

BEVERAGE MARKETING

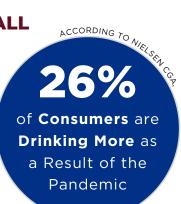
3 KEY TAKEAWAYS

SPIRITS & WINE CONTINUE TO GAIN MOMENTUM OVERALL

What on-premise lacks, off-premise drives

At-home consumption will impact away from home restaurant expectations

Be aware of regional differences. Be able to customize specifically to markets



CONTINUE TO BE STRATEGIC WITH NATIONAL & LOCAL ACCOUNTS

Maintain visual storytelling strategies for national accounts to make up for travel restrictions and face to face interactions

Maintain current menu listings while finding room for additional placements

Be cognizant of the fears of buyers. Think ahead but be aware of the here and now

CONTINUED 2021 TRENDS



Touchless menu solutions (RNDC and BrandMuscle SpotMenus) communicate safely and provide guest engagement

Expanding upon virtual experiences

Ghost kitchens and partnering beverage component opportunities





all aspects of the menu, and capture incremental dollars

