

# Roundtables



The 6th

BEVERAGE EXECUTIVE  
SYMPOSIUM



# Roundtable Topics

- What's Hot in 2014...and has legs to stick around
- Buyer/Supplier Meetings: How to get the most out of 30 minutes
- Training for New Products or Promotion Roll-out (Best Practices)
- Happy Hour Programs: Has anyone cracked the code?



# Roundtable Sequence

- Sent survey to all attendees, we grouped by topic preference
- MarkeTeam rep will help lead discussion and take notes
- “Top 5 takeaways” presented this afternoon
- BES microsite will have full content
- Wrap at 12:15 for lunch

# Roundtables Reveals



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# Happy Hour – Has Anyone Cracked The Code?

- Happy Hour is a must – guests expect it
- Happy Hour is the hook to introduce your brand and new products
- Make HH offers clear for the guest
- Value driven for the “dead period” 3:00-5:00
- Add more high end HH offerings, more experimental brands and offer an incentive to stay for dinner when HH ends



# Supplier Meetings - How to get the most out of 30 minutes

- Know the brand
- Know the client, what their goals are and how they want to be communicated with
- Don't give me a report card on why your sales are down and a 40 page deck
- Any data should be directly applicable to the concept
- Suppliers just want honesty about objectives and opportunities



# Training: New Product / Promotion

## Challenges:

- Bandwidth: many forms of communication being utilized: email, employee portal, conference calls etc. It's difficult to follow-up on execution
- Server training isn't as prevalent

## Solutions:

- Do less and do it better
- Keep the message consistent across all channels
- Keep the employee engaged and behind the product with consistent staff training and incentives
  - Game Apps
  - Creating an environment where everybody has a chance to win an incentive against either sales or training



# What's Hot in 2014

- Handcrafted, fresh, higher quality ingredients.
- Glassware
- Wine on Tap
- Technology (tablet menus)
- Mixing categories

