



Entrants will be required to answer the following questions:

Best Beverage Menu

1. Describe how the beverage menu enhances your brand, drives traffic, and provides uniqueness:

- Degree to which it expands a new customer base/market?
- Level of innovation in the program to elevate consumer perception

Demonstrate the connection between the theme of the beverage menu and its promotion with the brand concept, how it was intended to maintain or expand the customer base. Reflect how this beverage menu was unique to your brand. How did it tie into the food menu concept? How did the program raise consumer perception of the brand?

2. Unique attributes of the updated beverage menu in comparison to the old beverage menu:

- Breadth and depth of selection
- Theme
- Pricing
- Creativity of the program

Did the updated menu enhance the overall marketing of the brand? How? Was this focused on a single beverage category or include all beverage categories? What was the rationale behind the updated menu? Was it tied to a specific theme? Was pricing a major significant factor in updating the beverage menu? Why? How unique and creative was this menu?

3. Explain your marketing strategy, point of sale and promotional support, and rationale for the beverage menu and any updates in 2021:

- Creativity
- Messaging Methods
- Visual Appeal
- Media Usage

What were the stated goals of the marketing strategy for this updated menu? Detail the marketing strategy. How was it creative and differentiated? Describe and attach the point-of-sale materials, the in-house materials created etc., how they accentuated the brand image, the kind of media messaging used, including social media.

4. Server training - how well were staff prepared with beverage menu knowledge and service?

- Delivery content
- Method delivery

How was the staff prepared for this updated beverage menu? Were there specific training components or materials created and disseminated? How was the training conducted? Were there in-person and online reinforcing components? Was training success tracked? Did

management track successful performance and provide feedback to staff? Were there creative incentives for staff or management?

5. Evidence of overall results – Describe how this beverage menu was effective and successful?
 - Effectiveness demonstration
 - Evidence reflecting enhancement to brand/ sales and/ or profitability

Realizing that there may be constraints on providing detailed specific financial information, percentage of sales increase and traffic is acceptable if specific sales revenues is not an option. The more detail provided, the better the judges can assess objectively the success of the program. Measurements might also include data collected from social media hits, comment cards, tie-ins to 'club' membership, etc..

6. Did the beverage menu enhance responsible alcohol service and social responsibility messaging?

Having a responsible alcohol server program in place is the minimum requirement. The answer to this question should include what else management and personnel do to encourage responsible consumption and ensure that there is continuous oversight of servers and bartenders especially? Is there any evidence that data is collated and tracked as to the success of responsible service and if so, what is it?

This question also includes social responsibility. The answer might include recycling programs, lowering the use of disposable plastics, using systems that reduce total bottles (ie a wine keg dispensing system). It might include charitable events to support organizations such as CORE or community-focused events.

All other categories:

1. Describe how the program enhances your brand, drives traffic, and provides uniqueness:
 - Degree to which it expands a new customer base/market?
 - Level of innovation in the program to elevate consumer perception

Demonstrate the connection between the theme of the program and its promotion with the brand concept, how it was intended to maintain or expand customer base. Reflect how this program was unique to your brand vs a more generic program focused on the products being promoted. How did the program raise consumer perception of the brand?

2. Unique attributes of the program:
 - Breadth and depth of selection of beverages or single category
 - Theme
 - Pricing
 - Creativity of the program

Did the program enhance the overall marketing of the brand? How? Was this focused on a single beverage brand, beverage category or broader marketing effort? Why? Was it tied to a seasonal or other specific theme? Was the pricing the major significant factor in driving traffic? Why? How unique and creative was this program?

3. Explain your marketing strategy, point of sale and promotional support:
 - Creativity
 - Messaging Methods
 - Visual Appeal
 - Media Usage

What were the stated goals of the marketing strategy? Detail the marketing strategy. How was it creative and differentiated? Describe and attach the point-of-sale materials, the in-house materials created etc, how they accentuated the brand image, the kind of media messaging used including social media.

4. Server training for this program - how well were they prepared?

- Delivery content
- Method delivery

How was the staff prepared for this promotion? Were there specific training components or materials created and disseminated? How was the training conducted? Were there in-person and online reinforcing components? Was training success tracked? Did management track successful performance and provide feedback to staff? Were there creative incentives for staff or management?

5. Evidence of overall results – Describe how this LTO was effective and successful?

- Effectiveness demonstration – customer traffic increase
- Evidence reflecting enhancement to brand/ sales and/ or profitability

Realizing that there may be constraints on providing detailed specific financial information, percentage of sales increase and traffic is acceptable if specific sales revenues is not an option. The more detail provided, the better the judges can assess objectively the success of the program. Measurements might also include data collected from social media hits, comment cards, tie-ins to 'club' membership, etc..

6. Did the program enhance responsible alcohol service and social responsibility messaging?

There are some promotions that in the past may have encouraged overconsumption with little regard to potential liability. Having a responsible alcohol server program in place is the minimum requirement. The answer to this question should include what else management and personnel do to encourage responsible consumption and ensure that there is continuous oversight of servers and bartenders especially? Is there any evidence that data is collated and tracked as to the success of responsible service and if so, what is it?

This question also includes social responsibility. The answer might include recycling programs, lowering the use of disposable plastics, using systems that reduce total bottles (ie a wine keg dispensing system). It might include charitable events to support organizations such as CORE or community-focused events.