CREATIVE SERVICES EXAMPLE COLLATERAL DESIGNS

POWERED BY

IMI

MENU & MENU INSERT DESIGNS

INTERSTATE HOTELS & RESORTS DESTINATIONS MENU





BOURBON	
DUUNDUN	
PROPERTY SELECTION 1	PROPERTY SELECTION 4
Ur ulparum qui con sec tiume sam quam nihiciati atem aut aliqui volorati quam quas e.eo	Ur ulparum qui con sam quam nihiciati a aliqui volorati quam
PROPERTY SELECTION 2	PROPERTY SELECTION 5
Ur ulparum qui con sec tiume sam quam nihiciati atem aut aliqui volorati quam quas 0.00	Ur ulparum qui con sam quam nihiciati a aliqui volorati quam
PROPERTY SELECTION 3	PROPERTY SELECTION 6
Ur ulparum qui con sec tiume sam quam nihiciati atem aut aliqui volorati quam quas c.oo	Ur ulparum qui con sam quam nihiciati a aliqui volorati quam

n aut

TEQUILA

PROPERTY

PROPERTY SELECTION 4 Ur ulparum qui con se sam quam nihiciati atem aut aliqui volorati quam quas o PROPERTY SELECTION 5 Ur ulparum qui con sec tiume sam quam nihiciati atem aut aliqui volorati quam quas o.oo Ur ulparum qui con sec tiume sam quam nihiciati atem aut aliqui volorati quam quas o.o

HYATT **GARDEN TO GLASS MENU INSERTS**





JW MARRIOTT BEVERAGE SELECTIONS MENU



SPIRITS

BEVERAGE PROGRAM GUIDES



INTERSTATE HOTELS & RESORTS



HIGHGATE HOTELS & RESORTS



HYATT HOTELS & RESORTS

PROMOTION EXECUTION GUIDES

IHG SHARE FOREVER COKE PROMOTION GUIDE



HYATT GARDEN TO GLASS PROMOTION GUIDE





INDIGO HOTELS HENRY'S HARD SODA PROMOTION GUIDE

LIMITED TIME OFFER (LTO) PACKAGES

IHG WORLDLY CLASSICS



EXECUTION GUIDE

WORLDLY CLASSICS COCKTAILS | PROGRAM OVERVIEW



BI-FOLD MENU



SAVOR THE TASTE OF A CLASSIC INSPIRATION

WHEN: Standard published November 2017 with compliance required by January 1, 2018

INCENTIVE PROGRAM:

Opportunity for guests to explore our brand's

worldly perspectives, culture and heritage Supplemental offering within your main bar

Mandatory new standard for the Americas

MONTHLY PRIZES to be awarded in raffles for bartenders and servers who sell the most Worldly Classics cocktails each month over the duration of 2018 program.

WORLDLY

WHAT:

or lounge

PROMOTION AT A GLANCE

> Your team must input sales of Worldly Classics cocktails into the program tracking site to be eligible for the incentive program and prizes. For details about the incentive program, prizes

INTERCONTINENTAL* HOTELS & RESORTS

All InterContinental Hotels in the Americas Region

Drive differentiation in our bars and restaurants by: Showcasing our brand's unique perspective

 More consistently meeting luxury stayers' cocktail expectations

Elevating luxury perceptions

GRAND PRIZES to be awarded for performance and eligibility, visit the Worldly Classics initiative page in Merlin or intercontinentalfandb.com

WHERE

• F&B Directors with the top-performing unit Bartenders with top sales performance Servers with top sales performance

SERVER CARD

BACK OF HOUSE POSTER

SPECIAL EVENTS COLLATERAL

FOUR SEASON RECIPE TO WIN







CONGRATULATIONS FINALISTS FOUR SEASONS AMERICAS TOP CHEF & TOP MIXOLOGIST

COMPETITION OVER 1.900 VOTES TALLIED, AND WE'RE PLEASED TO PRESENT THE FINALISTS PLEASE TAG OR FOLLOW US!

#R2WFS2018









CAST A BALLOT FOR YOUR FAVORITES FOUR SEASONS AMERIC TOP CHEF & TOP MIXOLOGIST

TIME

SUBMITTED THEIR ENTRIES, ITS TIME FOR YOU TO CAST YOUR VOTE!

HTTP://BIT.LY/2WFFW6N

EMAILS & CONFERENCE WEBSITE



STEP & REPEAT WALL

COMPETITION

DEAR FOUR SEASONS AMERICAS

TO been VOTE!

NOW THAT ALL OF OUR HOTELS HAVE

PAUL I FIALA UN'S PRESIDENT FOCO & BEVERAGE, AMERICAS

BOOTH CHALLENGE QUESTION What year was Koerner founded?



RECIPE

RECIPE TO WIN

RECIPE TO WIN

RECIPI

RECIPE

RECIPE

RECIPE

KOERNER

koerner-co.com

VENDOR SIGNAGE

RECIPE TO

FOUR SEASON

TO

RECIPE

RECIPE

RECIPE TO WIN

TOWIN

RECIPE TO WIN

RECIPE TO

FOUR SEASONS

RECIPE TO WIN

FOUR SEASONS

RECIPE TO WIN

FOUR SEASONS

RECIPE

RECIPE

FOUR SEASON

RECIPE

FOUR S

RECIPE TO WIN

RECIPE TO WIN

RECIPE

RECIPE TO WIN

RECIPE TO WIN

CIPE

FOUR SEASC

RECIPE TO WIN

FOUR SEAS

RECIPE TO WIN

RECIPE

ECIPE

TO NIN



BADGES

INVITATION

PROGRAM LAUNCH TRAINING

HYATT SIP 2 SELL



- The Seeker Quest for Knowledge Trivia Contest card pack and The Seeker Advanced/BonusTrivia Contest.
- Be sure you have a white board and marker so you can keep score.



Start

· For the individual prizes-fun ideas could include scratch-off lottery tickets, Target gift cards or movie pass gift cards. Keep these simple and the amount of each in line with what is appropriate for your hotel and

market



TEAM COLOR-CODED SCAVENGER HUNT CLUE CARDS & DECODER



THE SEEKER WINES SIP 2 SELL EDUCATIONAL VIDEO





TRIVIA CARDS

FACILITATOR GUIDE

VERTICAL BANNERS

AIMBRIDGE HOTELS & RESORTS







VEGAN

PIE BAR

SUNDAE

NEWSLETTERS



SIP LUX

WHAT'S INSIDE 1 BEVERAGE PHILOSOPHY

2 INTERVIEW WITH SOMMELIER

4 UPDATES FROM AROUND THE WORLD

 $3_{\rm TIP}^{\rm GENIUS}$

5 WINEMAKER SPOTLIGHT

7 F&B RECOGNITION

6 PRESS

8 LAST SIP

Celebrating Summer!

The summer season brings people together, often outdoors. That gives our hotels the opportunity to explore exciting new ways to refresh and delight quests. This issue showcases some great examples, including the Summer Seafood Boil at Yew Seafood + Bar at the Four Seasons Hotel Vancouver and the cool 4 Press IPA at the Four Seasons Las Vegas

We also feature an interview with Sam Bortugno, Resort Sommelier at the Four Seasons Hotel Orlando, and winemaker Michel Chapoutier takes a turn in the spotlight in our Sip & Learn column

In this issue, we will answer the debated question on why you and your customers should drink Organic Wines. Also, the wine programs are a signature offering at our restaurant and bars, and we are excited to showcase the many winners of the Wine Spectator Awards.

We welcome your ideas and suggestions for feature articles, tips and recommendations in future bimonthly issues of SIP LUX. Please send them to Jessica Altieri, iessica.altieri@fourseasons.com.

Cheers!	

Paul Fiala
Vice President Food and Beverage, Americas
Four Seasons Hotels and Resorts



Happy New Year to each of you, and thank you all for a wonderful 2019! I am looking forward with great anticipation to 2020 and the implementation of the new beverage program As a reminder Hyatt Regency, Grand Hyatt and Destination hotels are to be compliant with the ne February 1". We continue to add materials and tools to our Beverage App, and encourage you all to explore the site in detail, in particular the training courses that are available to you and your teams

Congratulations to the winners of the Fall Rourbon promotion: Hvatt Regency Atlanta, Grand Hvatt San Diego Hyatt Regency Sacramento, Royal Palms and Hyatt Regency Huntington Beach. We look forward to sharing the experiences of the educational tour of Bourbon Country with the winners later this spring.

letails in the coming weeks. If you have not yet had the opportunity to enjoy the new release of Canvas Blanc de Blancs, we encourage you to do so, at the more favorable price point of \$6.75.

We had such a fantastic response to the Holiday Cocktail contest that we found it too hard to pick a winner vithout your help. So, all entries will receive a prize—a beautiful bar tool kit—and we invite you to vote for you with their beverage team. Time to get voting: polls will close at midnight CST on January 22.

I encourage everyone to continue to reach out with suggestions, ideas, questions and examples of the great ways we can continue the beverage conversation with our associates. Please continue to share each edition of the newsletter with your teams so they, too, can directly contribute and benefit from the resources available. Thank you for your ongoing support.

Brian Loughnane Corporate Director of Food & Beverage Americas

BAR WATCH | What's new to note



Corona Hard Seltzer oron ooming hard seltzer ELTZE Corona-branded spiked Itzer. Unlike category eaders White Claw Hard 1 1992 eltzer and Truly Hard heir parent companies, the new seltzer is being unched under the Corona umbrella. Corona Haro Itzer checks in at 90 calories, 4.5% ABV and zero ams of carbs and sugar-the latter a boast that an't be made by the biggest players in the category. The product is being positioned as a "lighter, lessfilling option" for the hard seltzer category and marketed with the tagline: "Not a carb in the world he Corona Hard Seltzer line will come in four flavors: Tropical Lime, Mango, Cherry and Blackberry



Lime. For more information, visit coronausa.com



BEVERAGE IDEATION TEAM



AIMBRIDGE HOSPITALITY

FOOD + BEVERAGE



trategy, but one that can be particularly their quests, you'll ea añeras and bar mitzvahs are one know any friends who w occasions, so it can be tricky to find a ine If they traduction This is With that said, it may be challenging but it

STAY IN TOUCH L YOUR OTHER SERVICES to keep in touch with your clients, ev ren if you're onl after their event is over Follow th or a one-time event, you can still let hem know all of the other ways you are

Go the extra mile and se card each year or, if it's a v wedding again, but that's i client send them an a iterer again. card. For example, say you are working with an d couple, and they're very satisfied You can also share their ev ality of your food. If the porate office, mention your experience them. Tag them in the atering for professional meetings. Or if ar a photo of a BLE IMPACT

of family and friend referrals. If you're

COMING

SOON:



af&co.'s food and hospitality trend report. Is yo along with l property jumping on the bandwagon with any of gracing more pastry counters. CBD. Much more CBD. Flour made from cauliflower sweet no More Japanese influences, includ pancakes and other street foods. and other fruits and vegetables. P More vegan dishes and plant-based Menus will transform as chefs le alternatives, plus more earth-friendly about the immigration stories of their own familie: Offer mests somethin a little different this St. 1 scoop vanilla ice crear Patrick's Day, alongside 2 ounces milk ealthy servings of Green 1 ounce espresso ogs & Ham and Irish soda 1 ounce demerara syru

3/8

3/14

MARCH MADNESS

Trends on the Kise

colored food on menus, with more sightin

of Filipino favorite purple yam ube

Asian tea shon-influenced honey toast

bread With nenty of caffeine . 1 ounce Irish whiskey nd sweet, creamy goodnes this Frozen Irish Coffee is sure to please the masses. Light dusting of ground coffe This frozen version of the lassic cocktail comes from Add scoop of vanilla ice c to a blender, followed by milk,

the Erin Rose in New Orl The Erin Rose is a popular

spot for locals, located just Add Irish whiskey and 5 ice cubes, blending until an icy, smooth consistency is rea SOURCE Cocktails for Old Mandates | April & May 2020

Here is a list of fun F&B trends expected to

hese trends

packaging.

COCKTAIL

CORNER

take off in the uncoming months according to

AIMBRIDGE HOTELS & RESORTS

FOUR SEASONS HOTELS & RESORTS

HYATT HOTELS & RESORTS

POSTERS & TABLE TENTS



BLUE (MOON SUMMER PROMOTION

STALL A

BLUE MOOI

WHO

Holiday Inn[®] and Burger Theory[™] have partnered with Blue Moon for a summer 2016 promotion.

WHAT Guests who dine in our restaurants and purchase any of our burgers can purchase a Blue Moon (bottle or draft) at half off

WHEN The promotion runs from July 15 - September 23, 2016.

WHERE

All Burger Theory locations in the US and Canada

WHY • To enhance the Burger Theory and Holiday Inn guest experience To drive bar and restaurant sales during the summer
To drive sales of Blue Moon

BARTENDER/SERVER PLACE PRIZE ST.





IHG BURGER THEORY POSTER & TABLE TENT

OTHER COLLATERAL

HARD ROCK CAFE MILKSHAKE KIT





LANDRY'S EVENT T-SHIRT



ARAMARK NFL BEERCYCLE MARRIOTT INTERNATIONAL CALA PROGRAM LAUNCH KIT



THANK YOU!

and the state of the

POWERED BY

IMI