

COVID-19 COURSE CORRECTION – THE NEW NORMAL FOR ON-PREMISE BUSINESSES

THE BIG PICTURE

Due to local stay-at-home orders across the country because of coronavirus, bars and restaurants are quickly adapting their beverage programs to be able to fulfill delivery or curbside pickup orders — a completely new way of working for even the most-seasoned hospitality professionals.

This unprecedented reality means bar managers must get creative in crafting a new product menu ideal for at-home consumption, including adopting products typically suited for retail, like small and large sizes.

Here are some tips and tools for your how to make the most of this new normal.

SPIRIT SIZES

Consider sizes typically sold at retail.



The minis are ideal for at-home, single-serve cocktails. The **375s are easy to transport** with delivery orders, and consumers are more likely to try a new spirit if the size commitment is minimal.

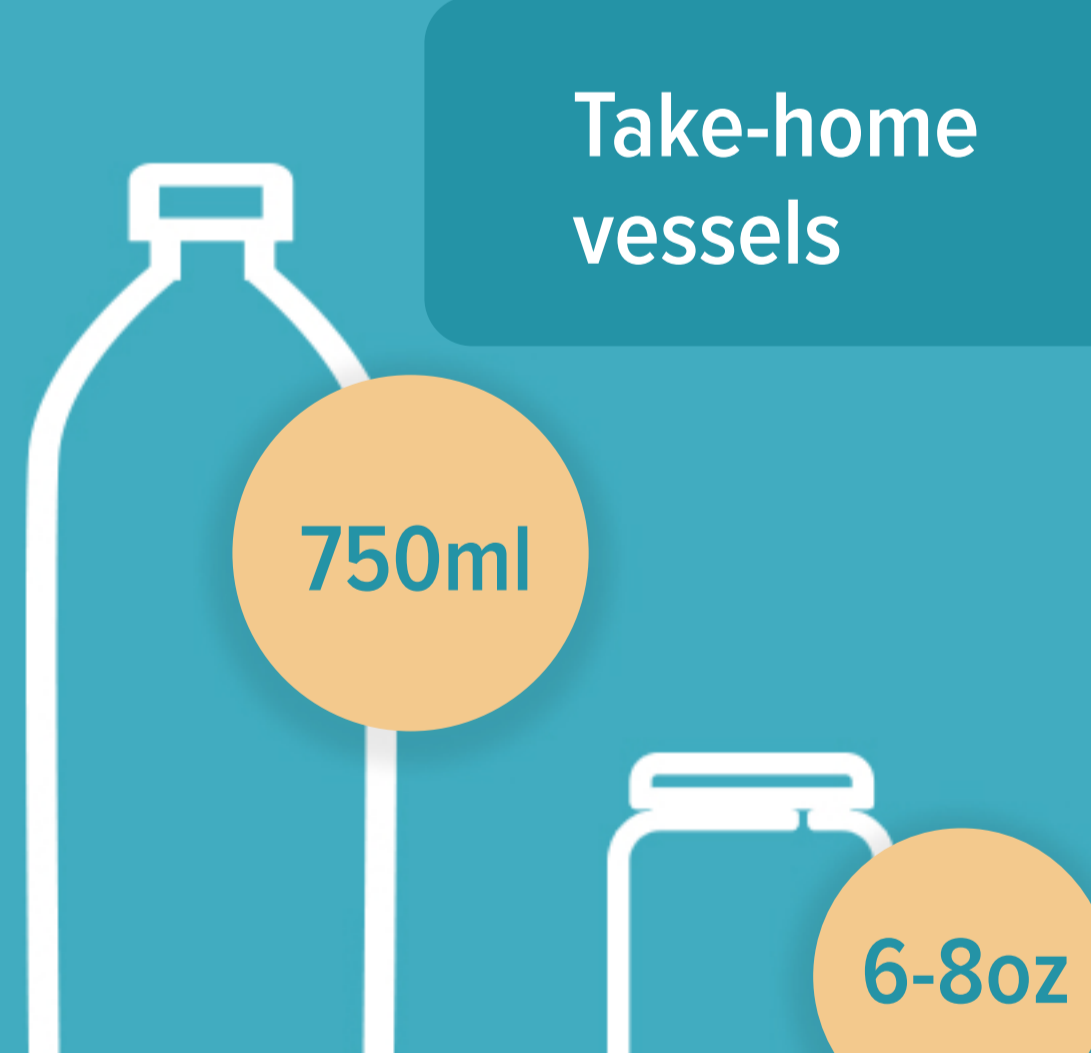
ALTERNATIVE WINE PACKAGING



Portable packaging, such as **cans or tetra paks**, are ideal for delivery, and require little-to-no at-home prep for the customer. **Large format wines** will play well with customers wanting to share with their live-in partners, or for those simply wanting more than one glass.

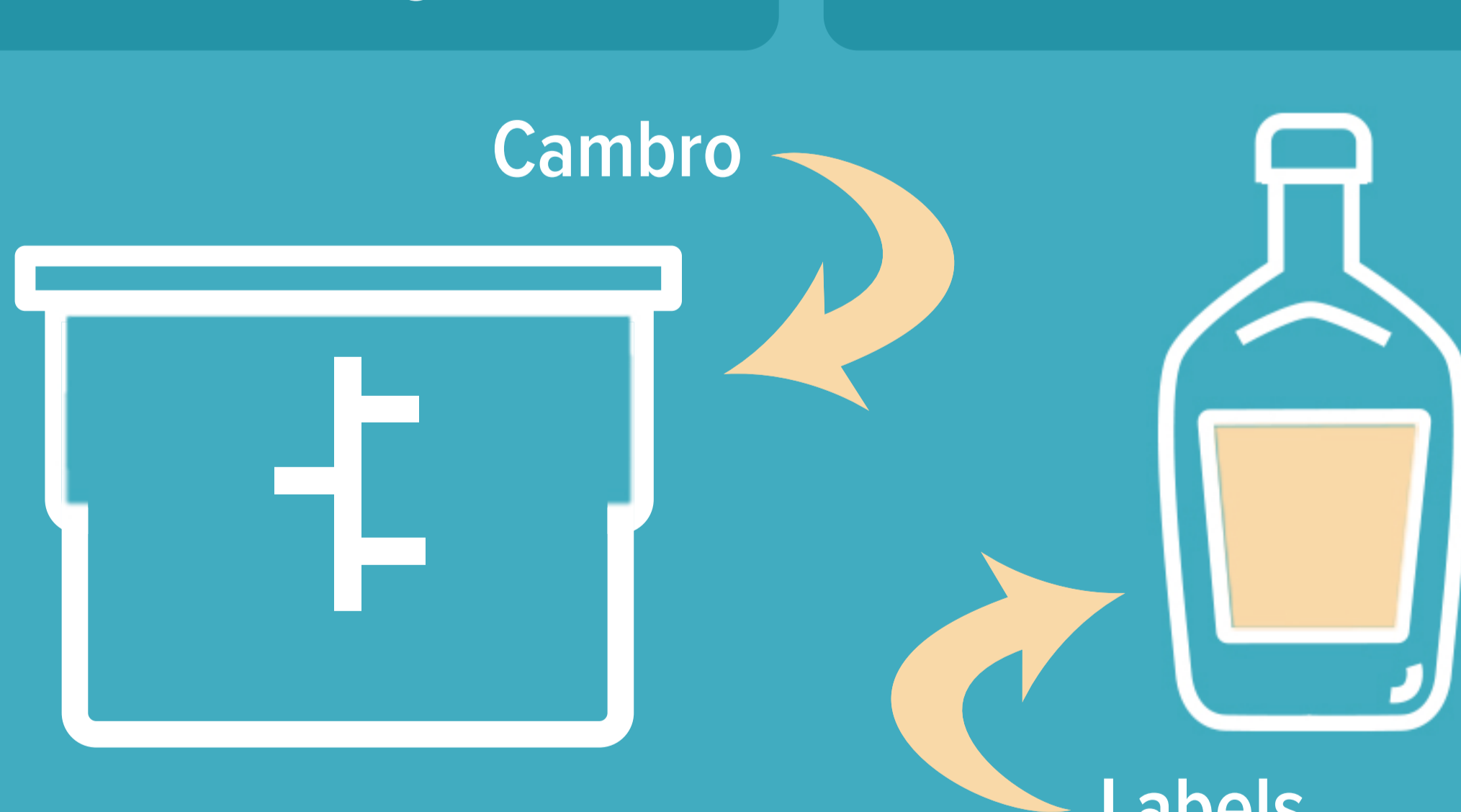
BATCHING COCKTAILS*

Executing a pre-bottled cocktail program, by way of batching, will require **a variety of tools and to-go packaging.**



Large food container for batching

Labels that indicate best-by date



COCKTAIL KITS*

To-go cocktail kits are an easy way to provide customers an **opportunity to make their own drinks at home.** Just provide the ingredients and recipe.



**If legally permitted*

This communication contains suggestions only. Please check with your state regulator to ensure that your sales are legally permissible.