



Levy's

2023 MLB BEVERAGE PROGRAM OPPORTUNITIES

NOVEMBER 2022



MOST PREFERRED/TOP INDEXING

FANS THAT 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.

PURCHASE
INTENT



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

CRAVEABILITY



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

UNIQUENESS



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

DRAW



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

SEASONAL COCKTAILS



SPRING COCKTAILS

- | | |
|----------------------------------|--------------|
| Margarita | Shot/Shooter |
| Moscow Mule/Specialty Mule | Mojito |
| Bellini/Mimosa | Whiskey Sour |
| Beer Cocktails | Daiquiri |
| Specialty Cocktails/Mixed Drinks | Bahama Mama |

SUMMER COCKTAILS

- | | |
|----------------------------------|--------------------|
| Specialty Cocktails/Mixed Drinks | Mojito |
| Margarita | Sangria |
| Lemonade Cocktails | Colada/Pina Colada |
| Specialty Frozen Drinks | Mai Tai |

SEASONAL FLAVORS

SPRING FLAVORS



- ROSE
- LIME
- CHILI SALT/LIQUEUR
- ORANGE
- MANGO
- GINGER
- BANANA
- MELON
- RASPBERRY
- BASIL
- COCONUT

SUMMER FLAVORS

- LAVENDER HONEY
- DRAGONBERRY
- WATERMELON
- MIXED BERRY
- PINEAPPLE
- PEACH
- STRAWBERRY
- CHERRY
- GRAPEFRUIT
- CUCUMBER



SOURCE: Ignite Menu Data, Q1 2020 - Q1 2021



GENERAL CONSESSION PROGRAMMING – VESSEL/GARNISH



GREY GOOSE

Dewar's
— SINCE 1846 —

BOMBAY  SAPHIRE

MARTINI & ROSSI

TEQUILA
CAZADORES

PATRÓN.

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 as 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.

#1
Preferred Silver
Tequila & most
preferred, overall
by US Guest.



THE BALLPARK PATRÓN 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 any other aged tequila!

#1 PATRÓN
REPOSADO
Preferred AGED
Tequila US Guests.



EDIBLE PAPER PRINTED GARNISH

Levy

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.





SUITE CONCEPTS



GREY GOOSE

Dewar's
— SINCE 1846 —

BOMBAY  SAPHIRE

MARTINI & ROSSI

TEQUILA
CAZADORES

PATRÓN.

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





THANK YOU!



COCKTAIL SOLUTIONS

 BACARDÍ

GREY GOOSE

Dewar's
— SINCE 1840 —

BOMBAY  SAPPHIRE

MARTINI & ROSSI

TEQUILA
CAZADORES

TEQUILA
PATRÓN.

RAYS OF SUNSHINE

Levy



INGREDIENTS:

- 1 ½ 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:

- ½ OZ GREY GOOSE VODKA
- ½ OZ BACARDI SUPERIOR
- ½ OZ PATRON SILVER
- ½ OZ. BLUE CURACO
- 2 OZ SWEET AND SOUR
- ½ 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

Levy



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.)

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

IGNITE YOUR NATITUDE



INGREDIENTS:

- 1 OZ PATRON SILVER
- 1 OZ MONIN BLUE RASPBERRY
- 4 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

THE IVY OUTFIELDER

Levy



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

Levy



INGREDIENTS:

- 1 ½ OZ BACARDI SUPERIOR
- ½ OZ MONIN CARAMEL
- ½ 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
- ¼ 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

Levy



INGREDIENTS:

- 1 ½ OZ BACARDI SUPERIOR
- 1 OZ MONIN OLD FASHIONED ROOT BEER SYRUP
- 3 ½ 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

Levy



INGREDIENTS:

- 1 ½ OZ PATRON SILVER
- ¾ 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
- ½ 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