VERY IMPORTANT BEVERAGE EXECUTIVES

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

bar & OUESTEX

S.M.A.R.T.

Patrick McGinn – IMI – Director of Account Management Rachel Morgan – IMI – Director – Technology & Innovation Adam Billings – PayBev - Founder

S.M.A.R.T. Solutions

PATICK MCGINN

SIMPLE – Creating Beverage Opportunities MANAGEABLE – Simple and Straightforward ACTIONABLE – Easing the Process REVOLUTIONARY – Outside the Box TECHNOLOGY – Building Better Beverage Business™

SIMPLE – Creating Beverage Opportunities

GoTab Sestra Pouring Systems





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SIMPLE-Creating Beverage Opportunities





SIMPLE – Creating Beverage Opportunities



Greg Simons Corporate Food & Beverage Pacifica Hotels



SIMPLE-Creating Beverage Opportunities

Sestra Pouring Systems





ADAM BILLINGS

Data-Driven Decisions PayBev Transparency

Data-Driven Decisions

Sales and purchase data are essential measurements of our operator beverage programs

Inventory tools and back-ofhouse restaurant management applications can provide access to this data

Fintech InfoSource is the best all-around solution for purchase data analysis

Data-Driven Decisions



Shelly Hurley

Senior Director, National Accounts Fintech







PayBev Transparency

Financial management is at the beginning of every great beverage program Timely, actionable information to keep your team focused

Fast payments, full transparency and legal adherence



PayBev Transparency









PayBev Transparency



Cami Lehmann

Maggiano's Little Italy Brinker International







RACHEL MORGAN

MIBEV iManage[™] Tasting App Wine and Food Pairings

Dana Pellicano

VP Food & Beverage Marriott International Americas



MIBEV

iManage[™] Tasting App

A mobile friendly application that provides a rating system for any beverage/food items and presents results in real time to the moderator.

A need to accommodate for participants located across the country Calculating and receiving results in real-time was critical to decision making

iManage[™] Tasting App



Jessica Altieri

Director of Beverage, Americas Four Seasons Hotels & Resorts



iManage[™] Tasting App







• Easy to use

- Mobile friendly
- Flexible to expand for an unlimited number of beverages
- Accommodates multiple sessions
- Accumulates & tallies results immediately
- Multiple tasting locations

iManage[™] Tasting App

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Session A			Session	1 B		Session	1 C	
Flight 1 - Prosecco >\$10		Avg Score	Flight 1 - Sparkling 1 (Other)		Avg Score	Flight 1 - Sparkling 1 (Other)		Avg Score
Wine 1 Lunetta		0.00	Wine 1	Michelle Brut	0.00	Wine 1	Segura Viudas Brut 750 (Cava)	0.00
Wine 2 Mionet	o Avantgarde	0.00	Wine 2	Freixenet Cordon Negro Brut (Cava)	0.00	Wine 2	Freixenet Cordon Negro Brut 750mL (Cava)	0.00
Wine 3 La Luca		0.00	Wine 3	Gruet Brut	0.00	Wine 3	Poema Cava Brut (Cava)	0.0
Wine 4 Villa Sar	di	0.00	Wine 4	Campo Viejo Reserva	0.00	Wine 4	Campo Viejo Cava Brut Reserve (Spain)	0.0
Wine 5 Chloe		0.00	Wine 5	Chandon Brut Classic	0.00	Wine 5	Faire la Fete Brut (France)	0.0
Wine 6 Astoria		0.00	Wine 6	One Hope Sparkling Brut	0.00	Wine 6	Gruet Brut (New Mexico)	0.0
Wine 7 Lamber	í -	0.00	Wine 7	Thomas Jefferson Cremant de Limoux brut	0.00	Wine 7	Argyle Brut (Oregon)	0.0
Wine 8 La Marc	1	0.00	Wine 8	Conundrum	0.00	Wine 8		0.00
Flight 2 - White Zinfandel		Avg Score	Flight 2 - Sparkling 1 (Other)		Avg Score	Flight 2 - Pinot Grigio 3		Avg Score
Wine 1 Sycamo	e Lane	0.00	Wine 1	JCB No. 5 brut	0.00	Wine 1	Taken Wine Company "Available" Pinot Grigio	0.00
Wine 2 Beringe	Main & Vine	0.00	Wine 2	Gloria Ferrer Sonoma Brut	0.00	Wine 2	Masi Masianco	0.0
Wine 3		0.00	Wine 3	Chloe	0.00	Wine 3	Santi Sortesele	0.0
Wine 4 Copper	dge	0.00	Wine 4	Mumm Napa	0.00	Wine 4	Altanuta	0.0
Wine 5 Woodb	idge	0.00	Wine 5	Belle Ambiance	0.00	Wine 5	J. Hofstatter	0.0
Wine 6		0.00	Wine 6		0.00	Wineő	Archery Summit (Pinot Gris)	0.0
Wine 7 Canyon	Road	0.00	Wine 7	Schramsberg Blanc de Blanco	0.00	Wine 7		0.0
Wine 8		0.00	Wine 8		0.00	Wine 8		0.0
Flight 3 - Pinot Grig	0	Avg Score	Flight 3 -	Riesling	Avg Score	Flight 3 -	Sauvignon Blanc - California 1	Avg Score
Wine 1		0.00	Wine 1		0.00	Wine 1	Save Me San Francisco (Bulletproof Picasc)	0.00
Wine 2 Sycamo	e Lane	0.00	Wine 2	Santa Rita	0.00	Wine 2	OneHope	0.0
Wine 3 Three T	lieves	0.00	Wine 3		0.00	Wine 3	Kenwood Vineyards	0.0
Wine 4 Woodb	idge	0.00	Wine 4	Eroica	0.00	Wine 4	Flint & Steel	0,0
Wine 5 Copper	dge	0.00	Wine 5	S.A. Prum Essence	0.00	Wine 5	Rodney Strong Charlotte's Home	0.0
Wine 6 Canyon	Road	0.00	Wine 6		0.00	Wine 6	Two Angels	0.0
Wine 7 Two Vin	25	0.00	Wine 7	Chateau Ste. Michelle	0.00	Wine 7	Girard	0.0
Wine 8		0.00	Wine 8		0.00	Wine 8		0.0
Flight 4 - Chardonn	y California 1 > \$5	Avg Score	Flight 4 -	Pinot Grigio	Avg Score	Flight 4 -	Sparkling 2	Avg Score
Wine 1 Sycamo	e Lane	0.00	Wine 1	Belle Ambiance	0.00	Wine 1	Perrier Jouet Grand Brut (France)	0,0
Wine 2 Stone C	llars	0.00	Wine 2	Danzante	0.00	Wine 2	Moet Imperial (France)	0.00

Easy to read Actionable Results



Wine Pairing Tool

Banquets and Events would need to be poised for a comeback Assist in training for influx of new Banquets and Catering staff Assurance that the proper pairings from your carefully selected program would be suggested for your guests

Wine Pairing Tool



Zena Phillips

Senior Director Catering & Events Americas Sales Operations, Hilton





Wine Pairing Tool

				I M I		
				Pairing foo	d with wine	
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	IMI			randy summore when and herzowichys cert match, for as you are used into tend one will find a	fairs, as long as har tool contribute with one another, bit a suggestal that the trub and all largest that could be escaped with a given day.	-00
				while day identifying an "potented polying in find your party (b) which the polying in	"Fail supervised allow complement and armitist if pro-superior super- law, always defined in the Game - Marky Stephenet, recomposery of	
	Choose the charac	deristics of your food to	find the perfect wines	control their with and find all they		
			and the part of the second to be a produce of the			
	The second			Choose the chara	eteristics of your food to fin	d the perfe
	Man lugrestern	Doubling Style	Parent or Summ			
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	Convertiener They	Direction (Chinese)	LevenCeso	Main Ingredient	Gooking Style	Flavor or Sa
	C Name out	Ganzal-	Party No. Sec.	C Beet	C American	D Butters/C
	Visit Carean	Treat	- Sile	Chicken	Bakerd	Creaty
	Lord	artiste .	LafeyTooper Annex	Chocolate Dessert	Raied	Earthy
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	Parka Wanney	the state of the s		Duck	Chinese	Lemon
	Fail Contract Constraint	Period (1 Search	Fattler Fish	French	Plain/No
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	- Opposition	If some difference		Lant	Italian	Sayory
		terms in the last		Learner Fish	lagameter	Smeky
	Standard Banque	Wines		Pesta/Noodle	Meditemaneart Middle Eastern	Spicy
	PROFESSION			Park	Mexican	Sweet
		1 1		Quinca/Couscous	Roasted	Tornato S
				Rice	Sauteed	
	100		-	Shelbhah	Thai	
		E	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Vegetable	Uncooked/Rev	
				Standard Banque	et Wines	
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				Werze Koare Grown Owertonny	Wente Southern Hills Wyell Braz	Columbia Estimes C
				E		1
				Columbia Crest Grand	Proverh Chardonnay Chandon Bout Glasse	Proverb
				Columbia Crest Grand Brane Caberner	Proverh Chardonnay Chandon Bon Classe	Proverb

- Create wine pairings in as little as 4 clicks
- Tasting notes and details about the pairings with each result
- Embed videos about the wine
- Wine tier options available (Standard, Premium, etc.)
- Preferred tag options to identify the best possible pairing
- Works great on any device, mobile responsive

Wine Pairing Tool



- Increase beverage revenues by assisting in pairings and helping to identify higher tier wines
- Provides a better beverage experience for your guests giving expert pairings and additional wine details

R EVOLUTIONARY – Outside the Box

iManage™ Virtual Events

Engagement isn't limited to geography, number of attendees or travel constraints Virtual conferences, trainings, and guest experiences happen in real time

Virtual events have the ability to live on forever

R EVOLUTIONARY – Outside the Box



iManage™ Virtual Events



Rich Penny

VP of Culinary Landry's, Chart House





R EVOLUTIONARY – Outside the Box

Tipzyy Staff Training

The challenges of training - New teams, reduced resources and lack of time

Beverage education told through brand stories

Ready to deploy mobile education built for increasing sales and a better customer experience

$\mathsf{R}_{\mathsf{EVOLUTIONARY}}$ – Outside the Box









$\mathsf{R}_{\mathsf{EVOLUTIONARY}}$ – Outside the Box

Tipzyy Staff Training



Doug Frost

BAR (Beverage Alcohol Resource)





ECHNOLOGY — BUILDING BETTER BEVERAGE BUSINESS











ECHNOLOGY — BUILDING BETTER BEVERAGE BUSINESS

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