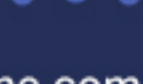


# INNOVATIVE ALCOHOL SOLUTIONS:

## TO-GO DRINKS FOR ALL THE FALL AND WINTER OCCASIONS



As temperatures drop in the coming months and intermittent shut downs have shuttered dine-in business, you'll need to adjust your beverage strategy accordingly.

The shift provides a unique to-go opportunity for your beverage program when your regulars place their carry out or delivery orders. While we appreciate the fact that even maximizing your to-go drink offerings won't completely close the gap for lost dine-in business, it can certainly help recapture some revenue.

We have a variety of different ready-to-drink options that will add value to any order, and for any occasion.



## CAPITALIZE

### ON THE BIG TO-GO TREND



# 4-OF-5

CONSUMERS

want drinks-to-go



## HUGE POTENTIAL

for extra revenue by adding to-go drinks onto a food order = \$40+ per order depending on product/size of drink order

## FOOTBALL SEASON

### BEVERAGE SOLUTIONS

The weekends are once again packed with football games, which means at-home viewings will surely increase with the absence of fans in the stands — a perfect opportunity to make the right calls on portable, easy-to-consume cocktails and wines.

## TO-GO DRINKS

### FOR FOOTBALL



- Premixed/Canned Cocktails – 375ml, 200ml, 187ml



- Seltzers

- Canned wine



## DATE NIGHT

### BEVERAGE SOLUTIONS

You miss seeing the regulars in person for their special date nights, and they definitely miss seeing you, too. However, you can help them dish up a special occasion at home by offering wines that pair perfectly with the signature items on your to-go food menu.

## TO-GO DRINKS

### FOR DATE NIGHT



- 750ml or 375ml bottles of wine



- Single-serve still or sparkling wines



## HOLIDAY DINNER

### BEVERAGE SOLUTIONS

It's safe to say most holiday dinners will be at home this year for your customers. If you're offering a to-go dinner package during the holidays, encourage your customers to add on drinks to make their at-home holiday celebration a special one.

## TO-GO DRINKS

### FOR HOLIDAY DINNERS



- Champagne/sparkling wine for celebratory toast



- Still wine that pairs with your food

- Cocktail kits for at-home mixology

- Batched cocktails

- Canned wine or cocktails



## ENCORE MENU

If you're still able to safely provide dine-in service, but at reduced hours, promote a to-go menu of food and drinks to your customers so they can take home a

extra few apps and drinks to cap off the evening.

