



levy

FANSTHAT TYPICALLY WATCH BASEBALL ON-PREMISE

DEMOGRAPHIC:

- 12% more likely to be 35-54.
- 40% more likely to be male.
- More affluent and higher spend than most other sports.

FLAVORS:

Refreshing, Citrus, Sour, Fruity

PREFERRED COCKTAILS:

 Marg, LIT, Mojito, Bloody Mary, Whiskey Cocktails, Mules















What do the Highest Performing Spirit LTOs have in Common?

When looking at the 4 key metrics, commonalities emerge.



- Vodka and Tequila Cocktails
- Margaritas
- Fruit Ravors (ex. lemon, watermelon, and pineapple)
- Berry Ravors

- Whiskey Cocktails
- Seasonal Ravors (ex. Maple, ginger, and blood orange)
- Fruit Ravors (ex. apple)

- Rum cocktails
- Earthy and herbal flavors (elderflower, basil, mint, and matcha)
- Nche fruit/veggie flavors (ex. cucumber, kiwi, and passionfruit)

- Vodka cocktails
- Berry flavors (ex. Cranberry)
- Roral flavors (ex. rose and lavender)













SEASONAL COCKTAILS





SPRING COCKTAILS

Margarita

Moscow Mule/Specialty Mule

Bellini/Mimosa

Beer Cocktails

Specialty Cocktails/Mixed Drinks

Shot/Shooter

Mojito

Whiskey Sour

Daiquiri

Bahama Mama

SUMMER COCKTAILS

Specialty Cocktails/Mixed

Drinks

Margarita

Lemonade Cocktails

Specialty Frozen Drinks

Mojito

Sangria

Colada/Pina Colada

Mai Tai













SEASONAL FLAVORS

FLAVORS SPRING

ROSE

LIME

CHILI SALT/LIQUEUR

ORANGE

MANGO

GINGER

BANANA

MELON

RASPBERRY

BASIL

COCONUT

FLAVORS

LAVENDER HONEY

DRAGONBERRY

WATERMELON

MIXED BERRY

PINEAPPLE

PEACH

STRAWBERRY

CHERRY

GRAPEFRUIT

CUCUMBER



SOURCE: Ignite Menu Data, Q1 2020 - Q1 2021







SUMMER

















BACARDI PORTFOLIO SPORT EVENT SOUVENIR CUPS

Offer Consumers a souvenir takeaway cup from a great event to be able to remember it every time they decide to enjoy a cocktail at home!

Creating a souvenir is a way to drive profitability has guests are ready to pay more for their cocktails in order to get the souvenir cups, sometimes multiple times.















PATRON COCKTAIL POUCH

EASY TO EXECUTE POUCH COCKTAILS CAN EASILY BE BATCHED PRIOR TO OPENING

Can be served frozen

• Unique, memorable and instagramable

Increased speed of service

• 12 oz

Spicy Margarita is one of the fastest growing cocktails, growing an incredible 254% through menu penetration over the past 4 years.















THE BALLPARK **PATRON PALOMA**

Take me out to a paloma-filled summer day with this light & refreshing grapefruit mix.

Serve guest a classic favorite made with Patrón aged marks.

Consumers desire the Patrón aged line more than <u>any</u> other aged tequila!

> **PATRÓN REPOSADO** Preferred AGED Tequila US Guests.





TEQUILA 100% DE AGAVE

REPOSADO





EDIBLE PAPER PRINTED GARNISH

Cocktail garnishes have become increasingly extravagant, demonstrating a bartender's creative skill and adding a touch of theatre to the cocktail-making experience.

They are important to offer customers something they would not be able to make at home, injecting excitement and innovation into their bar experience.

This rice paper is vegan and allergy free, and of the most exciting and easy to execute garnish, adding a new dimension to your cocktails and bringing some "Insta" factor!

It is completely customizable in advance and on the spot.

A great option to entertain and WOW your Suite guests and offer them a unique experience.













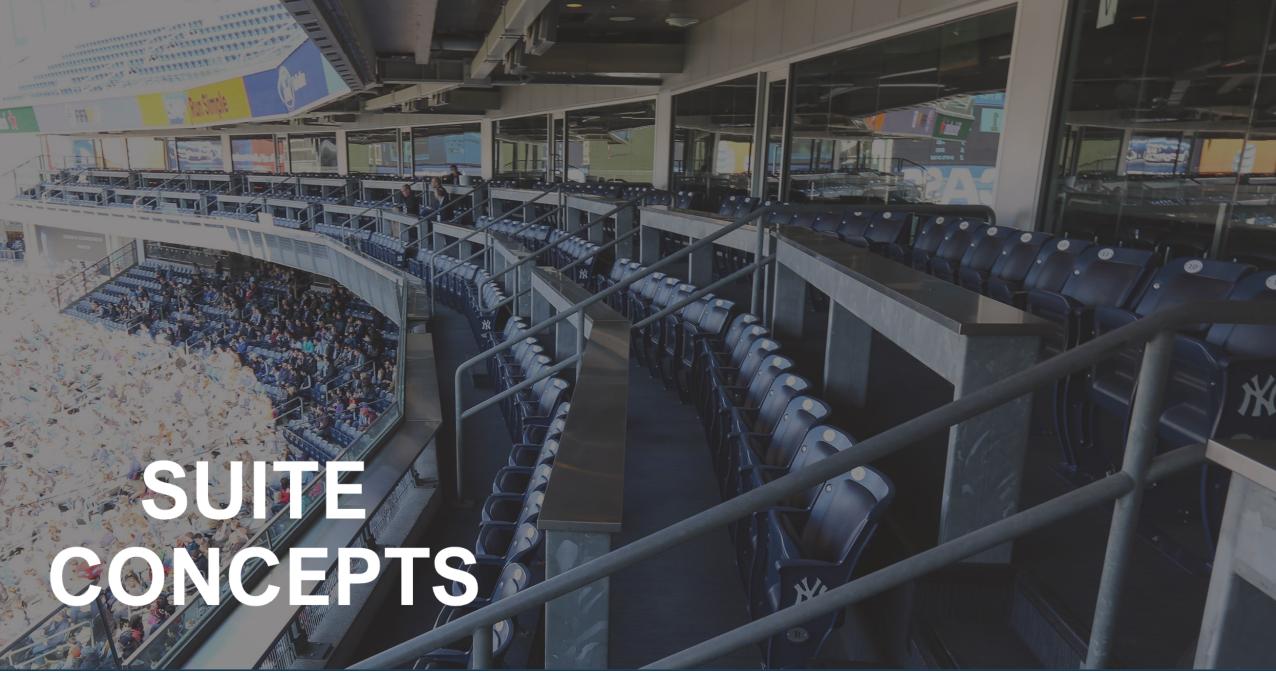
















PORTFOLIO SUITE SERVICE KITS & TOOLS

Offer VIP Suite Guests Bottle Service Kits or Bar carts that can be customized by brands, themed cocktails, etc.

Upselling opportunity to increase sales and ease of service for Special Event and Game Day Packages.



















D'USSÉ VSOP COGNAC

OFFER SUITE GUEST A PREMIUM COGNAC OPTION. D'USSÉ IS THE PERFECT SPIRIT TO GET YOU IN THE GAME DAY MOOD!

D'USSÉ Cognac is handcrafted in France at the Château de Cognac, makers of fine Cognac for more than 200 years.

Naturally aged for at least four and a half years, the bold and full-bodied blend of D'USSÉ VSOP Cognac is made from a selection of the finest eaux-de-vie, including some that were carefully matured in the cellars of the Château de Cognac.

On the nose, it reveals a powerful bouquet, rich in woody notes layered with touches of cinnamon and floral notes. Distinctively and unexpectedly smooth, each taste reveals hints of spices and almonds with undertones of honey and dried fruits as the grand finale.





















EXPERIENCE THE SUITE LIFE

Guest can experience premium hospitality with this Suite and VIP Package.

Offer a Patron, Grey Goose or Bacardi Activation filled with premium experiences and interactive games.

Activation assets depend on market availability





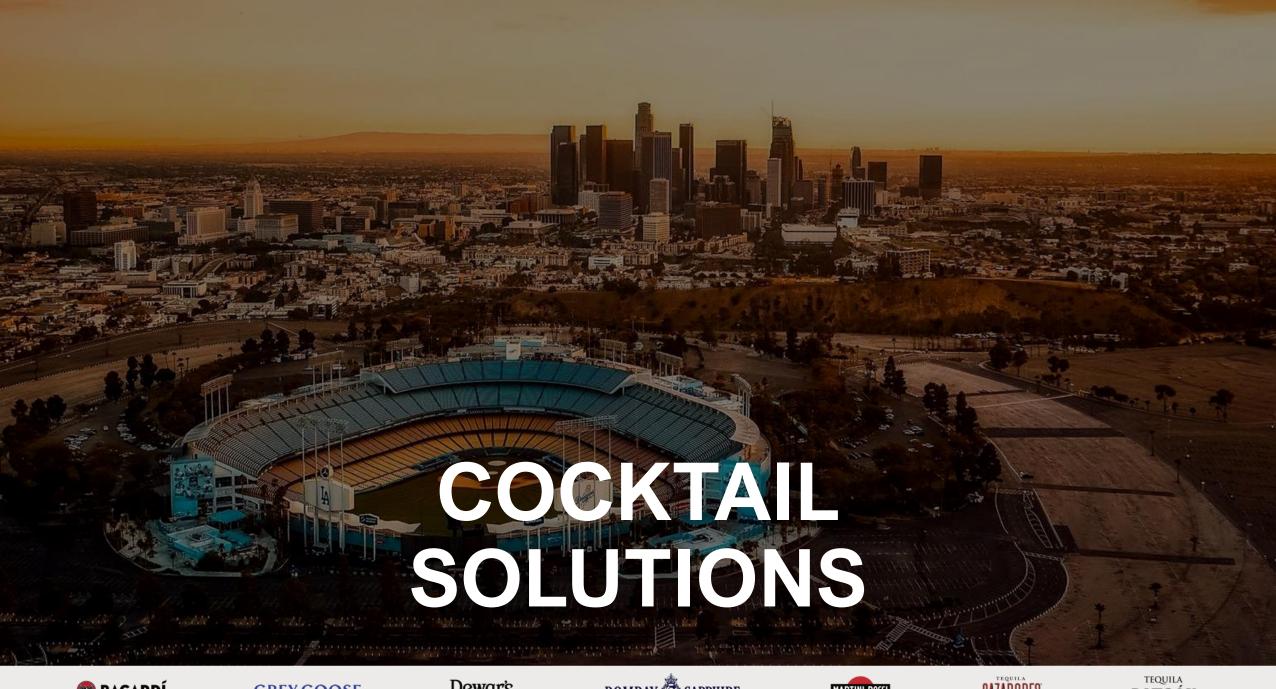
























RAYS OF SUNSHINE



INGREDIENTS:

1½ OZ PATRON SILVER

1 OZ MONIN VANILLA CRÉME SYRUP

3 OZ ORANGE SODA

PREPARATION:

BUILD IN GLASS OVER ICE TOP WITH ORANGE FANTA. GARNISH

GLASSWARE:

ANY

ICE: CUBED

GARNISH:

ORANGE AND MINT BUNCH

APPROX. COSTING: PATRON SILVER \$1.27

MONIN .13

ORANGE SODA .15

TOTAL COST: \$1.55















L.A. WATER



INGREDIENTS:

0Z GREY GOOSE VODKA

½ OZ BACARDI SUPERIOR

½ OZ PATRON SILVER

½ OZ. BLUE CURACO

2 OZ SWEET AND SOUR

1/2 OZ TOP WITH MONIN BLACK RASPBERRY

TOP WITH SPRITE

PREPARATION:

BUILD INGREDIENTS DIRECTLY OVER ICE GARNISH.

GLASSWARE:

PINT

ICE:

STANDARD

GARNISH:

LEMON WHEEL & BLUE CHERRY

APPROX. COSTING: GREY GOOSE .48 BACARDI .21 PATRON .63 BLUE CURACO .03 SWEET AND SOUR .15 MONIN .06















NO CRYING IN BASEBALL



INGREDIENTS:

1 ½ OZ GREY GOOSE

1 OZ MONIN BROWN SUGAR SYRUP

2 OZ PINEAPPLE JUICE

TOP WITH LEMON-LIME SODA (SPRITE, SIERRA MIST, ETC.)

BOMBAY ® SAPPHIRE

PREPARATION:

BUILD IN GLASS OVER ICE TOP WITH LEMON-LIME SODA. GARNISH

GLASSWARE:

PINT

ICE: CUBED

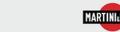
GARNISH:

CATCHERS MITT WITH CHERRY

APPOX. COSTING: GREY GOOSE \$1.44 MONIN .13 PINEAPPLE JUICE .08 LEMON-LIME SODA .10 TOTAL COST: \$1.75













GREY GOOSE

IGNITE YOUR NATITUTE



INGREDIENTS:

OZ PATRON SILVER

OZ MONIN BLUE RASPBERRY

OZ SWEET AND SOUR

SODA TOP

PREPARATION:

COMBINE INGREDIENTS INTO SHAKER. SHAKE AND DUMP ENTIRE CONTENTS INTO GLASS. TOP WITH SODA. GARNISH

GLASSWARE:

PINT

ICE: **CUBED**

GARNISH:

BASEBALL KEYCHAIN

COSTING:

PATRON SILVER \$1.27 MONIN RASPBERRY.13 SWEET AND SOUR.20 APPROX. COST \$1.60





BOMBAY ® SAPPHIRE









THE IVY OUTFIELDER



INGREDIENTS:

1½ OZ BACARDI SUPERIOR

1 OZ MONIN GRANNY SMITH APPLE

4 OZ SWEET AND SOUR

SODA TOP

PREPARATION:

BUILD INGREDIENTS DIRECTLY INTO GLASS. GARNISH.

GLASSWARE:

PINT

ICE: CUBED

GARNISH:

MINT BUNCH, DEHYDRATED APPLE CHIP

APPROX. COSTING: BACARDI SUPERIOR .64 MONIN .13 SWEET AND SOUR .20 TOTAL COST .97













BUY ME SOME PEANUTS & CRACKER JACKS



INGREDIENTS:

1 ½ OZ BACARDI SUPERIOR

OZ MONIN CARAMEL

OZ MONIN PEANUT BUTTER

TOP WITH COKE/PEPSI

PREPARATION:

BUILD INGREDIENTS DIRECTLY INTO GLASS. GARNISH.

GLASSWARE:

PINT

ICE: CUBED

GARNISH:

CRACKER JACKS

APPROX. COSTING:
BACARDI SUPERIOR .64
MONIN CARAMEL .06
MONIN PEANUT BUTTER .06
SODA POP .09
TOTAL COST: .85















MAJOR LEAGUE MARGARITA



INGREDIENTS:

1 OZ PATRON SILVER

½ OZ MONIN COCONUT SYRUP

2 OZ PINEAPPLE JUICE

3 OZ FINEST CALL MARGARITA MIX

1/4 OZ BLUE CURACO (SINK)

PREPARATION:

BUILD INGREDIENTS DIRECTLY INTO GLASS WITH BLUE CURACO BEING LAST. GARNISH.

GLASSWARE:

PINT

ICE: CUBED

GARNISH:

ORANGE WHEEL AND CHERRY

COSTING:

PATRON SILVER \$1.27 MONIN.13 PINEAPPLE JUICE .07 MARGARITA MIX .11 BLUE CURACO .06 APPROX. COST \$1.64













NATIONAL PAST TIME





INGREDIENTS:

1 ½ OZ BACARDI SUPERIOR

OZ MONIN OLD FASHIONED ROOT BEER SYRUP

3½ OZ SODA TOP

PREPARATION:

BUILD IN GLASS OVER ICE TOP WITH SODA. GARNISH

GLASSWARE:

PINT

ICE: CUBED

GARNISH:

GUMMY HOT DOG

APPROX. COSTING: BACARDI SUPERIOR .64 MONIN .13 TOTAL COST .77















CHANGE THE GAME



INGREDIENTS:

1½ OZ PATRON SILVER

34 OZ REÁL RASPBERRY

1 OZ LIME JUICE

3 OZ GINGER BEER TOP

PREPARATION:

COMBINE INGREDIENTS INTO SHAKER. SHAKE AND STRAIN OVER ICE, TOP WITH GINGER BEER

GLASSWARE:

PINT

ICE: CUBED

GARNISH:

BASEBALL PICK WITH RASPBERRY

APPROX. COSTING: PATRON SILVER \$1.90 MONIN RASPBERRY .13 GINGER BEER .64 TOTAL COST \$2.67















MARLINS PUNCH



INGREDIENTS:

1½ OZ GREY GOOSE

½ OZ PEACH SCHNAPPS

✓ OZ BLUE CURAÇAO

2 OZ SWEET AND SOUR

TOP WITH SODA

PREPARATION:

COMBINE INGREDIENTS INTO SHAKER. SHAKE AND DUMP ENTIRE CONTENTS INTO GLASS. TOP WITH SODA, GARNISH.

GLASSWARE:

PINT

ICE:

STANDARD

GARNISH:

ORANGE MOON AND CHERRY

AAPROX. COSTING:
GREY GOOSE \$1.44
PEACH SCHNAPPS.08
BLUE CURACO .07
SWEET & SOUR .11
APPROX COST \$1.70











