

# VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

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

bar &  
restaurant

AN EXPERIENCE FROM  
questex

# 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

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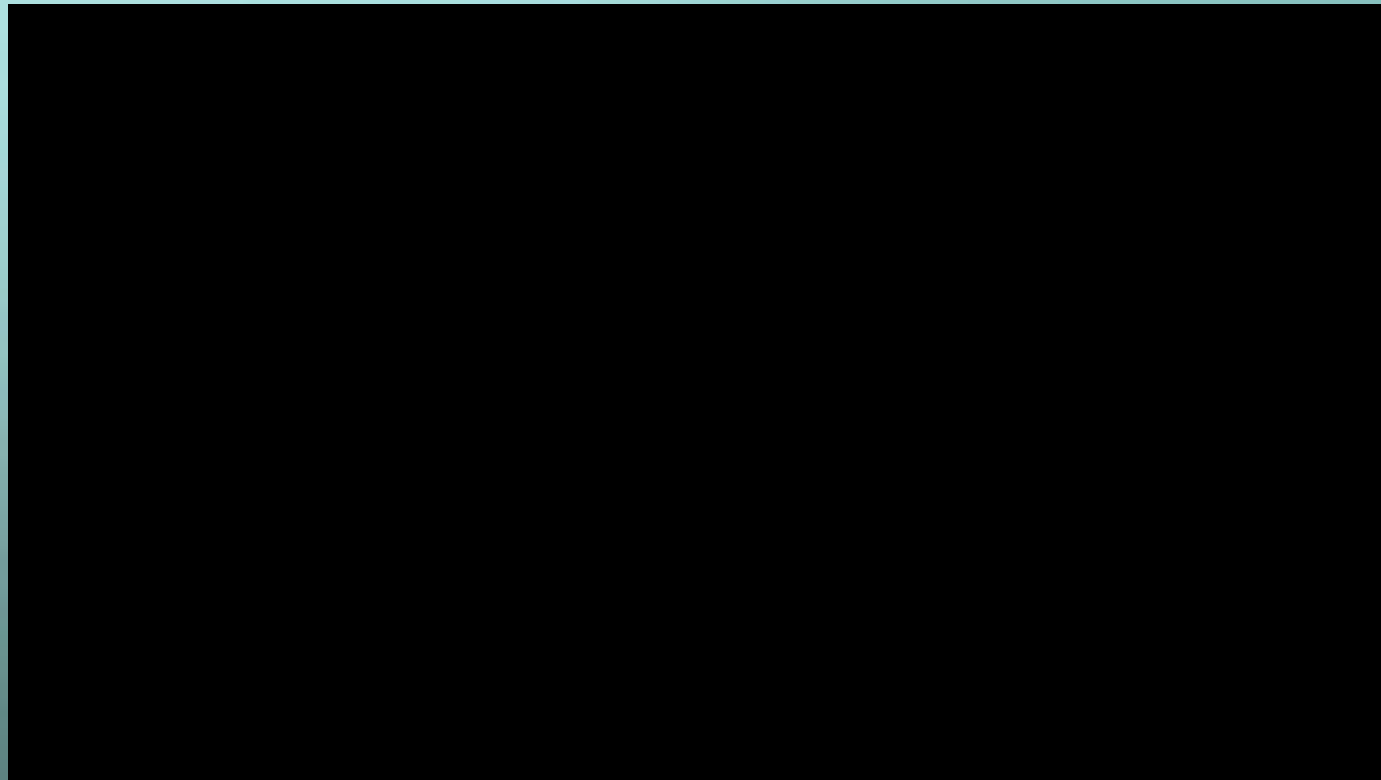
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Sestra Pouring Systems



# SIMPLE – Creating Beverage Opportunities

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# SIMPLE – Creating Beverage Opportunities

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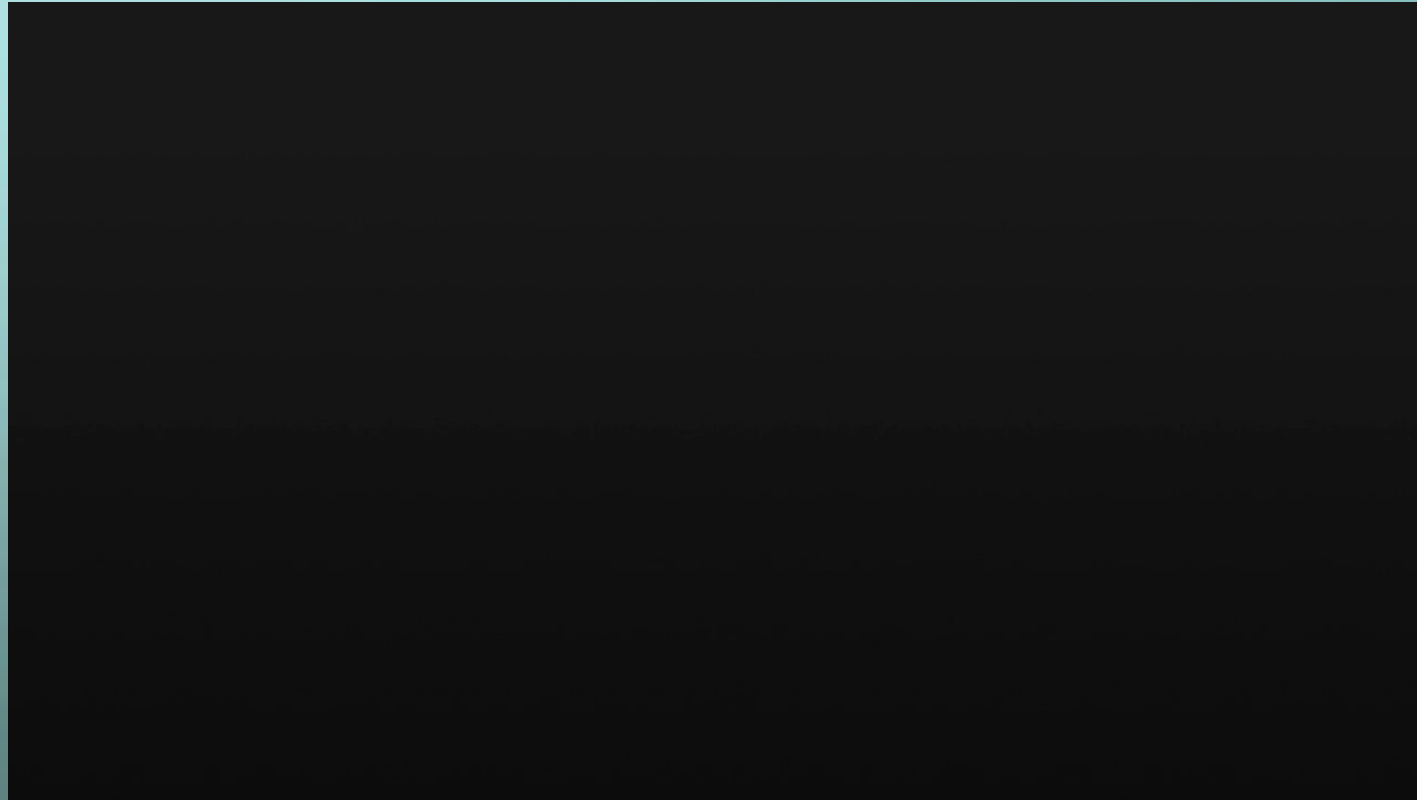
Greg Simons

Corporate Food & Beverage  
Pacifica Hotels

# SIMPLE – Creating Beverage Opportunities

## Sestra Pouring Systems

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# M ANAGEABLE – Simple and Straightforward

ADAM BILLINGS

Data-Driven Decisions  
PayBev Transparency



# M ANAGEABLE – Simple and Straightforward

## Data-Driven Decisions



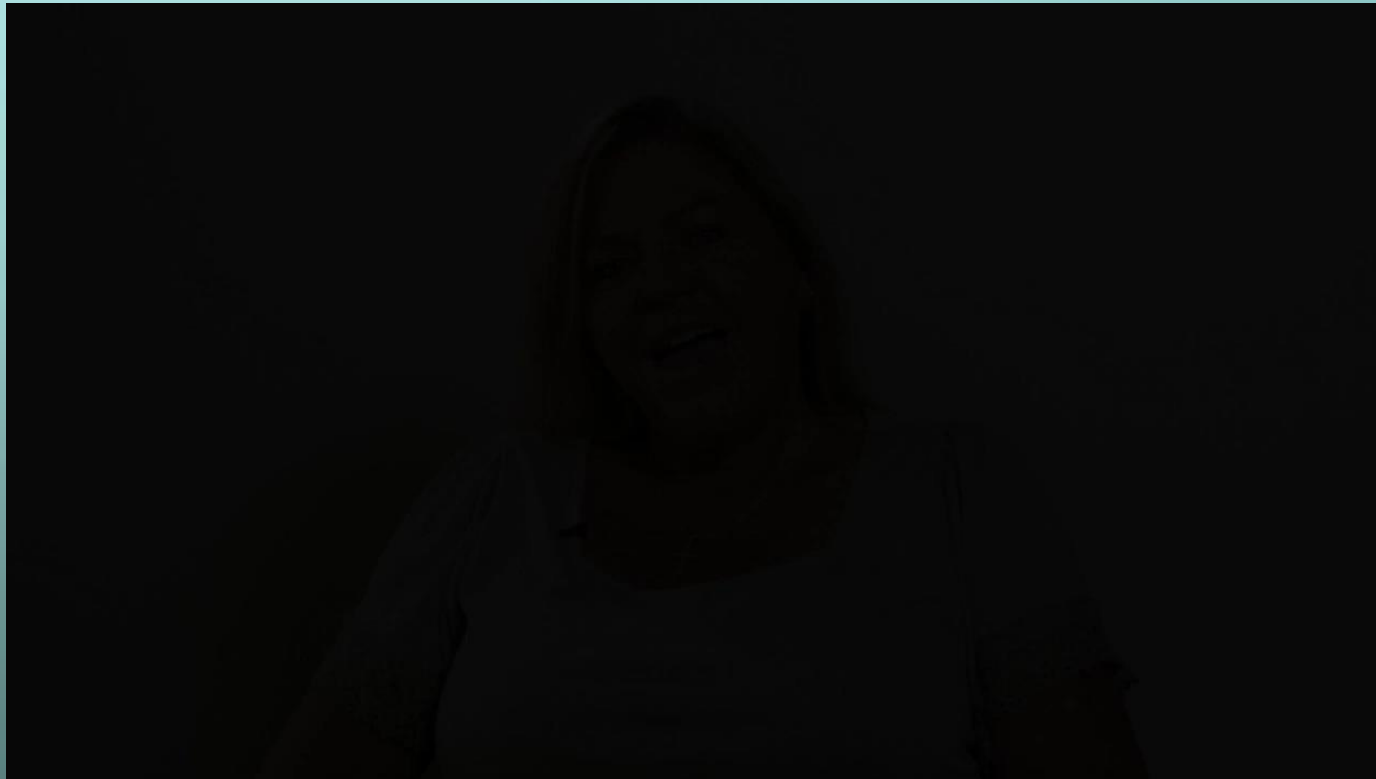
Sales and purchase data  
are essential  
measurements of our  
operator beverage  
programs

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

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

# M ANAGEABLE – Simple and Straightforward

## Data-Driven Decisions



Shelly Hurley

Senior Director,  
National Accounts  
Fintech

# M ANAGEABLE – Simple and Straightforward

## PayBev Transparency



Financial management is at the beginning of every great beverage program

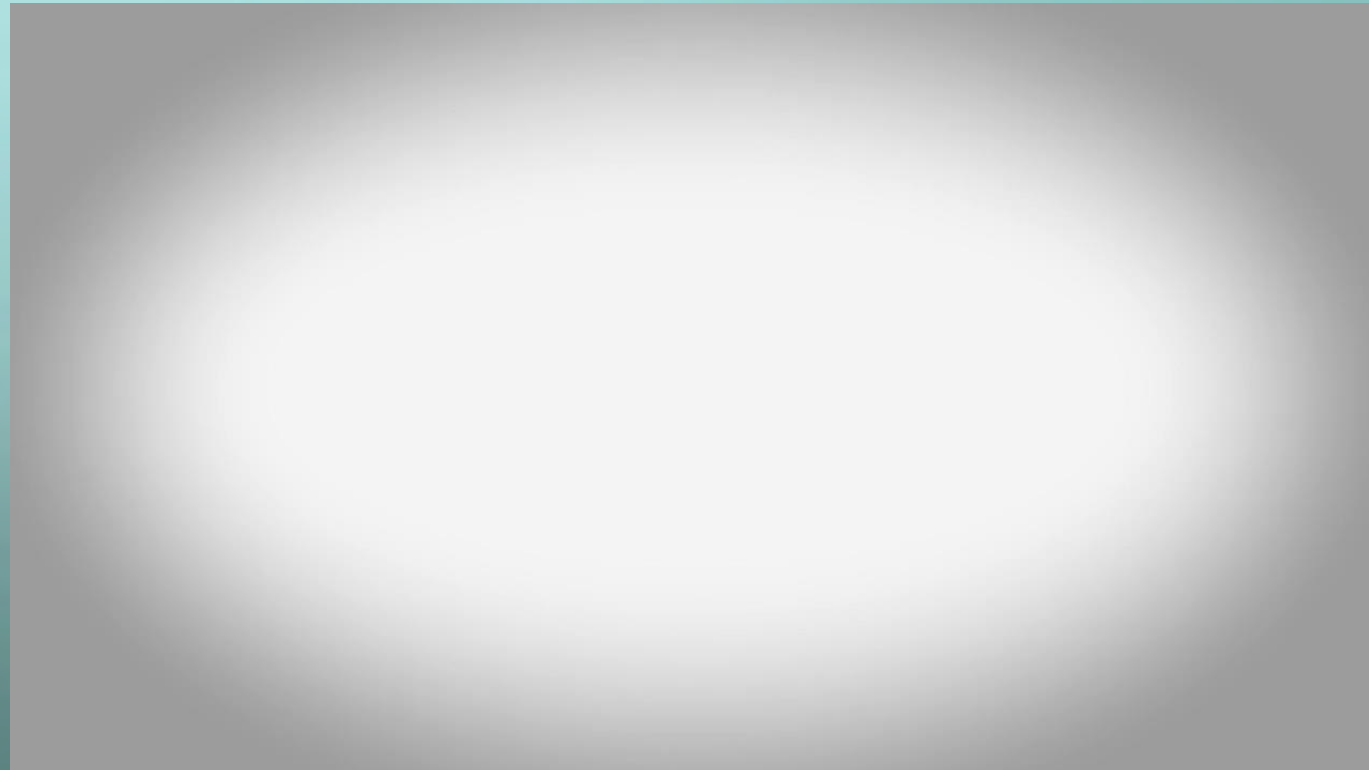
Timely, actionable information to keep your team focused

Fast payments, full transparency and legal adherence

# M ANAGEABLE – Simple and Straightforward

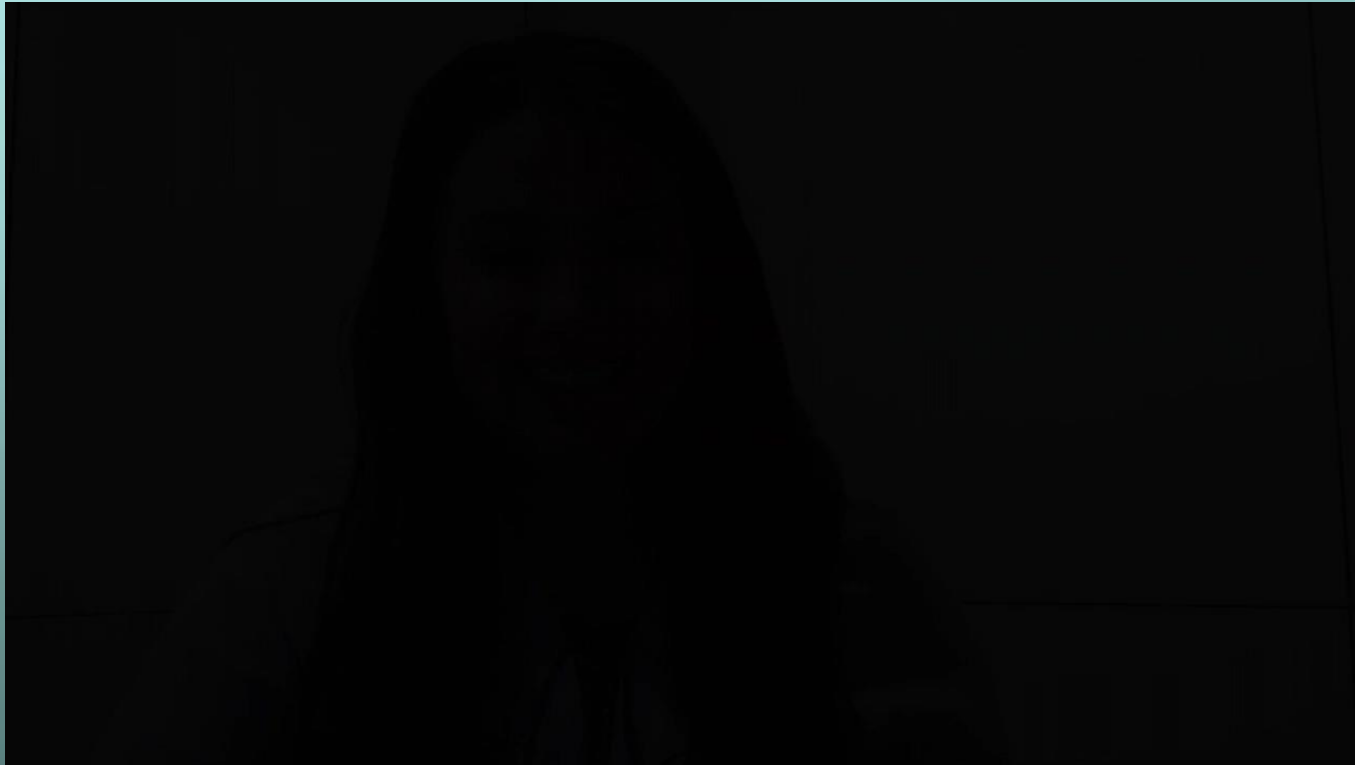
PayBev Transparency

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# M ANAGEABLE – Simple and Straightforward

## PayBev Transparency



Cami Lehmann

Maggiano's Little Italy

Brinker International



# ACTIONABLE - Easing The Process

RACHEL MORGAN

MIBEV

iManage™ Tasting App  
Wine and Food Pairings

# ACTIONABLE - Easing The Process

MIBEV

I M I



**Dana Pellicano**

VP Food & Beverage  
Marriott International  
Americas

# ACTIONABLE - Easing The Process

## 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

# ACTIONABLE - Easing The Process

iManage™ Tasting App



Jessica Altieri

Director of Beverage, Americas  
Four Seasons Hotels & Resorts



# ACTIONABLE - Easing The Process

## 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



# ACTIONABLE - Easing The Process

## iManage™ Tasting App



| Session A                                |                      |      | Session B                      |   |      | Session C                                 |   |      |
|--|----------------------|------|--------------------------------|---|------|---|---|------|
| Flight 1 - Prosecco >\$10                |                      |      | Flight 1 - Sparkling 1 (Other) |   |      | Flight 1 - Sparkling 1 (Other)            |   |      |
| Wine 1                                   | Lunetta              | 0.00 | Wine 1                         | Michelle Brut                           | 0.00 | Wine 1                                    | Segura Viudas Brut 750 (Cava)               | 0.00 |
| Wine 2                                   | Mionetto 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)                      | 0.00 |
| Wine 4                                   | Villa Sandi          | 0.00 | Wine 4                         | Campo Viejo Reserva                     | 0.00 | Wine 4                                    | Campo Viejo Cava Brut Reserve (Spain)       | 0.00 |
| Wine 5                                   | Chloe                | 0.00 | Wine 5                         | Chandon Brut Classic                    | 0.00 | Wine 5                                    | Faire la Fete Brut (France)                 | 0.00 |
| Wine 6                                   | Astoria              | 0.00 | Wine 6                         | One Hope Sparkling Brut                 | 0.00 | Wine 6                                    | Gruet Brut (New Mexico)                     | 0.00 |
| Wine 7                                   | Lamberti             | 0.00 | Wine 7                         | Thomas Jefferson Cremant de Limoux brut | 0.00 | Wine 7                                    | Argyle Brut (Oregon)                        | 0.00 |
| Wine 8                                   | La Marca             | 0.00 | Wine 8                         | Conundrum                               | 0.00 | Wine 8                                    |   | 0.00 |
| Flight 2 - White Zinfandel               |                      |      | Flight 2 - Sparkling 1 (Other) |   |      | Flight 2 - Pinot Grigio 3                 |   |      |
| Wine 1                                   | Sycamore Lane        | 0.00 | Wine 1                         | JCB No. 5 brut                          | 0.00 | Wine 1                                    | Taken Wine Company "Available" Pinot Grigio | 0.00 |
| Wine 2                                   | Beringer Main & Vine | 0.00 | Wine 2                         | Gloria Ferrer Sonoma Brut               | 0.00 | Wine 2                                    | Masi Masianco                               | 0.00 |
| Wine 3                                   |                      | 0.00 | Wine 3                         | Chloe                                   | 0.00 | Wine 3                                    | Santi Sortesele                             | 0.00 |
| Wine 4                                   | Copperidge           | 0.00 | Wine 4                         | Mumm Napa                               | 0.00 | Wine 4                                    | Altanuta                                    | 0.00 |
| Wine 5                                   | Woodbridge           | 0.00 | Wine 5                         | Belle Ambiance                          | 0.00 | Wine 5                                    | J. Hofstatter                               | 0.00 |
| Wine 6                                   |                      | 0.00 | Wine 6                         |   | 0.00 | Wine 6                                    | Archery Summit (Pinot Gris)                 | 0.00 |
| Wine 7                                   | Canyon Road          | 0.00 | Wine 7                         | Schramsberg Blanc de Blanco             | 0.00 | Wine 7                                    |   | 0.00 |
| Wine 8                                   |                      | 0.00 | Wine 8                         |   | 0.00 | Wine 8                                    |   | 0.00 |
| Flight 3 - Pinot Grigio                  |                      |      | Flight 3 - Riesling            |   |      | Flight 3 - Sauvignon Blanc - California 1 |   |      |
| Wine 1                                   |                      | 0.00 | Wine 1                         |   | 0.00 | Wine 1                                    | Save Me San Francisco (Bulletproof Picasc)  | 0.00 |
| Wine 2                                   | Sycamore Lane        | 0.00 | Wine 2                         | Santa Rita                              | 0.00 | Wine 2                                    | OneHope                                     | 0.00 |
| Wine 3                                   | Three Thieves        | 0.00 | Wine 3                         |   | 0.00 | Wine 3                                    | Kenwood Vineyards                           | 0.00 |
| Wine 4                                   | Woodbridge           | 0.00 | Wine 4                         | Eroica                                  | 0.00 | Wine 4                                    | Flint & Steel                               | 0.00 |
| Wine 5                                   | Copperidge           | 0.00 | Wine 5                         | S.A. Prum Essence                       | 0.00 | Wine 5                                    | Rodney Strong Charlotte's Home              | 0.00 |
| Wine 6                                   | Canyon Road          | 0.00 | Wine 6                         |   | 0.00 | Wine 6                                    | Two Angels                                  | 0.00 |
| Wine 7                                   | Two Vines            | 0.00 | Wine 7                         | Chateau Ste. Michelle                   | 0.00 | Wine 7                                    | Girard                                      | 0.00 |
| Wine 8                                   |                      | 0.00 | Wine 8                         |   | 0.00 | Wine 8                                    |   | 0.00 |
| Flight 4 - Chardonnay California 1 > \$5 |                      |      | Flight 4 - Pinot Grigio        |   |      | Flight 4 - Sparkling 2                    |   |      |
| Wine 1                                   | Sycamore Lane        | 0.00 | Wine 1                         | Belle Ambiance                          | 0.00 | Wine 1                                    | Perrier Jouet Grand Brut (France)           | 0.00 |
| Wine 2                                   | Stone Cellars        | 0.00 | Wine 2                         | Danzante                                | 0.00 | Wine 2                                    | Moet Imperial (France)                      | 0.00 |

Easy to read  
Actionable  
Results

# ACTIONABLE - Easing The Process

## 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

# ACTIONABLE - Easing The Process

## Wine Pairing Tool

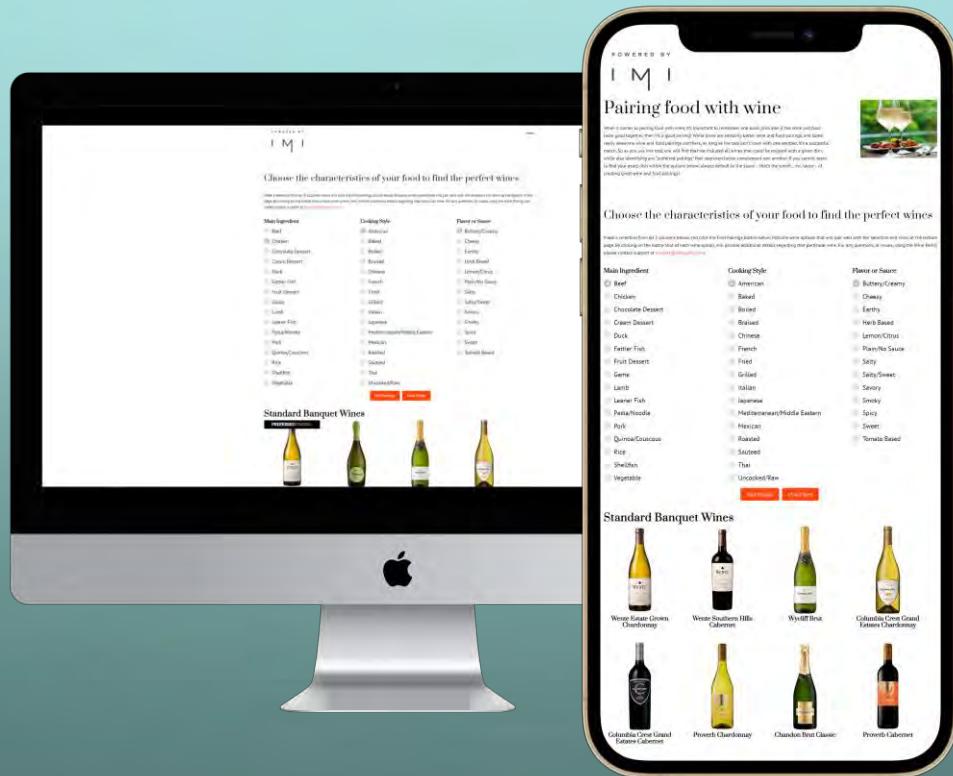


Zena Phillips

Senior Director Catering & Events  
Americas Sales Operations, Hilton

# ACTIONABLE - Easing The Process

## Wine Pairing Tool

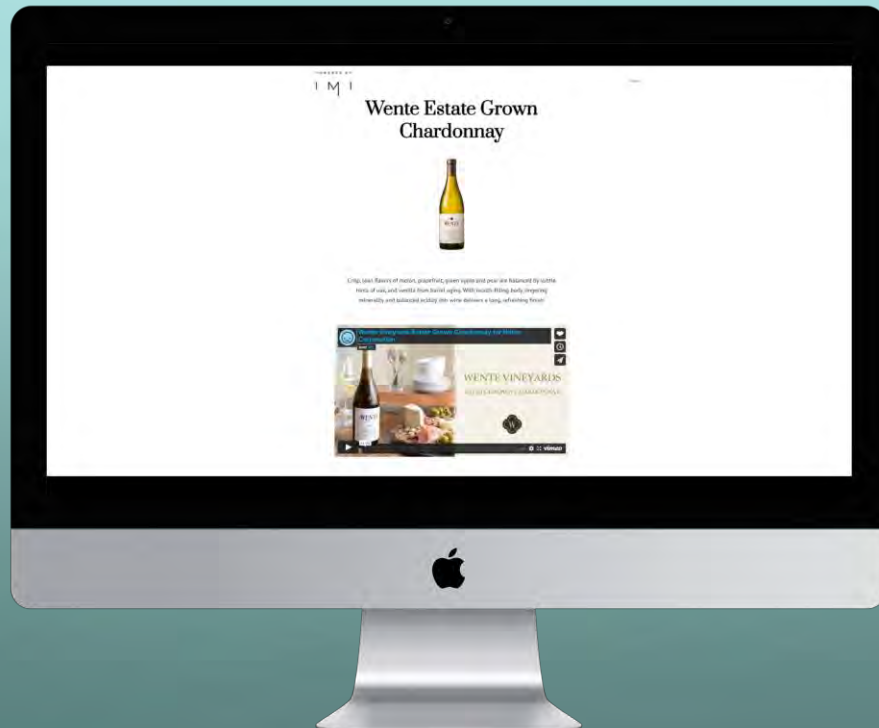


- Create wine pairings in as little as 4 clicks
- Tasting notes and details about the pairings with each result
- Embed videos about the wine
- Wine tier options available (Standard, Premium, etc.)
- Preferred tag options to identify the best possible pairing
- Works great on any device, mobile responsive



# ACTIONABLE - Easing The Process

## 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



# REVOLUTIONARY – 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

# REVOLUTIONARY – Outside the Box

## iManage™ Virtual Events



Rich Penny

VP of Culinary

Landry's, Chart House

# REVOLUTIONARY – 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

# REVOLUTIONARY – Outside the Box

## Tipzyy Staff Training

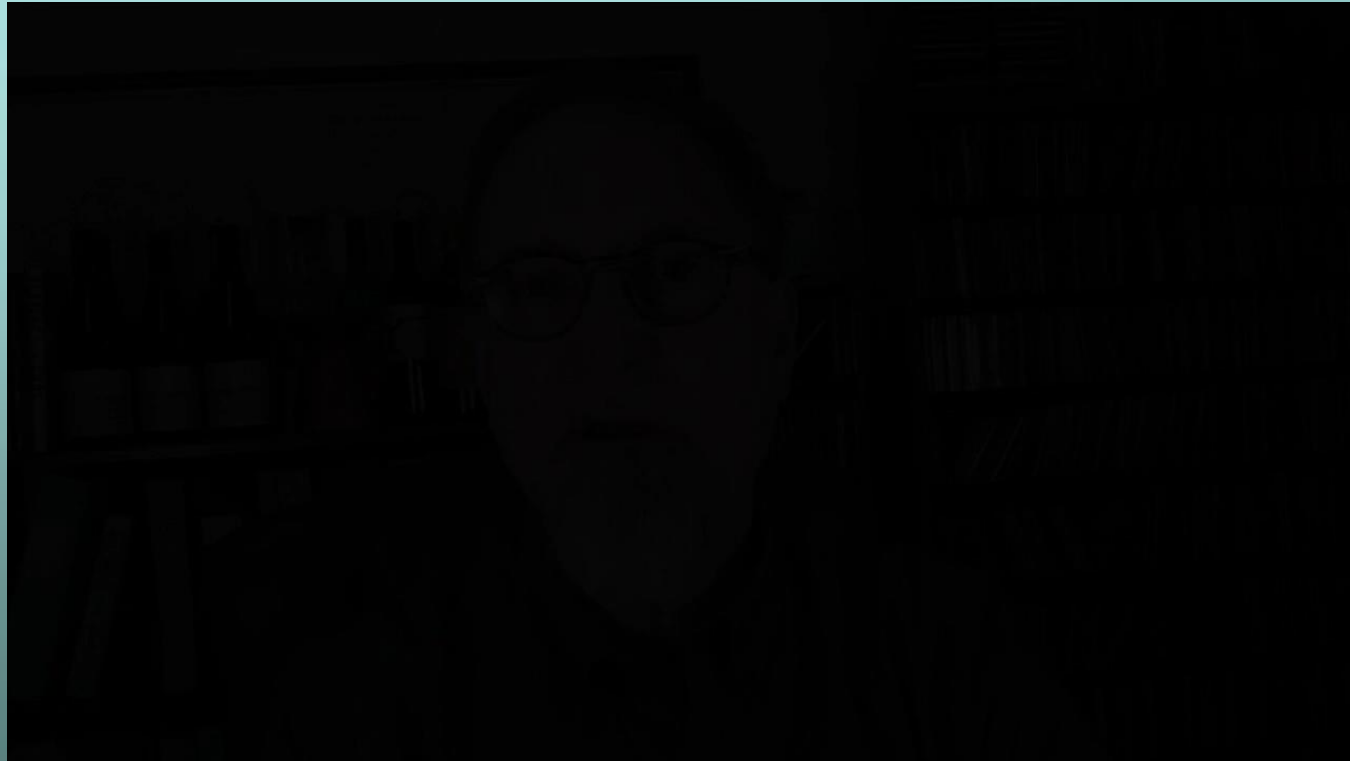
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# REVOLUTIONARY – Outside the Box

## Tipzyy Staff Training

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Doug Frost

BAR (Beverage Alcohol  
Resource)



# TECHNOLOGY — BUILDING BETTER BEVERAGE BUSINESS™



# TECHNOLOGY — BUILDING BETTER BEVERAGE BUSINESS™

## S.M.A.R.T.

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CONTACT

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