



**DEUTSCH FAMILY**  
WINE & SPIRITS

# Levy LTO Opportunities

## Josh Cellars Craftsman Cabernet

November 2022

Prepared by Alexis Sarantinos, National Account Manager

# STADIUMS/ARENAS

## TOP TRENDS

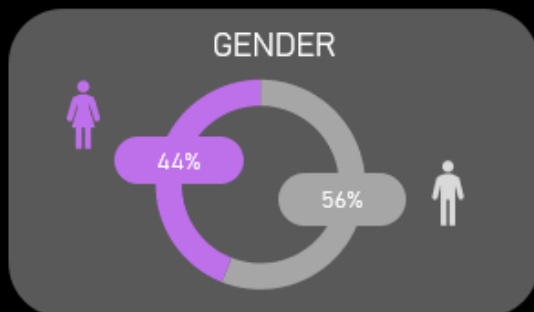
CONSUMERS ARE MOST OPEN TO TRYING THESE AT THIS VENUE...

1	Alcohol in vending machines or automated mini-markets	361
2	Portable cocktail kits	270
3	Boozy frozen desserts	254
4	Mini bottles/cans of beer	243
5	Frozen wine/slushies	227
6	Single serve, RTD cocktails	200
7	Boozy milkshakes	190
8	Low-ABV "session" beers & ciders	187
9	Tea-based alcoholic beverages	187
10	Extra high-ABV hard seltzers	180
11	Drinks for a cause	174
12	Specialty global beer styles	170
13	Unique-flavored hard ciders	163
14	Cold-pressed fruit juice mixers	157
15	Alcohol-free beer	154

(index based on avg % for this venue)

## PROFILE OF FREQUENT CUSTOMERS (monthly+ visitation)

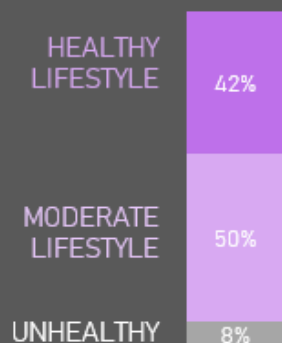
### DEMOGRAPHICS



INCOME		GENERATION	
High (\$100k+)	27%	Gen Z	37%
Medium (\$50k-\$99k)	34%	Millennial	42%
Low (<\$50k)	40%	Gen X	14%
		Boomer+	7%

GEOTYPE		REGION	
Urban	49%	West	19%
Suburban	37%	Midwest	22%
		South	41%
Rural	13%	Northeast	17%

### HEALTH & WELLNESS



### \$ WHEN DINING OUT



### FOOD ATTITUDE



### TRYING NEW THINGS



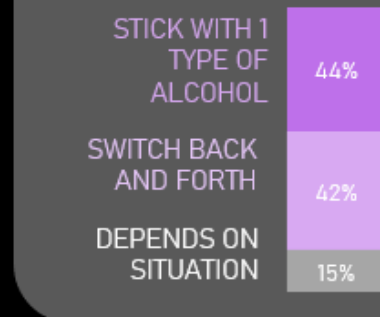
### ADULT BEV. FREQUENCY

	Stadiums/ Arenas
Weekly +	84%
1-3x/month	28%

### % SELF-DESCRIBED...

	Connoisseur	Loyalist
Beer	45%	36%
Wine	36%	43%
Spirits	39%	36%

### SWITCHING



# WINE COCKTAILS

72% awareness (+2%) | 70% interest (+7%)

mac stage: **proliferation**

Cocktails that feature wine as an ingredient, such as sangria (traditionally made with brandy, port, or sherry) or champagne cocktails.

Let's get a wine cocktail on Ley's beverage options with Josh Cellars for baseball season!



# TOP WINE TRENDS

Trend	Awareness		Interest		Top 3 Associated Venues		
	2022	+/- 2021	2022	+/- 2021			
1. Natural wine	58%	+1%	73%	+9%	wine bar	upscale restaurant	casual restaurant
2. Wines from unique areas of the US	63%	+4%	72%	+11%	wine bar	casual restaurant	upscale restaurant
3. Fruit wines	72%	+3%	72%	+2%	wine bar	casual restaurant	upscale restaurant
4. Wine cocktails	72%	+2%	70%	+7%	casual restaurant	wine bar	lounge/cocktail lounge
5. Flavored wine	64%	-	70%	-	wine bar	casual restaurant	lounge/cocktail lounge
6. Dessert wines	78%	+10%	69%	+6%	casual restaurant	wine bar	upscale restaurant
7. Frozen wine/slushies	60%	-1%	67%	0%	casual restaurant	wine bar	eatertainment
8. Wines from unique int'l areas	58%	+6%	66%	+10%	wine bar	upscale restaurant	casual restaurant
9. Frizzante wines	36%	-12%	61%	+4%	wine bar	casual restaurant	upscale restaurant
10. Sparkling red wines	57%	+2%	59%	+7%	wine bar	casual restaurant	upscale restaurant
11. Wines aged in spirit barrels	46%	-7%	59%	+2%	wine bar	upscale restaurant	casual restaurant
12. Orange wine	28%	-8%	58%	+2%	wine bar	casual restaurant	upscale restaurant
13. Sake	69%	+8%	57%	+4%	upscale restaurant	casual restaurant	upscale bar
14. Mead/meade	49%	0%	54%	0%	wine bar	casual restaurant	upscale restaurant
15. Sparkling cold brew teas (in wine bottles)	32%	-9%	51%	+1%	upscale restaurant	casual restaurant	upscale bar
16. Wine seltzer	60%	+5%	51%	+2%	wine bar	casual restaurant	lounge/cocktail lounge
17. Low-carb/low-sugar wine	41%	-4%	50%	+4%	casual restaurant	wine bar	hotel/resort/casino bar
18. Low-alcohol wine	54%	+6%	47%	0%	wine bar	casual restaurant	eatertainment
19. Flower wine	26%	-	46%	-	wine bar	casual restaurant	upscale restaurant
20. Biodynamic wines	21%	-16%	44%	-3%	wine bar	upscale restaurant	casual restaurant

# The Legend

## Cocktails made with fan favorites- Tito's and Josh Cellars!

- 2 oz Josh Cellars Craftsman Cabernet Sauvignon
- 5 oz Lemonade
- 1 oz Tito's Vodka

Place ice in glass 12 oz glass. Pour in Tito's Vodka and lemonade, stir gently. Slowly pour Josh Cellars Craftsman Cabernet Sauvignon on top.





- 2 oz Josh Cellars Craftsman Cabernet Sauvignon
- 2 oz Tito's Vodka
- 1 oz Lemon Juice
- 1 oz Simple Syrup

Add all ingredients to shaker filled with ice. Shake well. Strain into a highball glass filled with ice. Garnish with 2 raspberries (option to coat in powdered sugar).



# Homer

# Glassware for Cocktails

Its baseball season! To celebrate, Josh cocktails can be offered in season cups to give guests more than just a glass!



**50-piece set**  
**Oriental Trading**  
**12 oz**



**24-piece set**  
**Oriental Trading**  
**9 oz**