzmin always brings energy, precision, and overall delight to our events team, which brings our events to the standards we would only be dreaming of without her. When it's crunch time, you can always count on Jazzmin to bring us to finish line.

FAVORITE DRINK (CURRENTLY)?

"Right now, I am obsessed with passion fruit martinis! They are the perfect summer drink. My all-time favorite cocktail comes from Heights Bier Garten, though. The Purple Rain! Vodka, lemon, Violette, and Absinthe."

WHAT IS YOUR MOST USED EMOJI?

"It's a tie between the heart and clapping emoji. I try not to miss opportunities to let friends & family know I love them and cheer them on!"

WHAT WOULD YOU LIKE TO ADD TO THE PHCP PLAYLIST?

Definitely "Everybody Wants to Rule the World" by Tears for Fears. I play it at every establishment that has a TouchTunes jukebox.

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



PHCP WOULD LIKE TO WELCOME

To perfectly encapsulate the vibrance and energy of our culture here at PHCP, we love to use the motto: "One Team, One Dream." Because nothing truly makes the dream work like teamwork! Growing our company goes hand in hand with growing our vision.

Joining the squad most recently is the lovely and multi-talented, Ana Camarena! Ana joins our Art Department after 10 years involved in various creative endeavors. In the short time she has been here, she has already blown our mind with her creations.

Additionally, we have added seasoned industry vet, Amber Hailey, and local music/margarita aficionado, Brandon Smith to the Brand Marketing team.

Last but surely not least, we are incredibly excited to introduce our new president, the legendary Devin Burns. If you are privy to the beverage/hospitality industry, Devin is no stranger. Devin steps into the presidency after 11 years with Omni Hotels, most recently as their VP of Rooms and Food & Beverage. With a rich history within the industry, an abundance of knowledge, and an absolute passion for people; we truly cannot wait for the things he will bring to PHCP!

We welcome them to the team and look forward to a bright future.

Devin Burns



Ana Camarena



Amber Hailey



Brandon Smith



Written by: Brandon Smith



PATRICK HENRY
CREATIVE PROMOTIONS

1.



BEHIND THE SCENES

1. PHCP team pictured with our friends at American Beverage Marketers, kicking off a distillery tour at James B. Beam Distilling Co. in Clermont, KY.

2. American Beverage Marketers' Mixologist, **Dean Serneels**, leads **Team PHCP** through a hands-on mixology training at the ABM facility in New Albany, IN.

3. (pictured left to right) **Ashley Olson** (*The Melting Pot*), **Dru Lundy** (*The Melting Pot*), **Leah Hazelton** (*American Beverage Marketers*), **Bradie Bowen** (PHCP), **Anne Fontana** (*The Melting Pot*) and **Kristy Galke** (*The Melting Pot*) soak in the beautiful Aspen scenery during an exciting team-building event at T-Lazy-7 Ranch.

4. PHCP Director, **Tyler Funderburke** pictured with **Hooters Girl, Chela**, on set for an Octoberfest video shoot at the Mall of Georgia Hooters location in Atlanta.

5. **Kurt Moody** caught in action, conducting bartender training at Gatherhouse Concepts' Baker Street Pub in The Woodlands.

2.



3.



4.



5.



BEHIND THE SCENES

6. PHCP's **Laura Nepveux** with Hopdoddy VP, **Matt Schweitzer** celebrating the launch of the new regenerative burger collaboration with Force of Nature, Vital Farms and Brother's Bond Bourbon!

7. PHCP Mixology Operations Specialist, **Shannon Pritchard** filming bartender cocktail training videos for Columbia Sussex.

8. 'Uniquely Tiki' summer photoshoot for Remington Hotels capturing the warmth of a sunny evening with some light spring roll bites and satisfying drinks to help you unwind.

9. FreeRange Concepts team members **Sam Strain** (VP of Operations), **Daniel Menchaca** (Director of F&B), **Megan Protzm** (Director of Culinary), and **Peter White** (President) pose with PHCP's **Emily Plocheck** at the Culinary Institute of America Alumni and Friends Reception during NRA Chicago.

10. (left to right) PHCP's **Mary Cate Opela**, **Emily Plocheck**, **Judy Burciaga**, **Amy Parham**, and **Jax Laverde** all aboard the Warren R. Henry train car for our happy hour event during the National Restaurant Association Show in Chicago.





PHCP's **Laura Nepveux** and her son Kyle volunteering with **Young Men's Service League** to plant a butterfly garden for **Parks Youth Ranch**, which provides emergency shelter, counseling and life changing services to abused and neglected youth.

Laura Nepveux



In observance and celebration of Women's History Month in March, **Samantha Tisci**, Brand Marketing Account Executive, hosted her annual **Women's Month Charity Dinner**. This event is one that she has been organizing for the last three years, and benefits a cause that is near and dear to her heart. The four-course dinner and cocktail event, hosted at Harold's in the Heights, showcased Houston's brightest and finest ladies in the industry, along with astounding female owned and distilled spirits: Uncle Nearest Whiskey, Herradura Tequila, Hendrick's Gin, Appleton Estate Rum, and local female co-owned cocktail syrup company, Levels of Grandeur. Proceeds of ticket sales helped raise funds for Texas-based organizations supporting women, such as the **Houston Area Women's Center**. Each of the bartenders had a moment to speak on their carefully curated cocktails, as well as their time in the industry, and the importance of women in Food & Beverage. Additionally, a raffle was held for a custom hat from JJ's Hats by Jennifer Darnell, a local women-owned small business, with all proceeds benefitting the participating charities.

Samantha Tisci



FIND OUT MORE:

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

Parks Youth Ranch
<https://www.parksyouthranch.org/>

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

