

# VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

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

bar &  
restaurant

AN EXPERIENCE FROM  
questex

# DOING MORE WITH LESS IN THE “NEW NOW”



## Moderator

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# Discussion Topics:

- **Rising Cost of Doing Business:**

Today's operators are being faced with tough decisions stemming from increased COG prices across all industries, what do you do? Do you lower your standards and opt for lower COGS items, do you pass along increases to your guests, do you change your specs and/or lessen portions to account for the increases, and then there is the whole other challenge of out of stocks. How have these things impacted your business and what you are doing to mitigate these obstacles?

- **The Impact of Labor Shortages:**

There was a collective sigh of relief when we began reopening, however, no one was prepared for the labor shortages we are now facing. How have the labor shortages happening in our industry impacted how P.F. Chang's is cultivating culture, while also attempting to attract, retain and train up qualified team members? And once you do have these team members on-board and trained, how are you keeping them motivated to not just take care of the guests at the basic level, but also sell more?

What does this look like for Applebee's? How have less people resources at both the corporate level and restaurant level impacted your ability to focus on more than just getting the doors open and basic guest service? Has your strategy and ability to put out promotions and revenue driving beverage programming changed? If so, how? And what can suppliers do to help you?

# Discussion Topics:

- **Leveraging Technology to enhance the guest experience:**

With the adoption of QR based menu content, how you are leveraging this technology to enhance the guest experience and how this has impacted your business? How are you engaging your supplier partners to help you cultivate meaningful content that drives not just trade-around trial, but incremental revenue?

How are you leveraging technology within all Delaware North Subsidiaries to help your operators be more efficient, and how have these things impacted the overall guest experience?

- **Innovation, LTOs & Beverage Programming:**

How has guest ordering preference changed for from 2019 to 2021, across all categories? Where are trends headed regarding cocktail development. What does your innovation and program strategy look like as we move into 2022; are you ready for LTOs, promotions and for suppliers to introduce new things to you?

With all the talk about out-of-stock issues, rising COGS and labor shortages, can you talk to us a little bit about some of the best ways for operators to reduce operational complexities for their frontline team members but still provide unique and differentiated guest experiences, programs and offerings?

Additionally, we'd love to know what are you seeing in the way of cocktail trends? What's next, what is poised to take the industry by storm? And which trends have you most excited?

# Discussion Topics:

- **Supplier Resources:**  
Have out of stock issues paved the way for new partners? What things are you looking for in new or perspective partners? What are the resources that are most attractive to you when evaluating their brands, and assets?



# THANK YOU!

## Today's Panelists:



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