

VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

September 27-29, 2021 | Omni La Costa Resort & Spa, Carlsbad, CA

bar &
restaurant

AN EXPERIENCE FROM
Questex

Beverage Trends

Beyond the Big Pivot

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Menu Matters

Beverage Programs: Solving for the new Reality

- COVID – Greek alphabet soup of chaos, uncertainty
- Health/ Safety – for now and for later
- Off-premise – driving beverage sales, beverage integrity, quality experience
- Labor – shortages, increased costs, declining/ lack of experience
- Supply – disruptions, increased costs, declining reliability
- Consumers – reduced brand loyalty, simmering anger/ frustration, anxiety, pent up demand
- Competition – increasing from retail, varied from foodservice

Trends: Rethinking Internal Processes



Management involvement



A photograph of a bar interior. In the foreground, a polished, reflective bar counter holds several items: a black wallet, a tall glass with a drink and a straw, two small glasses, a copper shaker, a copper strainer, a large copper shaker, a crystal decanter, and a silver bowl. In the background, shelves are stocked with various bottles of alcohol. The lighting is warm and ambient.

Management involvement

Training

A photograph of a bar with a polished, reflective counter. On the counter, there are several items: a black wallet, a glass with a drink and a straw, two empty glasses, a copper shaker, a copper strainer, a large copper shaker, a crystal decanter, and a silver bowl. In the background, there are shelves filled with various bottles of alcohol. The lighting is warm and ambient.

Management involvement

Training

Leaning into value-added options



Value-added eases labor pains, supports innovation



Customize /Speed



A photograph of a bar counter with a polished, reflective surface. On the counter, there are several items: a black wallet, a glass with a drink and a straw, two empty glasses, a copper shaker, a copper bottle, a large copper shaker, a crystal decanter, and a silver bowl. In the background, there are shelves with various bottles of alcohol and a warm, dimly lit atmosphere.

Management involvement

Training

Leaning into value-added options

Platform innovation



Trends: Getting Clever with What You Have



Beverage/ culinary coordination





Beverage/ culinary coordination

Keep all the stars



Beverage/ culinary coordination

Keep all the stars

Managing around poor supply



Beverage/ culinary coordination

Keep all the stars

Managing around poor supply

Have a backup plan

Trends: Make It Worth It



Rethinking value propositions





Rethinking value propositions

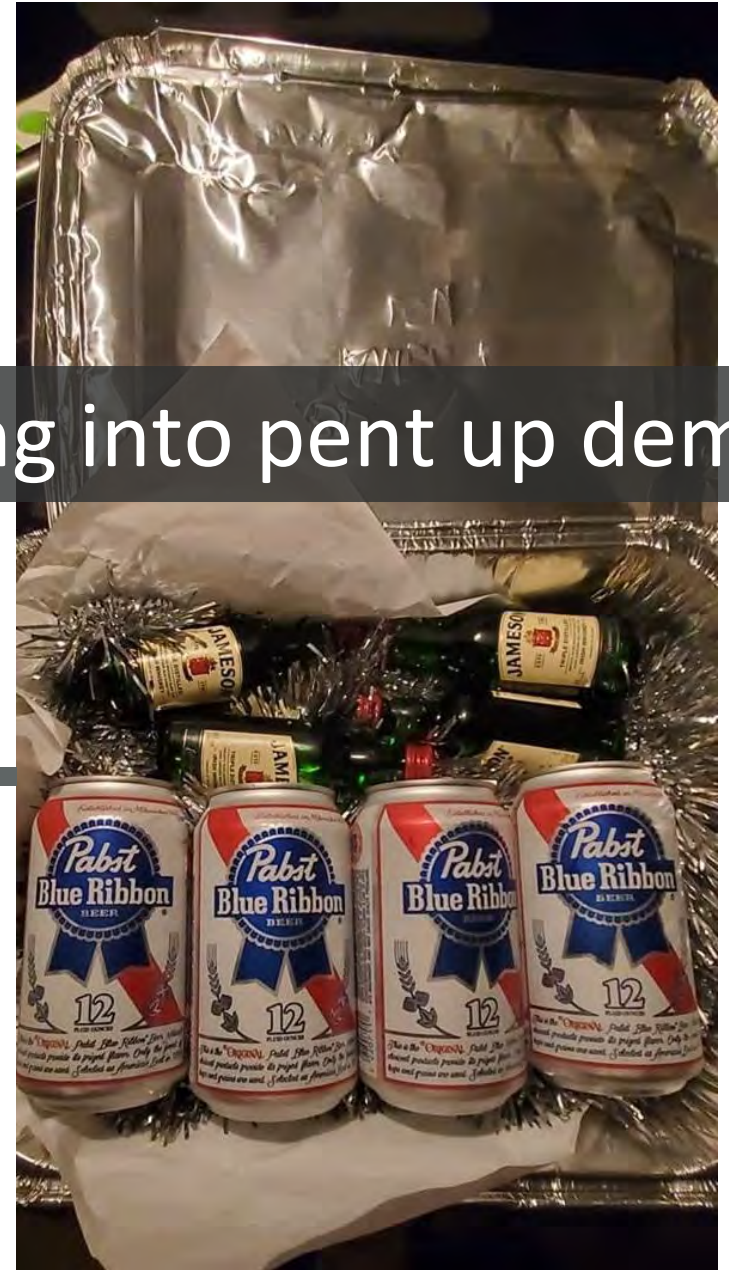
Focus on patron needs, not internal priorities

Hospitality & “new now wow” as the key differentiator





Tapping into pent up demand





Trends: Design for Experiences



Everlasting LTOs



Everlasting LTOs

Innovation out of comfort



Everlasting LTOs

Innovation out of comfort

Presentation, garnishes & glasses





Balancing experiences with labor & skill



Summer Tropical Cooler

Don Q Passion Fruit Rum
Q Hibiscus Ginger Beer
Fresh Citrus



Labor & skill = true realities

Trends: Other Issues for Beverage Programs





<https://www.youtube.com/watch?v=kio9HiuyOM>



What's the future of off-premise?





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