



BEAM
GLOBAL SPIRITS
& WINE, INC.

Combined Hotel Catering Study Information

Conducted By:

 **NextLevel**Marketing

November, 2009

Contents

Beam Global has conducted three separate Hotel Catering Studies that are included in this presentation.

1. Hotel Catering Menu Study
2. Hotel Catering Consumer Study
3. Hotel Catering Employee Study



BEAM
GLOBAL SPIRITS
& WINE, INC.

Hotel Catering Menu Study

Conducted By:

 **NextLevel**Marketing

June, 2007

Menu Study

Objective:

Provide Beam Global Spirits National Accounts with a comprehensive survey of the catering program packages Offered to consumers for 5 key hotel chains.

Methodology:

Catering packages will be requested for an upcoming event to be booked at five hotel properties in the Chicago area. A central location is being selected for the surveys to provide median pricing and market consistency for comparison purposes.

Hotel Chains:

- Hilton
- Marriott
- Westin
- Hyatt
- Ritz

Information Request Script

“Hello. I’m calling for information on booking a special function event and would like it to make sure it is really special in terms of food and beverage offerings. Can you send please me your catering package?”

A home address was used and on the calls we provided details on dates (early August), number of people (100-150) and function (ie. retirement party, family reunion, wedding).

Key Tracking Variables

- Are adult beverages included in the catering package?
- How much focus does adult beverage get in the catering package?
- Does the hotel offer a beverage upgrade/up-sell?
- What adult beverage programs are offered in the catering programs?
- Does the hotel offer a premium backbar (ie. Sauza Hornitos And Knob Creek)?
- Is there are separate wine bar offered?
- Does the hotel promote themed bars?
- What was the most creative caterina package?

Hilton Key Findings And Opportunities

- Both The Dinner And Catering Menus Could Be More Creative And Visual
- The Wine Lists Are Well Organized And Offer Best In Class Selections
- The Bar Selections Are Well Organized But Appear As An After Thought On The Last Page
- There Is An Opportunity To Better Integrate The Beverage Offerings Into The Overall Event Planning To Drive Trade-Up And Enhance The Experience
- Ethnic Themed Food Receptions Are Offered Like Italian And Mediterranean So Considering Offering Drink Pairings With These Packages
- Signature Drink Offerings Should Be Merchandised In The Packages To Allow The Guests To Customize Their Events
- The Dessert Offerings Should Suggestively Sell After Dinner Cordials

Best In Class Wine List

Thierry Meunissier, Executive Chef  Andy Loftis, Executive Pastry Chef

Price affects change and will be confirmed upon receipt of order. All bottles are 12.5% alcohol by volume. © 2014 Hilton Hotels & Resorts. All rights reserved. The and Hospitality, Inc. 10/1/2014 10:45 AM

WINE SELECTIONS

Cabernet Sauvignon

Savage Stone Cellars, California 42
Ripe summer berry flavors with a touch of earthiness and spice overlay. It's a smooth, robust and classically structured Cabernet.

Hogue Cellars, Washington 45
Full, fruity wine with intense aromas of black cherry, arise and vanilla, flavors of dark fruit, caramel and cocoa, with firm structure.

Francis Coppola Diamond Black Label Cabernet, California 48
Aromatics of toasty vanilla with sweet blackberries and mint. Structured finish.

Beaujeu, California 51
Full-bodied, round, and intensely flavored with cherry, cedar, tobacco, toast, herbs, and blackberry.

Merlot

Savage Stone Cellars, California 42
Delivers layers of fruit flavors and aromas. Luscious and well-balanced with ripe strawberry and red cherry flavors, a soft-mid palate and finishing with a hint of baking spice.

Columbia Crest "Two Vines", Washington 45
Intensely fruity aromas and flavors of "just-picked" raspberries and black cherries, followed by impressions of cocoa and spice on the soft, velvety finish.

Frei Brothers Reserve, Dry Creek Valley 49
Rich Plum and cherry aromas framed by a bouquet of vanilla and coconut. Medium-bodied with a soft finish.

Other Varietal Reds

Robert Mondavi, Napa Valley Pinot Noir 51
Dark red cherry, floral, cola and spice character with silky tannins.

Schalow Pinot Noir, Central Coast 45
Pleasant cherry, plum and herb flavors up front with a moderate finish.

Rancho Zalesno Dunning Ball Zinfandel, California 44
Lively raspberry and black cherry fruit with hints of black pepper and soft, supple tannins.

Penley Estate Hybrid Shiraz, South Australia 49
Strong lifted aromas of oak with a rich and fruity flavor. A soft and rich middle palate along with oak tannin on the finish balance the fruit flavors.

Jacob's Creek Shiraz, South Australia 49
Ripe blackberry with hints of spice. Rich and full-flavored with velvet tannin structure and subtle toasty oak notes.

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Thierry Meunissier, Executive Chef  Andy Loftis, Executive Pastry Chef

Price affects change and will be confirmed upon receipt of order. All bottles are 12.5% alcohol by volume. © 2014 Hilton Hotels & Resorts. All rights reserved. The and Hospitality, Inc. 10/1/2014 10:45 AM

BAR SELECTIONS

Package Bars, Priced Per Person

	1 Hour	2 Hours	3 Hours	Each Additional Hour
Platinum Brands Cocktails, Wine, Imported & Domestic Beer, Mineral Water, Soft Drinks & Juice	19.50	50.50	41.50	11.00
Premium Brands Cocktails, Wine, Imported & Domestic Beer, Mineral Water, Soft Drinks & Juice	18.00	28.00	38.00	10.00
Beer and Wine Imported, Domestic & Non-Alcoholic Beers, Wines & Soft Drinks	16.00	26.00	36.00	10.00

All Package Bars are Inclusive of Bartender Fees and have a (100) person minimum.

Hosted Bars, Priced Per Ounce

Platinum Brands	9.50
Premium Brands	8.50
Platinum Wines	9.50
Premium Wines	8.50
Imported Beer (Amstel Light and Heinekken)	8.00
Domestic Beer (Miller Genuine Draft and Miller Lite)	7.50
Non-Alcoholic Beer	6.50
Mineral Waters	4.50
Soft Drinks	4.00
Cardiash	10.00 and up

There is a \$150.00 Bartender Fee For Each Bartender. This fee is waived should each bar's sales exceed \$105.00 including tax and gratuity.

Tablet Bars, Priced Per Ounce

Crown Brands	10.50
Premium Brands	9.50
Crown Wines	10.50
Premium Wines	9.50
Imported Beer (Amstel Light and Heinekken)	9.00
Domestic Beer (Miller Genuine Draft and Miller Lite)	8.50
Non-Alcoholic Beer	7.50
Mineral Waters	4.50
Soft Drinks	4.00
Cardiash	11.00 and up

There is a \$150.00 Bartender Fee For Each Bartender. This fee is waived should each bar's sales exceed \$105.00 including tax and gratuity. There is a \$150.00 Cashier Fee For Each Cashier. Events for 30 Guests or Less will have a Bartender/Cashier fee \$150.00 flat.

Liquor Brands

	Premium Brands	Platinum Brands
Vodka	Absolut	Belvedere or Ketel One
Gin	Tanqueray	Bombay Sapphire
Rum	Bacardi Select	Bacardi Select
Scotch	Dewar's	Chivas or Johnny Walker Black
Bourbon	Jack Daniels	Maker's Mark
Canadian Whiskey	Canadian Club	Crown Royal

If there is a brand that you do not see, please ask your Catering Manager. Special Orders are possible.

The Number Of Bartenders And Cashiers Will Be Determined By The Hotel, Based On Proper Service Standards For Attendance Guarantee. The Hilton Chicago Is The Only Licensed Authority To Sell And Serve Alcoholic Beverages For Consumption On The Premises. Therefore Liquor Is Not Permitted To Be Brought Into The Hotel.

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Marriott Key Findings And Opportunities

Some Thoughts On Events Offerings:

- Visuals Are Best In Class Within The Hotel Segment
- Excellent Themed Buffets Are Offered That Are Very Creative:
 - Suggest Beverage Pairing Suggestions Be Added To Drive Up-sell
- Numerous Themed Stations Are Offered Such As Cheese And Oysters:
 - Suggest Adding Drink Stations Here Like Margarita, Martini And Bloody Mary Bars
- The Dessert Offerings Should Suggestively Sell After Dinner Cordials Like The Wedding Offerings Do
- Beverage Arrangements Are Very Clearly Organized
- Signature Drink Offerings Are Best In Class:
 - Consider Allowing The Guests To Create Their Own Custom Event Menus With Their Own Drink Names And Offerings
- Wine Offerings Are Very Well Organized And Arranged From Light And Sweet To Dry And Full-Flavored To Make Decisions Easier For The Guests

Best In Class Website

Marriott Catering Menu - Events



Next Level Marketing, September 2008

GLOBAL SPIRITS & WINE

Marriott Catering Menu - Events



Next Level Marketing, September 2008

GLOBAL SPIRITS & WINE

Westin Key Findings And Opportunities

- The Catering And Dinner Packages Offerings Are Not Consistent With No Beverage Offerings Included On The Dinner Package
- The Dinner Package Should Be Upgraded To Be More Consistent With The Catering Package:
- Some Thoughts On The Catering Offerings:
 - Excellent Hors d'oeuvres Displays Are Offered:
 - Suggest Beverage Pairing Suggestions Be Added To Drive Up-sell
 - Numerous Themed Stations Are Offered Such As Cheese Stations:
 - Suggest Adding Drink Stations Here Like Margarita, Martini And Bloody Mary Bars
 - Excellent Job Merchandising The Hors d'oeuvres And Wine Receptions:
 - Again, Considering Expanding Offerings To Include Drinks Like Martinis, Margaritas And Bloody Mary's
 - Hosted And Cash Bar Offerings Are Clearly Laid Out:
 - Opportunity To Better Differentiate Brand Offerings Between Premium And House (Stoli In House And Skyy In Premium Doesn't Make Sense)
 - Wine Selections Are Not Well Merchandised

Best In Class Receptions and Food Stations

hors d' oeuvres and wine reception

passed amuse bouches and champagne

yukon gold potato bilini
sarrano herb, apple – coleri remoulade

butternut squash 'shooter'

peekytoe crab and truffle tartlette

torchon of labelle farms foie gras
d' anjou pair gelee

by the glass*
schramsberg, blanc de noir, napa valley

riesling station

whole baked brie 'en croûte'
toasted nuts, braised apricots, sliced baguette

spring roll of carrot, tofu, and mint
thai chili sauce

fresh maki, nigiri, and sashimi
pickled ginger, soy, wasabi
by the glass*
chateau ste michelle & dr' loosen, 'eroica', columbia valley

loire valley

'grand plateau de fruits de mer'
seasonal oysters, mussels, shrimp, crab claws and squid salad
classic cocktail and mignonette sauces

mesclun greens salad
artichoke 'barigoule', haricourt, goat cheese, tony tomatoes, barigoule vinaigrette

roasted vegetable 'byaldi'
by the glass*
michel redde, sancerre 'les tuilleries', pouilly-sur-loire

hors d' oeuvres and wine reception

pinot noir station

sage roasted turkey breast
cider – cranberry relish, buttermilk biscuits, walla walla 'gray'
(abundant required)

fingering potato salad

egg roll of hudson valley duck 'confit'
blood orange gastrique

by the glass*
firestead, pinot noir willamette valley, oregon

'que syrah'

rosemary studded leg of colorado lamb
brioches, shiraz – juniper reduction, silver dollar rolls
(abundant required)

haricourt 'nicoise'

wild mushroom risotto
grano padano, black truffles
by the glass*
ravenswood, syrah 'icon', sonoma

say cheese

american artisan cheese collection

the gold coast sweet table

by the glass*
taylor fladgate, 10 year tawny port

reception with wine pairing
ONE HUNDRED SIXTY DOLLARS

*changes in wine selections may be made depending on availability.

absolutely no substitutions or deletions may be made

all attendees \$125 each

Hyatt Key Findings And Opportunities

- Use Of Beautiful Photography Of The Banquet Rooms Was Best In Class
- Consider Adding More Photography Of The Catering Offerings Through The Package
- Offer Drink Pairing Suggestions With The Hors d'oeuvres Stations And With The Dinner Selections
- Merchandising After Dinner Drink Offerings As A Separate Section
- Merchandising Specialty Martini And Bloody Mary Bars Is Best In Class – Consider Adding Margarita Bars Since Margarita Is The Number One Cocktail
- Consider Adding A Signature Drink Selection To All Events
- Having A Sample Menu At The End Is A Good Way To Make Event Planning Easier For The Guests

Hyatt Catering Information

PARK HYATT CHICAGO®

ON WATER TOWER SQUARE

Executive Chef, Christophe David, oversees the food and beverage operation for your private events and NoMI restaurant. NoMI was named "One of the best new restaurants in the country" by *Enquire* upon opening, and continues to receive international acclaim. From a simple coffee break to a personalized wine tasting, to an elaborate seven-course meal, Park Hyatt Chicago offers one of the best culinary experiences in the world.



At Park Hyatt Chicago, we will work with you to create an event custom tailored to your needs. A blend of your favorite ideas combined with our intimate, urban atmosphere and NoMI-style cuisine create an incomparable experience for both you and your guests.

At Park Hyatt Chicago, we know you want your event to exceed your guests' expectations and your impeccable palate. Your event has to say something about you, carrying your mission seamlessly through the evening. Therefore, there is not another option other than presenting your occasion in our unique Park Hyatt Style. Our catering consultants, event experts, and culinary team have the creativity, experience, and sensitivity to set the standard for those with discriminating tastes.

PARK HYATT CHICAGO®

ON WATER TOWER SQUARE

The Grand Salon Level interiors carry out Park Hyatt Chicago's overall color scheme of warm grays and beige neutrals. Unique features that add to the design of the function space include leather wrapped doors, extensive millwork of makore wood panels, black galaxy granite, and silk wall coverings.



The Grand Salon

The Grand Salon features four, 14-foot chandeliers featuring amber crystals, and provides a natural palette for us to create the perfect atmosphere for your event. A stunning Grand Salon Foyer provides your pre-dinner affair with a residential feel filled with warm, inviting furniture sets, a black baby grand piano, and a magnificent glass grand staircase for your guests to make their grand entrance.

Our delicious cuisine and impeccable service will be a reflection of your own individual taste and style. Executive Chef, Christophe David, oversees the culinary teams for NoMI Restaurant and our Catered Events. This allows your guests to enjoy fresh, artistically prepared, NoMI-style cuisine at your affair. Entertaining on The Salon Level is truly a unique, restaurant-style experience, and is certainly not your ordinary "banquet".

Ritz Carlton Key Findings And Opportunities

- Beverage Merchandising Offerings Are Best In Class Within Hotel Segment
- Excellent Ethnic Themed Buffets Are Offered That Are Very Creative:
 - Suggest Beverage Pairing Suggestions Be Added To Drive Up-sell
- Numerous Themed Stations Are Offered Such As Cheese And Oysters:
 - Suggest Adding Drink Stations Here Like Margarita, Martini And Bloody Mary Bars
- Consider Adding Drink Pairing Recommendations To Food Menu
- Best In Class Signature Cocktail Selection In Place:
 - Considering Allowing Guests To Create Their Own Event Drink Menus
- After Dinner Drink Listings Are Best In Class

Best In Class In Up-Sell And Enhancements

THE RITZ-CARLTON
Chicago
A Four Season Hotel

BEVERAGES

<h3>Deluxe</h3> <p>Soft Drink \$5 Mineral Waters \$5</p> <p>Domestic Beer \$6 Imported Beer \$6.75</p> <p>Deluxe Wine by the glass: Chardonnay, Cabernet Sauvignon and Merlot \$8</p> <p>Chandon Brut Champagne \$11</p> <p>Chivas, 12-Year Glenmorangie, 10-Year Absolut, V&V Jim Beam Black, Jameson Bombay Sapphire Bacardi Rum Canadian Club, 10-Year Cuevo 1500 \$6.50</p>	<h3>Ritz</h3> <p>Soft Drink \$5 Mineral Waters \$5</p> <p>Domestic Beer \$6 Imported Beer \$6.75</p> <p>Ritz Wine by the glass: Cuvaison Chardonnay Vila Mt. Eden Cabernet Sauvignon Clos du Bois Pinot Noir \$12</p> <p>Domaine Mumm Napa, Blanc de Blancs \$14</p> <p>Chivas, 18-Year Glenlivet, 15-Year Grey Goose Belvedere Three Olive Knob Creek Maker's Mark Old Bushmills Tanqueray Indigo 10 Cane Rum Crown Royal Fulton Silver \$6.50</p>	<h3>Enhancements</h3> <p>Johnnie Walker Gold Label Blended Malt Scotch Whiskey \$12.75</p> <p>Johnnie Walker Green Label Blended Malt Scotch Whiskey \$11.25</p> <p>Diamond 12 year Scotch Whiskey \$10</p> <p>Effin Vodka \$10</p> <p>Grey Vodka \$10</p> <p>Stolichnaya 40% Vodka \$12.75</p> <p>Hendrick's Gin \$10</p> <p>Tanqueray No. Ten Gin \$10</p> <p>Basil Hayden's Kentucky Straight Bourbon Whiskey \$10</p> <p>Booker's True Barrel Bourbon \$12.75</p> <p>Jack Daniels Single Barrel Whiskey \$10</p> <p>10 Cane Rum \$10</p> <p>Crown Royal Reserve Whiskey \$11.75</p>
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THE RITZ-CARLTON
Chicago
A Four Season Hotel

BEVERAGE

<h3>After Dinner Selections</h3> <p><i>(Served from Bar or by Cart)</i></p> <p>Cordials Amaretto di Saronno \$8.50 Grand Marnier Kahlua Baileys Irish Cream \$10</p> <p>Porto Sandeman Founder's Reserve \$10 Warre Hiram Tawny \$15 Churchil's Port 1997 \$15</p> <p>Cognacs Courvoisier V.S.O.P. \$12.50 Martell Cordon Bleu \$20 Remy Martin X.O. \$24</p> <p>Specialty Coffees Espresso and Cappuccino with Chocolate Shavings, Ground Cinnamon and Italian Biscotti \$8</p> <p>International Flaming Coffees <i>(Coffee Flamed with a Choice of Liqueurs)</i> \$6.50 per drink</p> <p>Hot Chocolate \$7</p> <p>Coffee with White Chocolate, Chocolate, Rock Candy Stick, Flavors \$7</p>	<h3>Martini Selections</h3> <p>French Martini Grey Vodka Chambord Liqueur Pineapple Juice</p> <p>Lemon Drop Grey Goose Vodka Limoncello Liqueur Triple-Sec Lemon Juice</p> <p>Dirty Martini Three Olive Vodka Dry Vermouth Olive Juice</p> <p>V Fom Martini Absolut Vanilla Vodka Grand Marnier Pomegranate Juice</p> <p>Chocolate Coffee Absolut Vanilla Vodka Coffee Liqueur Godiva White Chocolate Liqueur \$11</p>	<h3>Enhancements</h3> <p>Martini Lige Prices start at \$600</p>
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Hotel Catering Consumer Study

Conducted By:

 **NextLevel**Marketing

June, 2007

Consumer Study

Objectives:

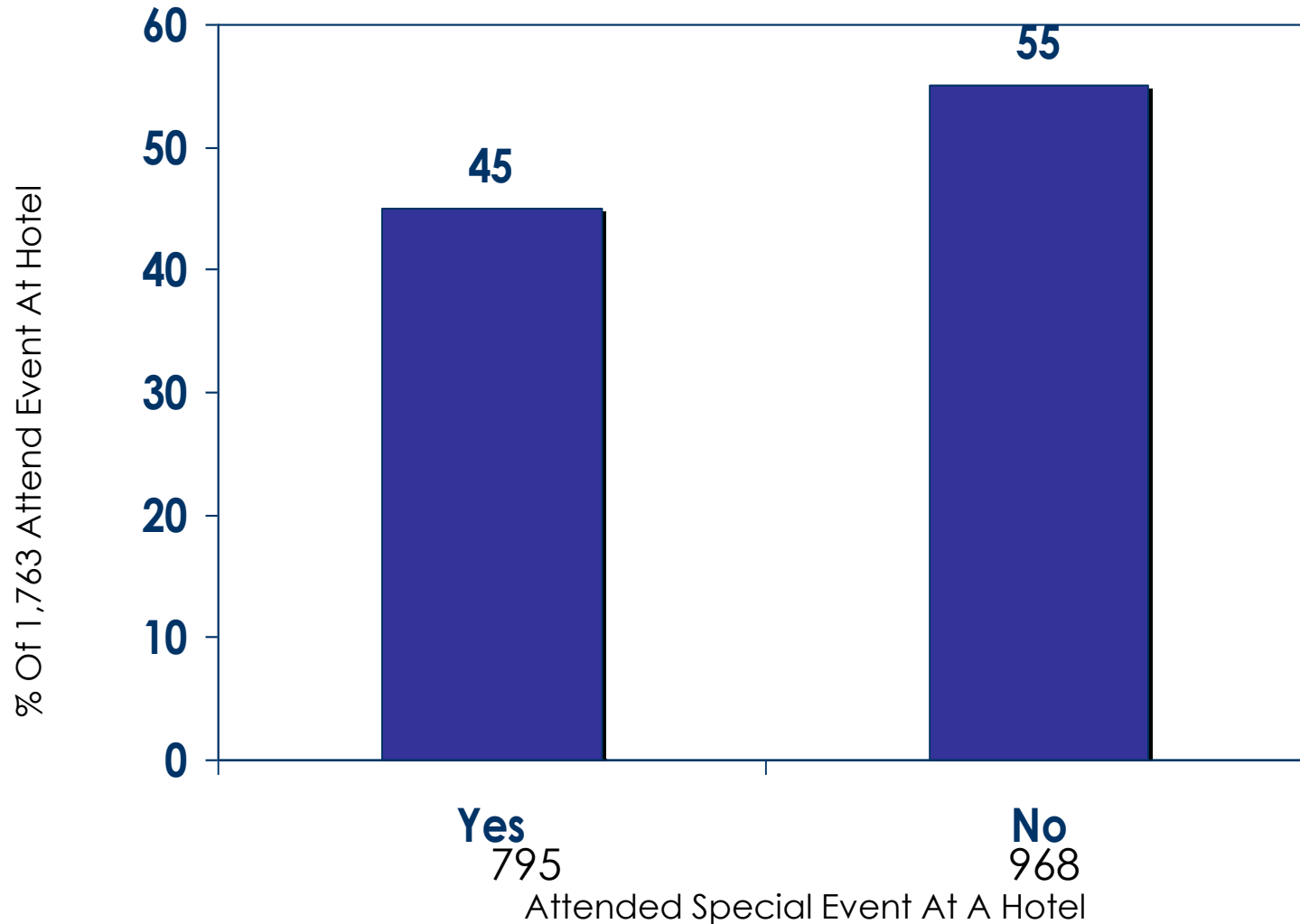
- Primary: Determine what hotel catering consumers want/expect from the catering events they attend.
- Secondary: Determine what most influences consumers that book catering events.

Study Methodology:

- Custom On-Line Consumer Research Conducted By Next Level June 5-8, 2007.
- A total of 562 consumers that enjoyed at least one beverage alcohol drink at a hotel special event over the past year.

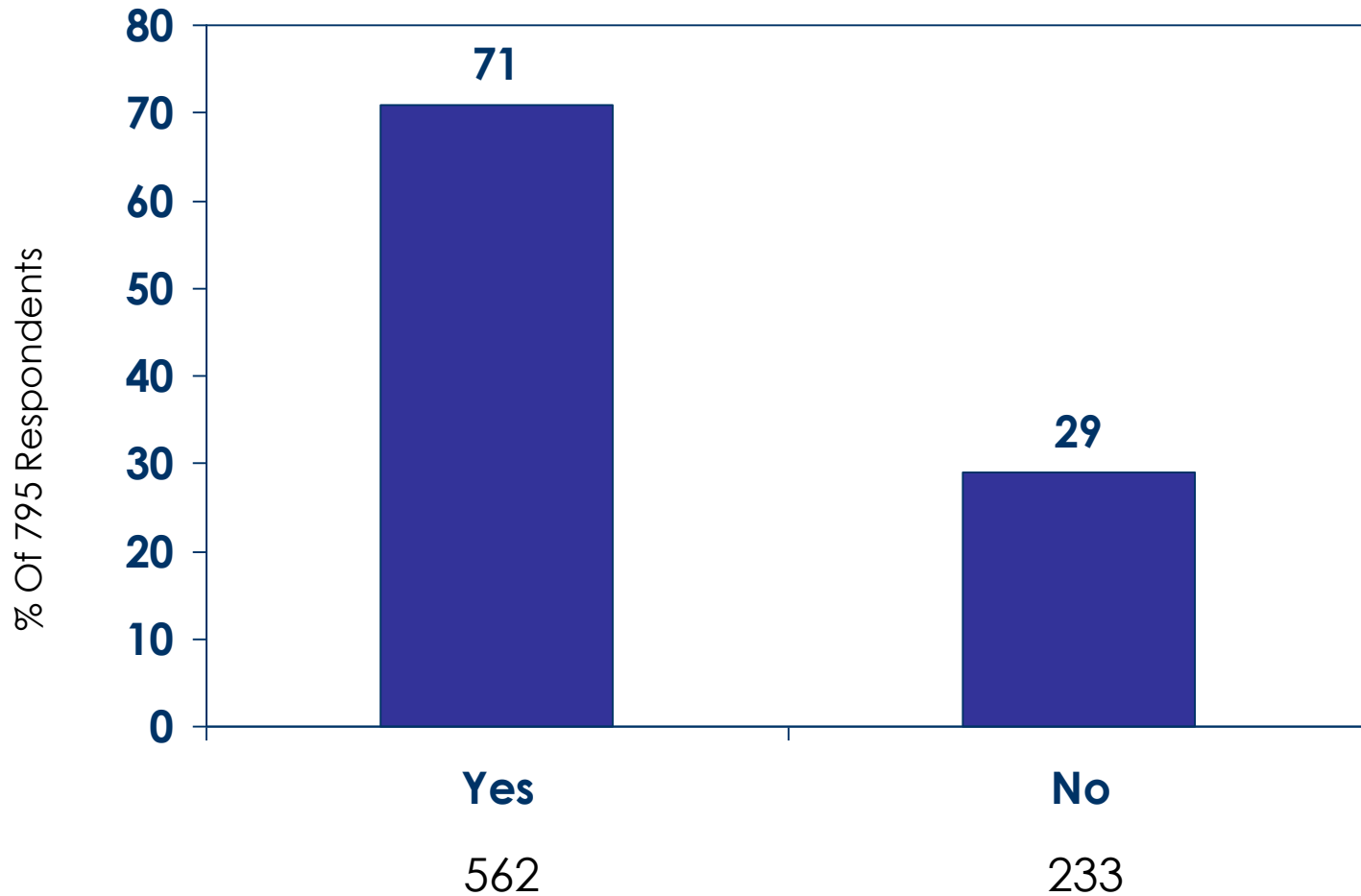
Attended Special Event At Hotel

Incidence Of Special Event Attendance Was 45%.



Attended Event And Had An Alcoholic Drink

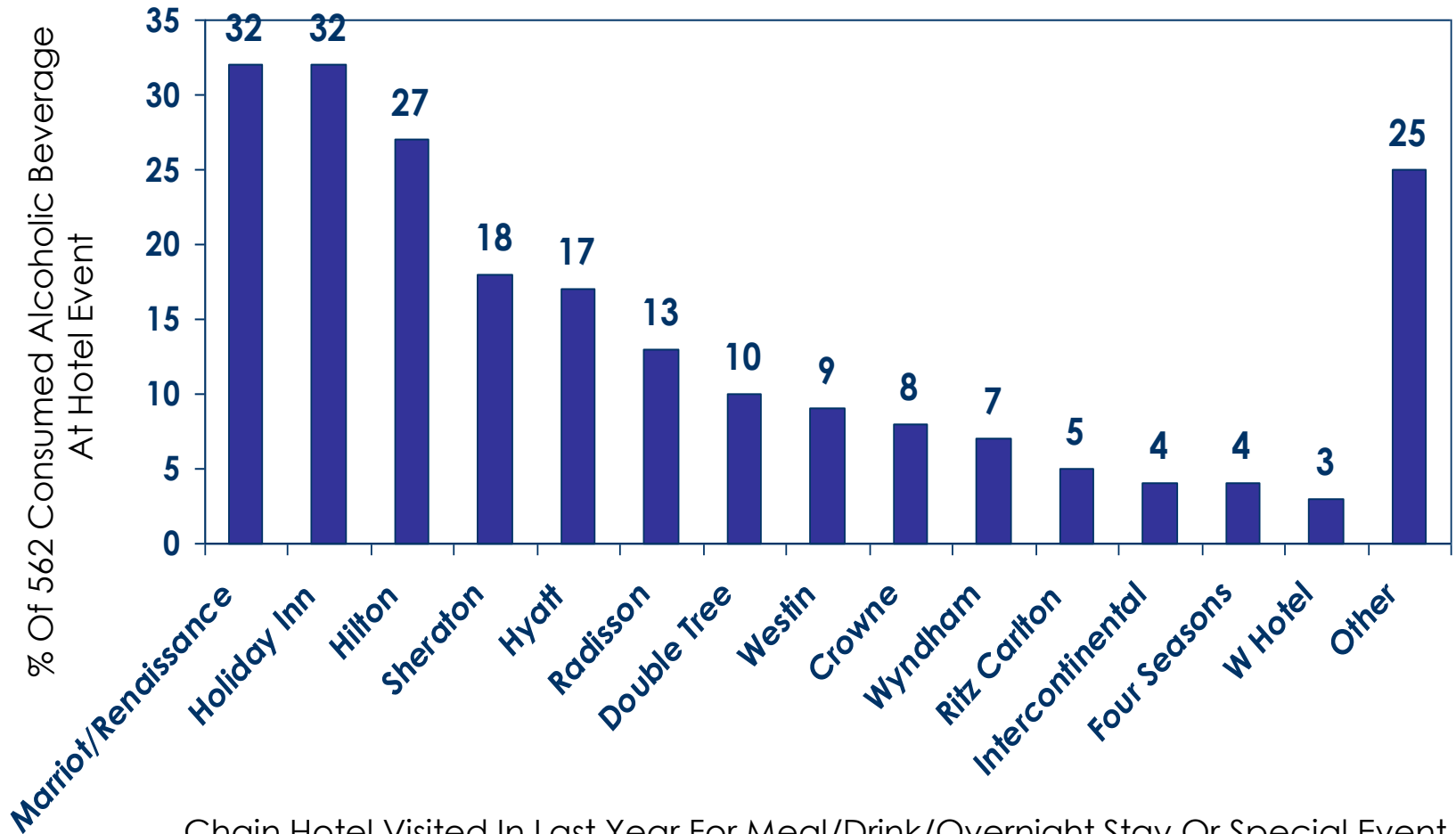
71% Have Consumed An Alcoholic Beverage Drink.



Consumed An Alcoholic Beverage At A Special Event At A Hotel

Hotel Chains Visited

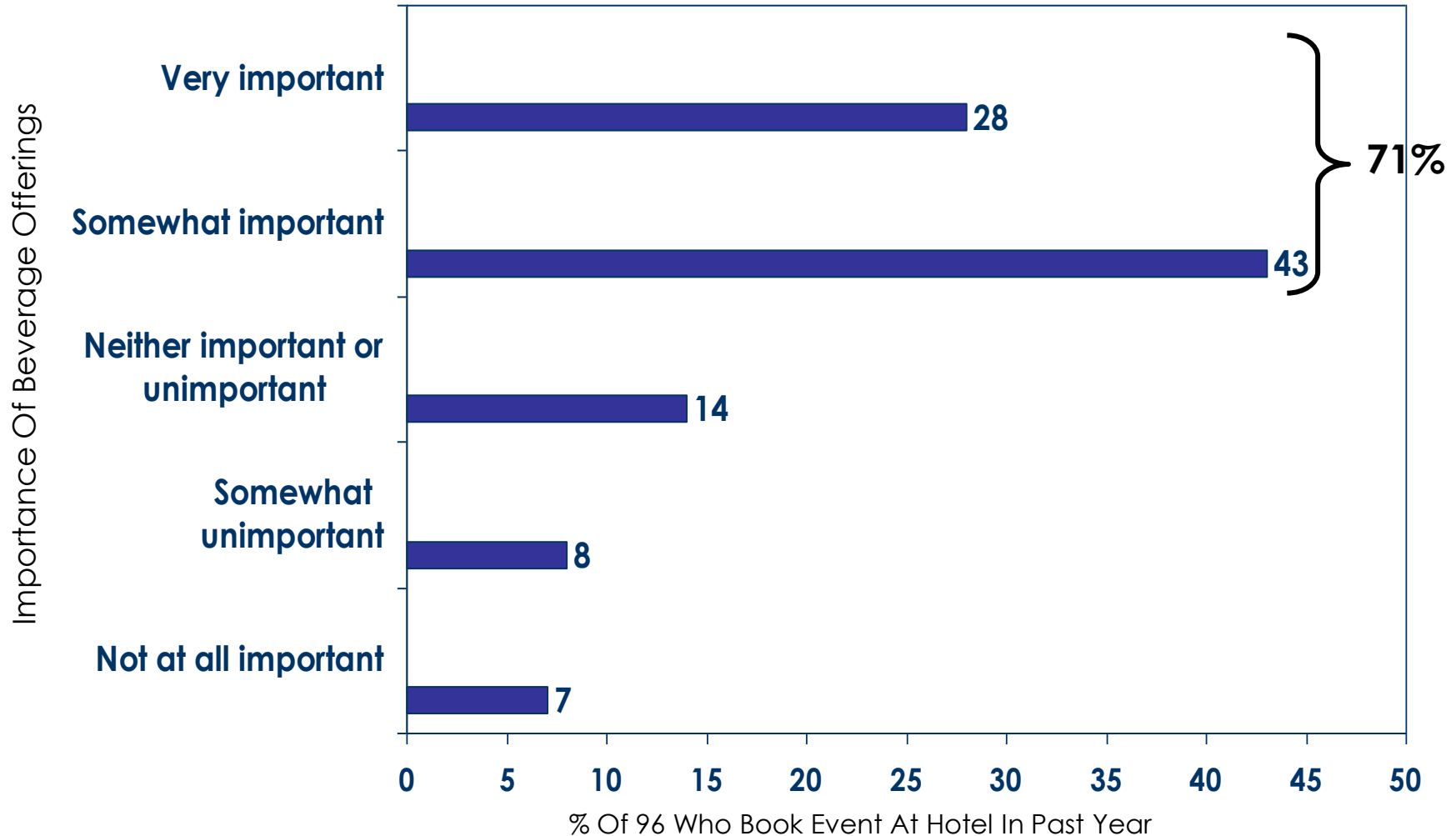
Marriot, Holiday Inn And Hilton Were Visited Most Frequently.



Chain Hotel Visited In Last Year For Meal/Drink/Overnight Stay Or Special Event

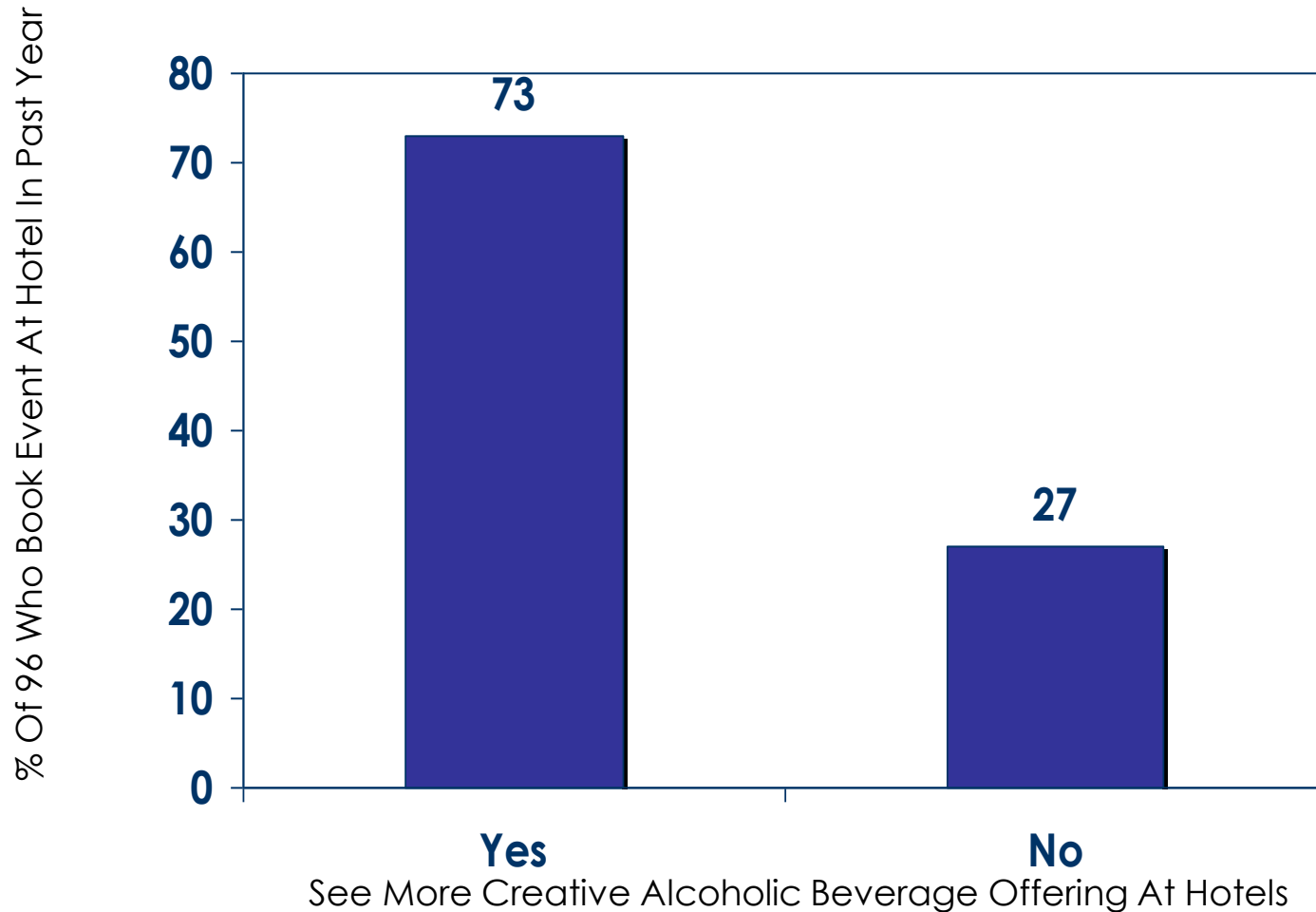
Importance Of Alcoholic Beverage Offerings

71% Consider Beverage Alcohol Offerings Very To Somewhat Important.



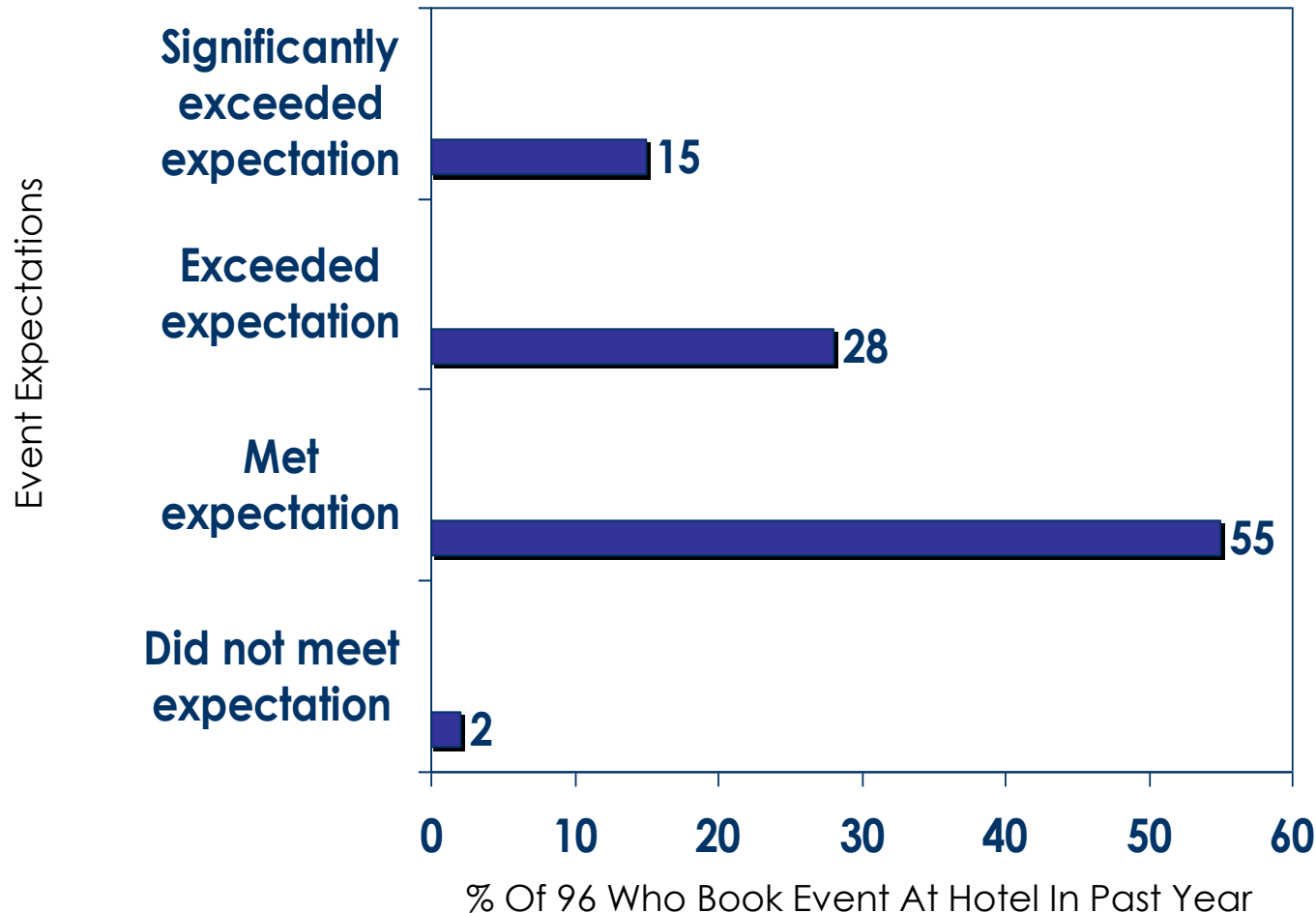
More Creative Alcoholic Beverage Offerings

Almost 75% of Consumers Are Interested In More Creative Beverage Offerings.



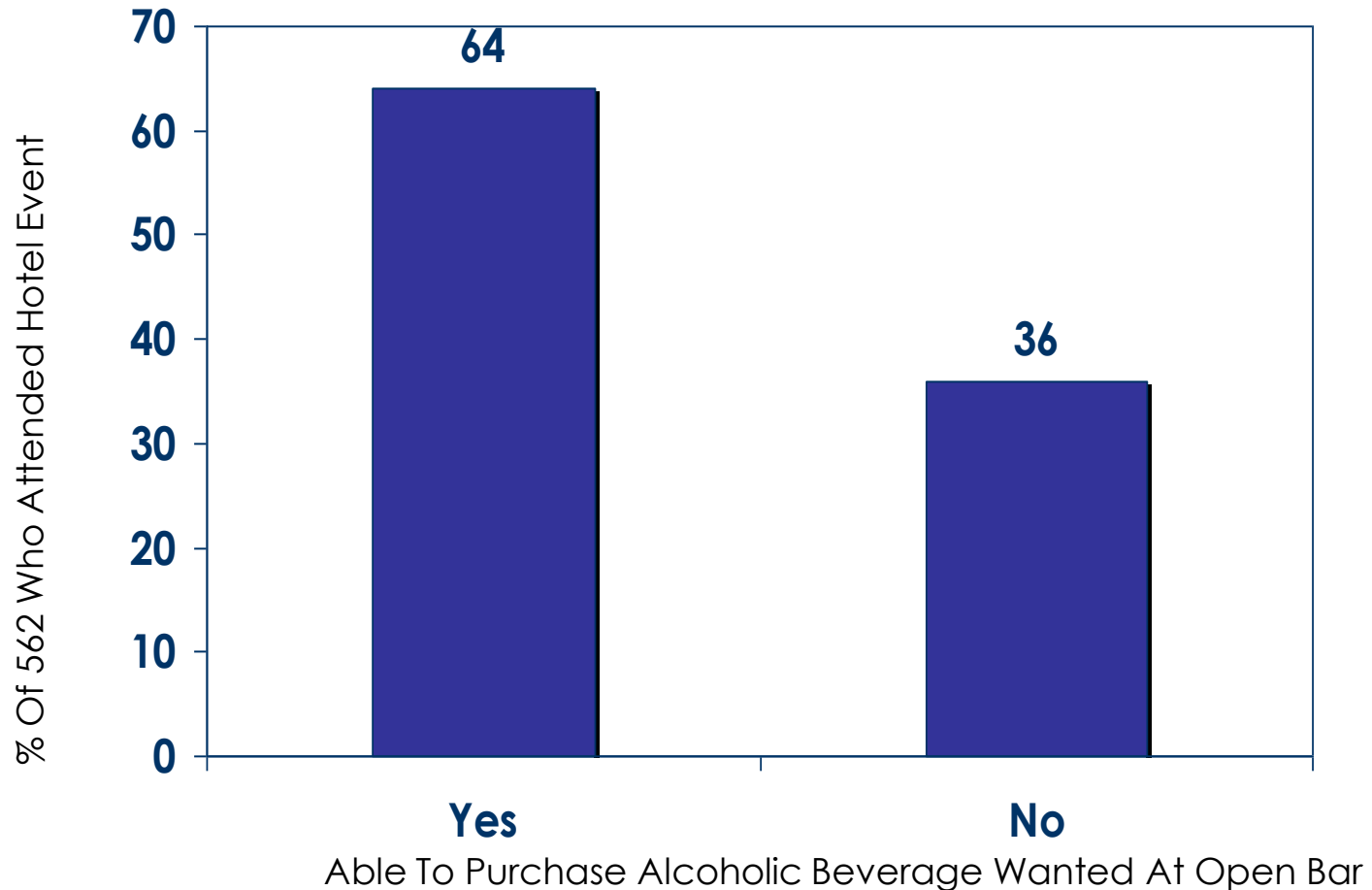
Event Expectations

43% Indicate That Their Event Expectations Were Exceeded. However, Expectations Were Not Exceeded Over Half The Time.



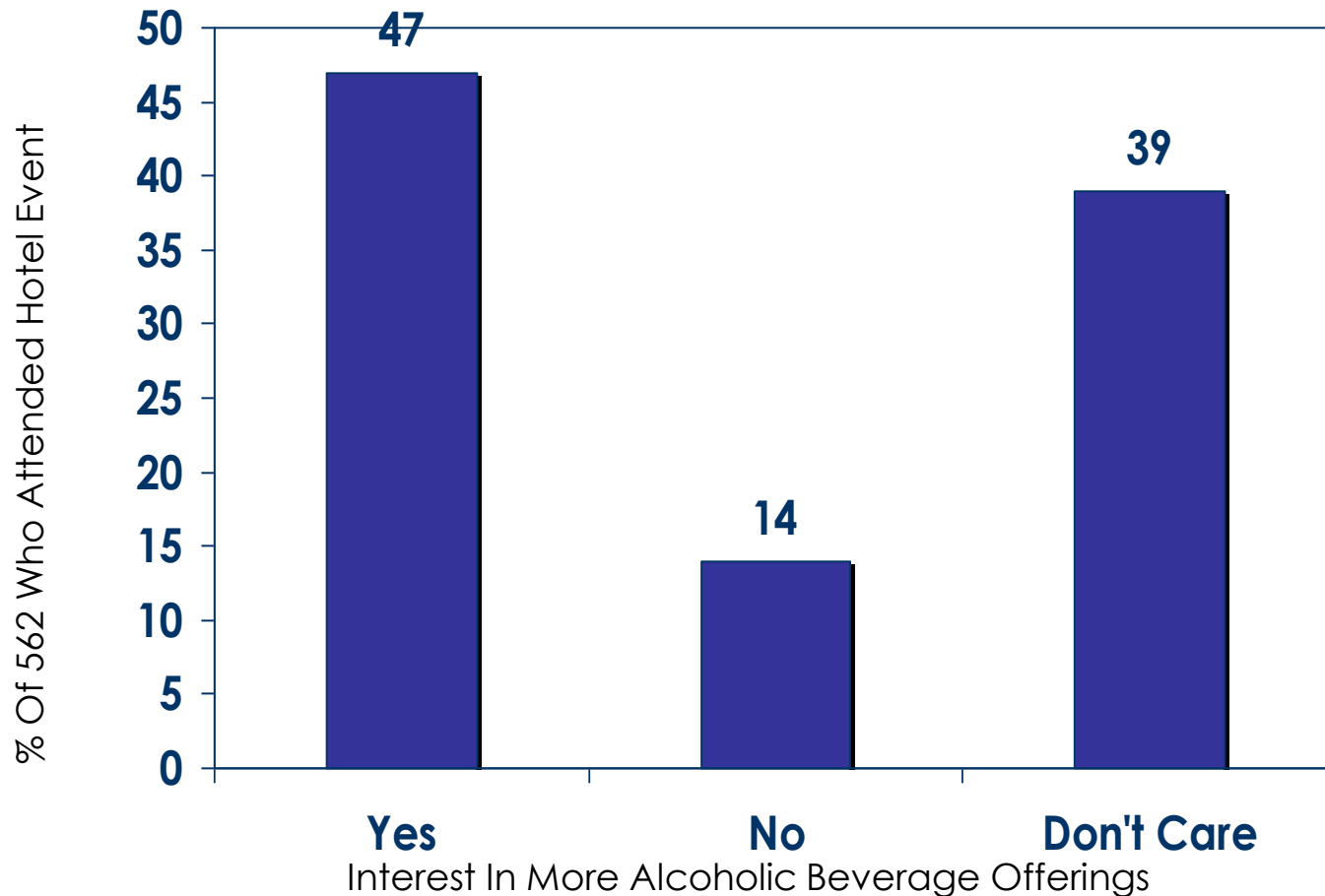
Ability To Buy Desired Drinks At Open Bar

Nearly 40% Of Guests Said That They Can Not Purchase The Drinks That They Want At An Open Bar.



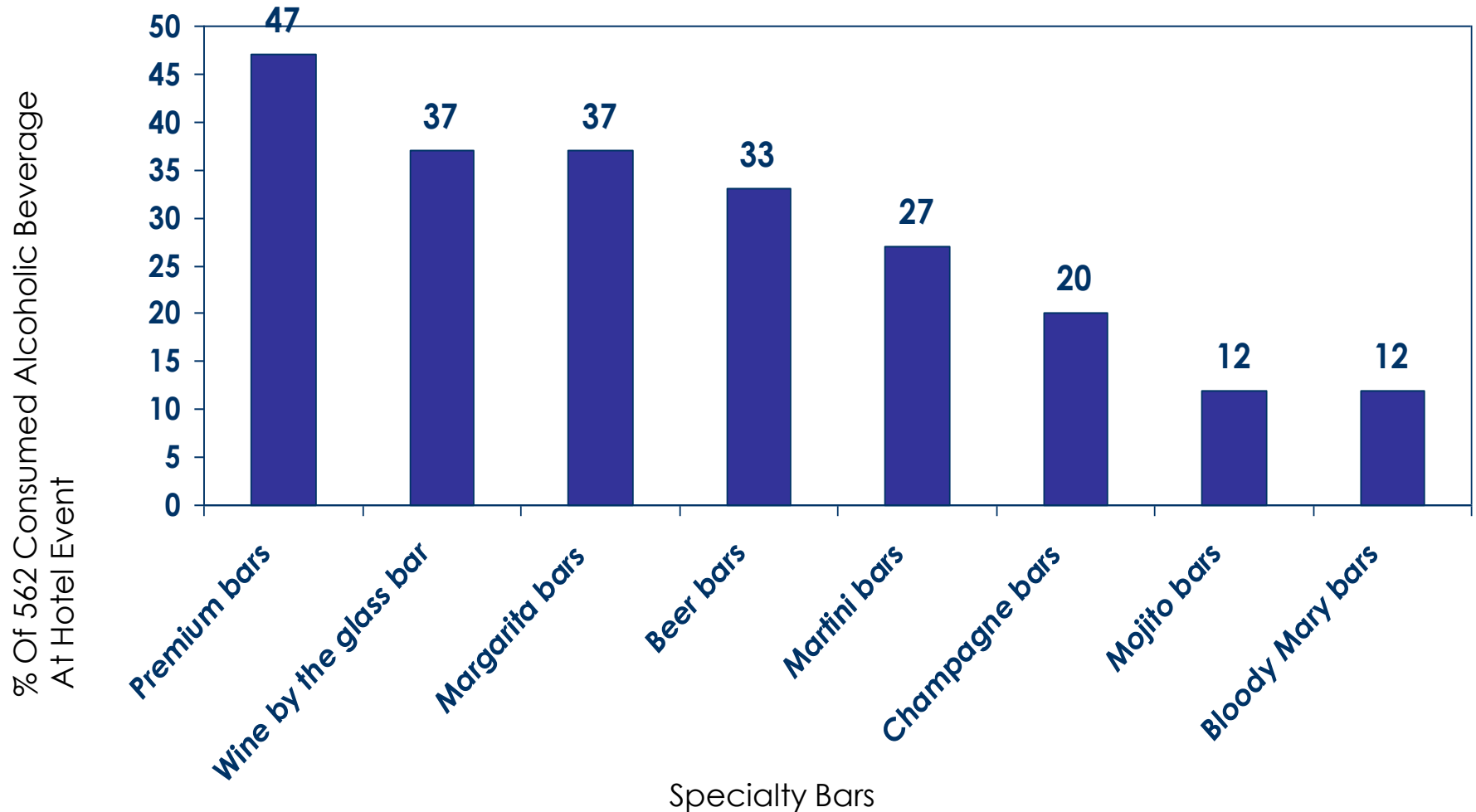
Interest In More Alcoholic Beverage Offerings

Almost Half Indicate That They Are Interested In More Beverage Alcohol Offerings At The Events They Attended.



Types Of Specialty Bars Like To See

Almost 50% Show An Interest In A Premium Bar. 37% Indicate By Wine By The Glass, And Margarita Bars, Followed By Beer Bars.



Event Improvements

Event Improvements	Mentions
<i>Better Alcoholic Beverage Selection</i>	34
Better Event Planning	34
Better Food Selection	31
Better Service	30
Prices	28
Quality of Food Better	17
More Wait staff	15
Food	13
Better Atmosphere	10
Decor	10
Parking	6
Specialty Drinks	6
Cleaner	5



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Hotel Catering Employee Study

Conducted By:

 **NextLevel**Marketing

November, 2009

Contents

- Study Background
- Respondent Profiles
- Hotel Catering Staffing
- Hotel Catering Event Summary
- Beverage Alcohol Summary
- Event Budgets & Up-selling
- Bartender Insights
- Event Promotion

Study Background

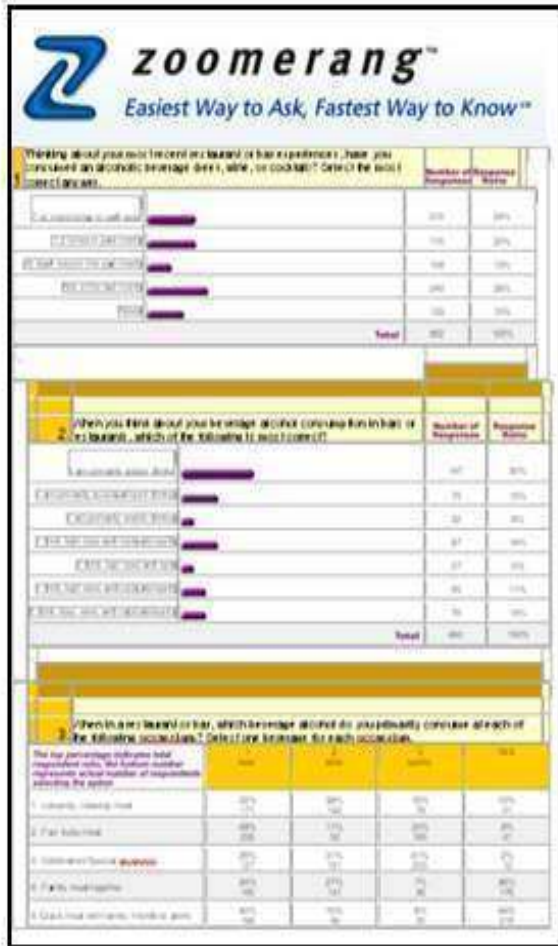
Study Objectives

- Conduct a study to provide valuable insights into the unique challenges and opportunities in the Hotel Catering segment.
- Collect Hotel Catering insights directly from Hotel Catering sales and operations professionals through a quantitative, custom on-line survey.
- Use the key learnings from the study to help Beam Global be the preferred beverage partner at the unit level.

Employee Study Objectives

- Conduct a study to provide valuable insights into the unique challenges and opportunities in the Hotel Catering segment.
- Collect Hotel Catering insights directly from Hotel Catering sales and operations professionals through a quantitative, custom on-line survey.
- Use the key learning's from the study to help Beam Global be the preferred beverage partner at the unit level.

Study Methodology



- Custom on-line consumer research conducted by Next Level Marketing in November, 2009.
- The study includes 203 hotel catering professionals from many of the top hotel companies throughout the country.
- At over 200 respondents, this study is statistically significant at the 90% confidence level.
- NACE partnered in the study by sending survey invitations to their members.

Respondent Profiles

Hotel Employer

- 58% of respondents work for the major hotel brands listed with 42% working for other hotels.
- The top hotel brands reflected in the study include:
 - Hilton
 - Marriott
 - Intercontinental
 - Hyatt
 - Westin

Hotel Brand	%
Hilton	16%
Marriott	12%
InterContinental	8%
Hyatt	7%
Westin	4%
Sheraton	3%
Columbia Sussex	2%
Interstate	1%
Gaylord	1%
Wyndham	1%
Four Seasons	1%
Kimpton	1%
The Radisson	1%
Other	42%

Hotel Catering Job Function

The Hotel Catering respondents included both the Sales and Operations functions.

Function	%
Operations	14%
Sales	86%

Catering Facility Location

The respondents represent a diverse group of Hotel types ranging from Urban properties to Beach Resorts.

Property Type	%
Urban	30%
Convention Center	26%
Suburban	22%
Golf Resort	9%
Airport	7%
Beach Resort	6%

Catering Facility Location

The respondents are geographically dispersed throughout the U.S. with some international representation.

Region	%
West	28%
Southeast	24%
Northeast	19%
Southwest	15%
Midwest	13%
Outside of U.S.	1%

Hotel Catering Experience

The respondents are very experienced Hotel Catering professionals with nearly 75% having over 5 years of experience and 50% having over 10 years of experience.

Years Of Experience	%
Under 1 year	2%
1 - 3 years	7%
3 - 5 years	18%
5 - 10 years	23%
10+ years	50%

Number Of Hotels Worked At

The majority of the respondents have worked at multiple Hotels throughout their careers with over half having worked at 3 or more hotels.

Number Of Hotels	%
1	21%
2	21%
3	25%
4+	33%

Hotel Management Type

Half of the respondents come from Corporate units with the other half split almost equally between Franchise and Independent units.

Management Type	Percent
Corporate	50%
Independent	28%
Franchise	23%

Key Takeaways – Respondent Profiles

- Respondents represent the Sales and Operations functions of a diverse group of Hotel types throughout the U.S. ranging from Urban properties to Beach Resorts.
- The respondents are very experienced Hotel Catering professionals with nearly 75% having over 5 years of experience and 50% having over 10 years of experience.
- The majority of the respondents have worked at multiple Hotels throughout their careers with over half having worked at 3 or more hotels.
- Half of the respondents come from Corporate units with the other half split almost equally between Franchise and Independent units.

Hotel Catering Staffing

Hotel Catering Wait staff Size

The study respondents report that the average size of their Catering Wait staff is 27.

Number Catering Wait staff	Percent
5 – 10	16%
11 – 20	25%
21 – 30	22%
31 – 40	12%
41 – 50	3%
Over 50	22%

Hotel Catering Sales Staff Size

The study respondents report that the average size of their Catering Sales Staff is 4.

Number Catering Sales Staff	Percent
1 - 5	83%
6 - 10	11%
11 - 15	2%
16 - 20	1%
21 - 25	1%
Over 25	2%

Catering Operations Staff Size

The study respondents report that the average size of their Catering Operations Staff is 9.

Number Catering Operations Staff	Percent
1 - 5	49%
6 - 10	21%
11 - 15	5%
16 - 20	5%
21 - 25	5%
Over 25	14%

Greatest Hotel Catering Challenges

The respondents were asked to identify the greatest Hotel Catering challenges on an open-ended basis and a variety of staffing challenges dominated the list.

Greatest Hotel Catering Challenges
Staffing, qualified, trained, reliable, execution, language barriers
Communication
Economy

Key Takeaways – Hotel Catering Staffing

- The study respondents report that the following average staff sizes at their Hotels:
 - Catering Wait staff: 27
 - Catering Sales Staff: 4
 - Catering Operations Staff: 9
- The respondents were asked to identify the greatest Hotel Catering challenges on an open-ended basis and a variety of staffing challenges dominated the list.

Hotel Catering Event Summary

Number Events Per Year

The average respondent manages over 600 events per year with a third managing over 1,000 events.

Number of Functions	Percent
25 - 50	1%
51 - 100	3%
100 - 199	10%
200 - 299	9%
300 - 399	10%
400 - 499	6%
500 - 599	11%
600 - 699	6%
700 - 799	4%
800 - 899	5%
900 - 999	2%
1000 +	32%

Number Of Banquet Rooms

The respondents indicated that the average Hotel has about 15 banquet rooms.

Number Of Banquet Rooms	Percent
1 - 5	17%
6 - 10	22%
11 - 15	17%
16 - 20	15%
21 - 25	8%
Over 25	21%

Hotel Catering Event Types

Business Meetings/Conventions account for the majority of Hotel Catering events followed by Weddings/Showers.

Event Type	0 - 10%	11 - 20%	21 - 30%	31 - 40%	41 - 50%	51 - 60%	61 - 70%	71 - 80%	81 - 90%	91 - 100%
Business Meetings / Conventions	4%	4%	10%	15%	22%	19%	17%	6%	2%	0%
Weddings / Showers	29%	23%	25%	11%	3%	4%	1%	0%	2%	1%
Family Events (Retirements, Birthdays, Bar Mitvahs)	66%	17%	9%	3%	3%	0%	1%	0%	0%	0%
Seasonal Holiday Events	64%	21%	10%	1%	2%	0%	1%	0%	0%	1%

Key Takeaways – Catering Event Summary

- The average respondent manages over 600 events per year with a third managing over 1,000 events.
- The respondents indicated that the average Hotel has about 15 banquet rooms.
- Business Meetings/Conventions account for the majority of Hotel Catering events followed by Weddings/Showers.

Beverage Alcohol Summary

Events With Beverage Alcohol Service

On average, just over 40% of Hotel Catering events feature beverage alcohol service.

Percent Include Alcoholic Beverages	Percent
0 - 10%	4%
11 - 20%	9%
21 - 30%	24%
31 - 40%	14%
41 - 50%	15%
51 - 60%	8%
61 - 70%	8%
71 - 80%	7%
81 - 90%	7%
91 - 100%	3%

Open Or Cash Bar

Open Bars are booked slightly more than cash bars at Hotel Catering events.

Events Feature Alcoholic Beverage	Percent	
	Open Bar	Cash Bar
0 - 10%	5%	17%
11 - 20%	11%	16%
21 - 30%	16%	13%
31 - 40%	10%	7%
41 - 50%	8%	11%
51 - 60%	6%	10%
61 - 70%	14%	12%
71 - 80%	12%	12%
81 - 90%	16%	1%
91 - 100%	2%	1%

Cocktail Party Events

On average, 33% of Hotel Catering events are or feature Cocktail Parties.

Cocktail Party Events	Percent
0 - 10%	16%
11 - 20%	22%
21 - 30%	20%
31 - 40%	15%
41 - 50%	5%
51 - 60%	5%
61 - 70%	7%
71 - 80%	4%
81 - 90%	4%
91 - 100%	1%

Event Feature Cocktail Stations

On average, only 20% of Hotel Catering Events feature stations with Cocktails.

Cocktail Party Stations	Percent
0 - 10%	43
11 - 20%	17
21 - 30%	16
31 - 40%	9
41 - 50%	2
51 - 60%	5
61 - 70%	3
71 - 80%	2
81 - 90%	1
91 - 100%	0

Special Beverage Requests

Over 90% of the respondents have had requests for specific spirit brands to be featured or served at the bar for their Events that feature beverage alcohol.

Special Beverage Requests	Percent
Yes	92%
No	8%

Most Requested Cocktails For Events

The most requested cocktails for Events are Specialty Martinis, Margaritas and Mojitos.

Most Requested Cocktails	Percent
Specialty Martini	73%
Margarita	40%
Mojito	33%
Bloody Mary	16%
Mimosas	14%
Frozen Drinks	8%
Other	9%

Most Requested Spirit Brands

Rank	Brand	Percent
1	Grey Goose	82%
2	Crown Royal	56%
3	Ketel One	55%
4	Jack Daniel's	52%
5	Patron	51%
5	Bombay Sapphire	47%
6	Absolut	45%
7	Captain Morgan	42%
8	Johnnie Walker	42%
9	Maker's Mark	42%
10	Tangeray	40%
11	Chivas Regal	40%
12	Bailey's	39%
13	Grand Marnier	38%
14	Kahlua	33%
15	Glenlivet	33%
16	Jose Cuervo	32%
17	Hennessey	32%
18	Dewar's	32%

Rank	Brand	Percent
19	Stolichnaya	30%
20	Bacardi	28%
21	Courvoisier	28%
22	Smirnoff	23%
23	Malibu	23%
24	Jameson	23%
25	Jim Beam	22%
26	Jagermeister	22%
27	Cointreau	21%
28	1800	19%
29	Beefeater	19%
30	Skyy	19%
31	Seagram's	18%
32	Knob Creek	16%
33	Remy Martin	15%
34	Midori	12%
35	Sauza	10%
36	Finlandia	9%

Cocktail Mixers Used For Events

Nearly half of the respondents indicate that pre-made mixers are used at their bars with about one-third using only fresh ingredients.

Cocktail Mixers	Percent
Pre-made mixers like Finest Call or Daily's	49%
Only fresh juices and fruits	35%
Don't know	16%

Key Takeaways – Beverage Alcohol Summary

- On average, just over 40% of Hotel Catering events feature beverage alcohol service with Open Bars booked slightly more than cash bars.
- On average, 33% of Hotel Catering events are or feature Cocktail Parties with only 20% featuring stations with Cocktails.
- Over 90% of the respondents have had requests for specific spirit brands to be featured or served at the bar for their Events that feature beverage alcohol.
- The most requested cocktails for Events are Specialty Martinis, Margaritas and Mojitos.

Event Budgets & Up-selling

Average Event Budget Per Head

The average event budget per head is \$54 with about one-third of the respondents reporting a budget over \$60.

Average Event Budget Per Head	Percent
\$10 - \$20	2%
\$21 - \$30	11%
\$31 - \$40	20%
\$41 - \$50	16%
\$51 - \$60	15%
\$61 - \$70	11%
\$71 - \$80	5%
\$81 - \$90	5%
\$91 - \$100	6%
Over \$100	8%

No Budget Restriction

On average, only about 10% of the events have no budget restrictions so budget is obviously an important discussion.

No Budget Restriction	Percent
0 - 10%	67%
11 - 20%	17%
21 - 30%	9%
31 - 40%	3%
41 - 50%	3%
51 - 60%	1%
61 - 70%	0%
71 - 80%	0%
81 - 90%	0%
91 - 100%	0%

Up-Selling Incentive Plans

Nearly two-thirds of the respondents report that their Hotels have up-selling incentives in place.

Up-sell Incentives	Percent
Yes	64%
No	36%

Up-Selling Incentive Effectiveness

Over 80% of the respondents consider their up-selling incentives to be somewhat to highly effective.

Incentive Effectiveness	%
Highly Effective	30%
Somewhat Effective	52%
Ineffective	13%
Somewhat Ineffective	4%
Highly Ineffective	1%

Most Requested Up-Sell Item

The most requested up-sell item for Hotel Catering Events are Signature Drinks with strong up-sell requests across all Beverage Alcohol products except Beer.

Most Requested Up-Sell Items	Percent
Signature Drinks	23%
Appetizers	20%
Wine	17%
Premium Bar	11%
Entrees	10%
Open Bar	9%
Dessert	6%
Premium Spirits Well	3%
Premium Spirits Backbar	1%
Beer	0%

Easiest Up-Sell Item To Sell

Appetizers are the easiest up-sell items to sell followed by Signature Drinks and Wine.

Easiest Up-Sell Item	Percent
Appetizers	33%
Signature Drinks	17%
Wine	14%
Premium Bar	10%
Entrees	10%
Dessert	9%
Open Bar	6%
Premium Spirits Backbar	1%
Premium Spirits Well	0%
Beer	0%

Easiest Up-Sell Items To Implement

Wine, Appetizers, Premium Bars and Signature Drinks are the easiest up-sell items to implement.

Easiest Up-Sell Item to Implement	Percent
Wine	22%
Appetizers	18%
Premium Bar	18%
Signature Drinks	16%
Open Bar	10%
Dessert	5%
Entrees	4%
Premium Spirits Well	3%
Beer	3%
Premium Spirits Backbar	1%

Most Profitable Up-Sell Items

The most Profitable Hotel Catering up-sell items are open bars, premium bars, signature drinks and wine.

Most Profitable Up-Sell Item	Percent
Open Bar	24%
Premium Bar	19%
Signature Drinks	19%
Wine	16%
Appetizers	9%
Premium Spirits Well	5%
Dessert	2%
Entrees	2%
Beer	2%
Premium Spirits Backbar	2%

Key Takeaways – Budgets & Up-Selling

- The average event budget per head is \$54 with about one-third of the respondents reporting a budget over \$60.
- Nearly two-thirds of the respondents report that their Hotels have up-selling incentives in place and they are considered to be effective.
- The following up-sell item information was reported:
 - Most requested up-sell item: Signature Drinks
 - Easiest to sell up-sell items: Appetizers
 - Most profitable up-sell items: Open & Premium Bars

Bartender Insights

Bar Bottlenecks Or Congestion

On average, only about 20% of the respondents report that they experience bottlenecks or congestion at the bar during their Events.

Experience Bar Congestion	Percent
0 - 10%	40%
11 - 20%	26%
21 - 30%	19%
31 - 40%	5%
41 - 50%	3%
51 - 60%	3%
61 - 70%	2%
71 - 80%	2%
81 - 90%	0%
91 - 100%	0%

Number Of Bartenders Per 100 Guests

Most of the respondents staff their Events with 1-2 Bartenders per 100 Guests.

Number of Bartenders per 100 people	Percent
1	63%
2	33%
3	4%
4	0%
5	0%
6	0%
7	0%
8	0%
9	0%
10 plus	0%

Bartender Skill Level

Most of the respondents consider their bartenders to be well trained enough to make sophisticated cocktails that require advance techniques like muddling.

Bartender Skills	Percent
Yes	67%
No	33%

Outside Mixologist

Nearly 75% of the respondents have Not worked with outside mixologists but the majority of those that have worked with mixologists have had positive experiences.

Outside Mixologist	Percent
I have not worked with them before	73%
I have worked with them before with good results	23%
I have worked with them before with bad results	4%

Staff Beverage Training

Only 38% of the respondents consider the beverage training that their staff receives to be above average or outstanding - 62% consider it to be average or less.

Staff Beverage Training	Percent
Outstanding	8%
Above Average	30%
Average	47%
Below Average	14%
Poor	2%

Key Takeaways – Bartender Insights

- Bottlenecks or congestion at the bar during events was not seen as a major issue with most respondents staffing their events at 1-2 Bartenders per 100 Guests.
- Most respondents consider their bartenders to be well trained enough to make sophisticated cocktails but most consider their training quality to be average or less.
- Nearly 75% of the respondents have Not worked with outside mixologists but the majority of those that have worked with mixologists have had positive experiences.

Event Promotion

Promotional Tools Accessible

The respondents indicate they have a wide array of promotional tools available to them led by food tastings, website, photos and the chef/kitchen.

Tools Accessible	Percent
Food tastings	92%
Website	85%
Photos	83%
Chef/Kitchen	83%
Wine tastings	60%
Sales office displays	51%
Presentation books	50%
Cocktail tastings	38%
Beer tastings	34%
In office video	26%

> Opportunity

Props Available For Events

The respondents indicate they have a wide array of props available to them led by portable bars, décor, lighting, signage and plants.

Props Available	Percent
Portable Bars	79%
Décor	59%
Lighting	55%
Signage	52%
Plants	50%
Special Glassware	44%
None of the above	6%

> Opportunity

Promotion Of Custom / Signature Drinks

75% of the hotels surveyed promote custom / signature drinks at their Events.

Promote Custom/Signature Drinks	Percent
Yes	75%
No	25%

Custom Drink Promotions

The top ways that Signature drinks are promoted at Hotel Catering Events are signage, drink stations, menus and server suggestion.

Custom Drink Promotion	Percent
Signage	69%
Drink Station	56%
Menu	51%
Server Suggestion	43%

Custom / Signature Drink Preparation

Nearly 60% of the custom / signature drinks served at Hotel Catering Events are created individually but over 40% are pre-batched.

Custom / Signature Drink Execution	Percent
Created Individually	57%
Pre-Batched	43%

Custom Drink Menus

Nearly all of the hotels in the survey are able to create their own custom drink menus in-house for their events.

Create Custom Menus	Percent
Yes	99%
No	1%

Industry Partners

The respondents indicate that they work most closely with Wine, Spirit, Food and Beer supplier partners on their Events.

Industry Partners	Percent
Wine	58%
Spirit	51%
Food	47%
Beer	44%
Soft Drinks	23%
None of the above	32%

Themed Party Events

On average, only 20% of Hotel Catering Events feature a specific theme.

Theme Party	Percent
0 - 10%	34
11 - 20%	26
21 - 30%	16
31 - 40%	11
41 - 50%	3
51 - 60%	3
61 - 70%	2
71 - 80%	2
81 - 90%	1
91 - 100%	0

Event Planner Business

On average, only about 15% of Events are booked through event or party planners

Event/Party Planner Business	Percent
0 - 10%	48%
11 - 20%	24%
21 - 30%	13%
31 - 40%	6%
41 - 50%	4%
51 - 60%	2%
61 - 70%	0%
71 - 80%	0%
81 - 90%	0%
91 - 100%	1%

Key Takeaways – Event Promotion

- The respondents have a wide array of promotional tools and decorative props available to them.
- 75% of the hotels surveyed promote custom / signature drinks at their Events and they promote them with signage, drink stations, menus and server suggestion.
- Nearly 60% of the custom / signature drinks served at Hotel Catering Events are created individually but over 40% are pre-batched.
- Nearly all of the hotels in the survey are able to create their own custom drink menus in-house for their events.