



SPORTS & ENTERTAINMENT
ADULT BEVERAGE GUIDE

FEB. 2019 - JAN. 2021



The Adult Beverage Program Guide should be followed at all venues as indicated by the program column except for where venue sponsorships or client initiatives specifically conflict. Please make sure to communicate all alcohol venue sponsorships to Jeanette Rolla at jeanette@imiagency.com

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CORE

Must have representation within the venue where brands do not specifically conflict with existing venue sponsorship. Available in general and/or premium concessions, clubs, suites, restaurants and on catering menus.

SUPPLIER	BRAND	CATEGORY
Anheuser-Busch	Budweiser	Domestic
	Bud Light	Domestic
	Michelob Ultra	Domestic
	Stella Artois	Import
	Goose Island	Craft Beer
Boston Beer Company	Samuel Adams Boston Lager	Craft Beer
	Samuel Adams Seasonal	Craft Beer
	Samuel Adams Sam '76	Craft Beer
	Angry Orchard Cider	Specialty
Constellation Brands	Corona Extra	Import
	Corona Light	Import
	Modelo Especial	Import
	Modelo Negro	Import
Heineken USA	Heineken	Import
	Dos Equis	Import
	Heinken 0.0	Non Alcoholic
Lagunitas Brewing	Lagunitas IPA	Craft
Miller Coors	Miller Lite	Domestic
	Coors Light	Domestic
	Blue Moon	Craft
	Leinenkugel Summer Shandy	Craft



APPROVED/REGIONAL SELECTIONS

Brands to be offered in premium (suites, clubs, restaurants, catering) and specialty concessions areas, where it fits for pricing strategies and programming, driving per cap and incremental revenue at higher price points.

SUPPLIER	BRAND	CATEGORY
Anheuser-Busch	Budweiser Amber Lager	Craft
	Spiked Coastal Frescas	Specialty
Boston Beer Company	Twisted Tea	Specialty
	Truly Spiked & Sparkling	Specialty
Constellation Brands	Corona Premier	Import
	Corona Refresca	Specialty
	Pacifico	Import
	Ballast Point	Craft
Heineken USA	Tecate	Import
Lagunitas	Lagunitas Sumpin' Easy	Craft
Mark Anthony Brands	White Claw Hard Seltzers	Specialty
Miller Coors	Cape Line	Specialty
Sierra Nevada	Sierra Nevada Pale Ale	Craft
	Hazy Little Thing	Craft

BEER



REGIONAL BEER SUGGESTIONS

The map is divided into six color-coded regions, each with a callout box listing recommended beer brands. Arrows point from the callout boxes to their respective regions on the map.

- PACIFIC NORTHWEST** (Light Blue): BALLAST POINT, STELLA ARTOIS, FORT ST. MERRILL, FAT TIRE.
- MIDWEST** (Dark Blue): STELLA ARTOIS, FAT TIRE, SELECT 55, MICHELLEB ULTRA, LEINENKUGEL'S.
- NORTHEAST / MID ATLANTIC** (Light Blue): STELLA ARTOIS, MICHELLEB ULTRA, NEGRA MODELO, LEINENKUGEL'S, FOSTER'S, MODELO Especial, DOS EQUIS XX.
- WEST** (Red): MICHELLEB ULTRA, FAT TIRE, STELLA ARTOIS, SHINER BOCK, NEGRA MODELO, SELECT 55, FOSTER'S, FORT ST. MERRILL, MODELO Especial, DOS EQUIS XX, BALLAST POINT.
- SOUTHWEST** (Orange): MICHELLEB ULTRA, FAT TIRE, DOS EQUIS XX, NEGRA MODELO, SHINER BOCK, STELLA ARTOIS, MODELO Especial, BALLAST POINT.
- SOUTHEAST** (Yellow): MODELO Especial, LEINENKUGEL'S, DOS EQUIS XX, MICHELLEB ULTRA, FOSTER'S, STELLA ARTOIS, MICHELLEB SELECT, SELECT 55, NEGRA MODELO.

WINE

Tier 1 Wine

- Opening offer at all locations
- House pour in restaurants, catering menus, base offering on suites menu
- 187 ml bottles offered on portables where wine is offered, and if hawking wine

SUPPLIER	BRAND	VARIETAL	APPELLATION	PROGRAM
Constellation Brands	Woodbridge by Robert Mondavi	Cabernet Sauvignon	California	MLB/NFL/Arenas
	Woodbridge by Robert Mondavi	Chardonnay	California	MLB/NFL/Arenas
	Woodbridge by Robert Mondavi	Merlot	California	MLB/NFL/Arenas
	Woodbridge by Robert Mondavi	Pinot Grigio	California	MLB/NFL/Arenas
	Woodbridge by Robert Mondavi	White Zinfandel	California	MLB/NFL/Arenas
E&J Gallo	Canyon Road	Cabernet Sauvignon	California	CC
	Canyon Road	Chardonnay	California	CC
	Canyon Road	Pinot Grigio	California	CC
	Canyon Road	Pinot Noir	California	CC
	Dark Horse	Rose	California	All
	Alamos	Malbec	Mendoza, Argentina	All
	Barefoot Spritzers	Sangria, Moscato, Rose		All
Ste. Michelle	Chateau Ste. Michelle	Riesling	Columbia Valley, WA	All
Terlato	Riondo	Prosecco	Veneto, Italy	All

Specialty Cans *Available in single serve 250 mL and double serve 375 mL

SUPPLIER	BRAND	VARIETAL	APPELLATION	PROGRAM
Union Wine Co.	Underwood	Rose	Oregon	All
	Underwood	Bubbles	Oregon	All
	Underwood	Pinot Noir	Oregon	All
	Underwood	Pinot Gris	Oregon	All

Tier 2 Wine

- Top performing wines in each category
- Upsell opportunity from tier 1
- Expected to be offered at premium/club bars, restaurants, suites/clubs and on catering menus

*Tier 2 offerings apply to all venue programs

SUPPLIER	BRAND	VARIETAL	APPELLATION
Constellation Brands	Hidden Crush	Cabernet Sauvignon	Central Coast, CA
	Dreaming Tree	Cabernet Sauvignon	California
	Tom Gore	Chardonnay	California
	Ravage	Cabernet Sauvignon	California
	Dreaming Tree	Chardonnay	California
	Diseno	Malbec	Argentina
	Robert Mondavi Special Selection	Merlot	Central Coast, CA
	Ruffino	Pinot Grigio	Delle Venezie, IGT
	Mark West	Pinot Noir	California
	Dreaming Tree Crush	Red Blend	California
<i>Charles Smith Wines</i>	The Velvet Devil	Merlot	Washington State
	Eve	Chardonnay	Washington State
	Kung Fu Girl	Riesling	Washington State
	Boom Boom!	Syrah	Washington State
Delicato Vineyards	Z Alexander Brown, Uncaged	Cabernet Sauvignon	California
	Z Alexander Brown, Uncaged	Chardonnay	California
	Z Alexander Brown, Uncaged	Pinot Noir	California
	Z Alexander Brown, Uncaged	Red Blend	California
E&J Gallo	William Hill	Chardonnay	Central Coast, CA
	Ecco Domani	Pinot Grigio	Delle Venezie, Italy
	La Marca	Prosecco	Italy
	Apothic	Red Blend	California
	Whitehaven	Sauvignon Blanc	Marlborough, NZ
J.Lohr Vineyards & Wines	J. Lohr Seven Oaks	Cabernet Sauvignon	Paso Robles, CA
	J.Lohr Riverstone	Chardonnay	Paso Robles, CA
Wade Cellars	Three by Wade	Rose	California
		Red Blend	California



Tier 2 (continued)

SUPPLIER	BRAND	VARIETAL	APPELLATION
Jackson Family Wines	Kendall Jackson Vintner's Reserve	Cabernet Sauvignon	California
	Kendall Jackson Vintner's Reserve	Chardonnay	California
	Kendall Jackson Vintner's Reserve	Rose	California
	La Crema	Chardonnay	Monterey, CA
	La Crema	Pinot Noir	Monterey, CA
Moët Hennessy	Chandon California Brut Classic	Sparkling	Napa Valley, CA
Pernod Ricard	Campo Viejo Rioja	Tempranillo	Spain
Ste. Michelle	14 Hands	Merlot	Columbia Valley, WA
	Erath	Pinot Noir	Oregon
Terlato	Federalist	Cabernet Sauvignon	Lodi, CA
	Federalist	Chardonnay	Sonoma County, CA
	Federalist	Red Blend	North Coast, CA
The Wine Group	McManis	Petite Sirah	California
Treasury	Lyric by Etude	Pinot Noir	Central Coast, CA
	Matua	Pinot Noir	Marlborough, NZ
	Matua	Rose	Marlborough, NZ
	Matua	Sauvignon Blanc	Marlborough, NZ
	19 Crimes Collection	Red Blend	Napa Valley, CA

Tier 3 Wine

- Top performing wines in each category
- Upsell opportunity from tier 2
- Expected to be offered at premium/club bars, restaurants, suites/clubs and on catering menus

* Tier 3 offerings apply to all venue programs

SUPPLIER	BRAND	VARIETAL	APPELLATION
Brown Forman	Russian River Ranches	Chardonnay	Sonoma Coast, CA
Constellation Brands	Meiomi	Pinot Noir	Napa Valley, CA
	Meiomi	Rose	Napa Valley, CA
	Kim Crawford	Sauvignon Blanc	Marlborough, NZ
	Franciscan Estate	Cabernet Sauvignon	Napa Valley, CA
	Saved	Red Blend	California
Delicato Vineyards	Three Finger Jack	Cabernet Sauvignon	Lodi, CA
E&J Gallo	MacMurray Estate	Pinot Noir	Central Coast, CA
	Fleur de Mer	Rose	Provence, France
	Orin Swift Blank Stare	Sauvignon Blanc	Russian River Valley, CA
Moët Hennessy	Moët & Chandon Imperial	Champagne	Epernay, France
	Veuve Clicquot Brut	Champagne	France
The Mark Wine Group	Hess Collection, Allomi	Cabernet Sauvignon	Napa Valley, CA
	King Estate	Pinot Gris	Williamette Valley, OR
The Wine Group	Trapiche Medalla	Malbec	Argentina
Treasury	Stags' Leap	Chardonnay	Napa Valley, CA
	Penfold's	Shiraz Cabernet	South Australia

ALTERNATIVE FORMATS



Alternative Formats

*Available if venue has equipment or would like to arrange to have onsite

SUPPLIER	BRAND	VARIETAL	FORMAT
Delicato Vineyards	Bota Box	All Varietals	Boxed Wine
Constellation Brands	SIMI	Cabernet Sauvignon	Keg
	SIMI	Sauvignon Blanc	Keg
	Diseno	Malbec	Keg
	Dreaming Tree Crush	Red Blend	Keg
	Nobilo	Sauvignon Blanc	Keg
	Estancia	Pinot Grigio	Keg
	Estancia	Chardonay	Keg
	Franciscan	Chardonay	Keg
	Mark West	Pinot Noir	Keg
E&J Gallo	MacMurray	Pinot Noir	Keg
	William Hill	Chardonay	Keg
	Dark Horse	Chardonay	Keg
	Dark Horse	Cabernet Sauvignon	Keg

SPS - SUPER PREMIUM SPECIALTY

SPS – Super Premium Specialty

Should be featured on restaurant, suites and catering menu specialty or reserve wine lists.
Appropriate for VIP areas and owner's suites

*SPS selections apply to all venue programs.

*Additional wine consultation and suggestions for Super Premium Specialty Wines available by request. Email Jeanette at jeanette@imiagency.com

SUPPLIER	BRAND	VARIETAL	APPELLATION
Constellation Brands	Robert Mondavi Oakville	Cabernet Sauvignon	Napa Valley, CA
	Mt. Veeder Reserve	Red Blend	Napa Valley, CA
	The Prisoner	Red Blend	Napa Valley, CA
E&J Gallo	Orin Swift Machete	Red Blend	California
	Orin Swift Abstract	Red Blend	California
Moët Hennessy	Dom Perignon	Champagne	Epernay, France
Terlato	Chimney Rock	Cabernet Sauvignon	Stags Leap District, CA
Treasury	Stags' Leap, The Investor	Red Blend	Napa Valley, CA

WINE BY VARIETAL TABLE

BUBBLES

BRAND	VARIETAL	APPELLATION	TIER	NATIONAL AVG PRICE	SUPPLIER
Moët & Chandon Imperial	Champagne	Epernay, France	3	46.00	Moët Hennessy
Veuve Clicquot Brut	Champagne	France	3	51.00	Moët Hennessy
Dom Perignon Vintage	Champagne	Epernay, France	SPS	152.00	Moët Hennessy
Riondo	Prosecco	Veneto, Italy	1	9.75	Terlato
La Marca	Prosecco	Italy	2	10.50	E&J Gallo
Chandon California Brut Classic	Sparkling	Napa Valley, CA	2	18.00	Moët Hennessy

WHITES

BRAND	VARIETAL	APPELLATION	TIER	NATIONAL AVG PRICE	SUPPLIER
Woodbridge by Robert Mondavi	Chardonnay	California	1	5.00	Constellation Brands
Canyon Road	Chardonnay	California	1	4.50	E&J Gallo
Tom Gore	Chardonnay	California	2	7.50	Constellation Brands
Dreaming Tree	Chardonnay	California	2	8.50	Constellation Brands
Eve	Chardonnay	Washington State	2	9.50	Constellation Brands
Z Alexander Brown, Uncaged	Chardonnay	California	2	11.20	Delicato Vineyards
William Hill	Chardonnay	Central Coast, CA	2	9.00	E&J Gallo
J.Lohr Riverstone	Chardonnay	Arroyo Seco Monterey, CA	2	9.10	J.Lohr Vineyards & Wines
Kendall Jackson Vintner's Reserve	Chardonnay	California	2	9.50	Jackson Family Wines
La Crema	Chardonnay	Monterey, CA	2	11.00	Jackson Family Wines
Federalist	Chardonnay	Sonoma County, CA	2	12.00	Terlato
Sonoma Cutrer, Russian River Ranches	Chardonnay	Sonoma Coast, CA	3	14.25	Brown Forman
Stags' Leap	Chardonnay	Napa Valley, CA	3	18.00	Treasury
Woodbridge by Robert Mondavi	Pinot Grigio	California	1	5.00	Constellation Brands
Canyon Road	Pinot Grigio	California	1	4.50	E&J Gallo
Ruffino	Pinot Grigio	Delle Venezie, IGT	2	6.50	Constellation Brands
Ecco Domani	Pinot Grigio	Delle Venezie, Italy	2	7.50	E&J Gallo
King Estate	Pinot Gris	Williamette Valley, OR	3	12.50	The Mark Wine Group
Chateau Ste. Michelle	Riesling	Columbia Valley, WA	1	6.75	Ste. Michelle
Kung Fu Girl	Riesling	Washington State	2	9.50	Constellation Brands
Whitehaven	Sauvignon Blanc	Marlborough, NZ	2	12.00	E&J Gallo
Matua	Sauvignon Blanc	Marlborough, NZ	2	8.50	Treasury
Kim Crawford	Sauvignon Blanc	Marlborough, NZ	3	12.50	Constellation Brands
Orin Swift Blank Stare	Sauvignon Blanc	Russian River Valley, CA	3	23.50	E&J Gallo

WINE BY VARIETAL TABLE

ROSE & PINKS

BRAND	VARIETAL	APPELLATION	TIER	NATIONAL AVG PRICE	SUPPLIER
Dark Horse	Rose	California	1	6.00	E&J Gallo
Kendall Jackson Vintner's Reserve	Rose	California	2	9.50	Jackson Family Wines
Matua	Rose	Marlborough, NZ	2	8.50	Treasury
Meiomi	Rose	Napa Valley, CA	3	12.50	Constellation Brands
Fleur de Mer	Rose	Provence, France	3	12.00	E&J Gallo
Woodbridge by Robert Mondavi	White Zinfandel	California	1	5.00	Constellation Brands
Three by Wade	Rose	California	2	15.00	Wade Cellars

REDS

BRAND	VARIETAL	APPELLATION	TIER	NATIONAL AVG PRICE	SUPPLIER
Woodbridge by Robert Mondavi	Cabernet Sauvignon	California	1	5.00	Constellation Brands
Canyon Road	Cabernet Sauvignon	California	1	4.50	E&J Gallo
Hidden Crush	Cabernet Sauvignon	Central Coast, CA	2	8.50	Constellation Brands
Dreaming Tree	Cabernet Sauvignon	California	2	8.50	Constellation Brands
Ravage	Cabernet Sauvignon	California	2	7.50	Constellation Brands
Z Alexander Brown, Uncaged	Cabernet Sauvignon	California	2	11.20	Delicato Vineyards
J. Lohr Seven Oaks	Cabernet Sauvignon	Paso Robles, CA	2	10.75	J.Lohr Vineyards & Wines
Kendall Jackson Vintner's Reserve	Cabernet Sauvignon	California	2	9.50	Jackson Family Wines
Federalist	Cabernet Sauvignon	Lodi, CA	2	12.00	Terlato
Franciscan Estate	Cabernet Sauvignon	Napa Valley, CA	3	20.00	Constellation Brands
Three Finger Jack	Cabernet Sauvignon	Lodi, CA	3	15.00	Delicato Vineyards
Hess Collection, Allomi	Cabernet Sauvignon	Napa Valley, CA	3	13.00	The Mark Wine Group
Robert Mondavi Oakville	Cabernet Sauvignon	Napa Valley, CA	SPS	49.50	Constellation Brands
Chimney Rock,	Cabernet Sauvignon	Stags Leap District, CA	SPS	70.00	Terlato
Alamos	Malbec	Mendoza, Argentina	1	7.50	E&J Gallo
Diseno	Malbec	Argentina	2	7.50	Constellation Brands
Trapiche Medalla	Malbec	Argentina	3	14.00	The Wine Group
Woodbridge by Robert Mondavi	Merlot	California	1	5.00	Constellation Brands
Robert Mondavi Special Selection	Merlot	Central Coast, CA	2	6.50	Constellation Brands
The Velvet Devil	Merlot	Washington State	2	9.50	Constellation Brands
14 Hands	Merlot	Columbia Valley, WA	2	7.50	Ste. Michelle
McManis	Petite Sirah	California	2	9.00	The Wine Group
Canyon Road	Pinot Noir	California	1	4.50	E&J Gallo
Mark West	Pinot Noir	California	2	7.50	Constellation Brands

WINE BY VARIETAL TABLE CONT.

REDS (continued)

BRAND	VARIETAL	APPELLATION	TIER	NATIONAL AVG PRICE	SUPPLIER
Z Alexander Brown, Uncaged	Pinot Noir	California	2	11.20	Delicato Vineyards
La Crema	Pinot Noir	Monterey, CA	2	11.00	Jackson Family Wines
Erath	Pinot Noir	Oregon	2	12.00	Ste. Michelle
Lyric by Etude	Pinot Noir	Central Coast, CA	2	13.00	Treasury
MacMurray Estate	Pinot Noir	Central Coast, CA	3	16.00	E&J Gallo
Meiomi	Pinot Noir	Napa Valley, CA	3	12.50	Constellation Brands
Matua,	Pinot Noir	Marlborough, NZ	2	8.50	Treasury
Dreaming Tree Crush	Red Blend	California	2	8.50	Constellation Brands
Three by Wade	Red Blend	California	2	35.00	Wade Cellars
Z Alexander Brown, Uncaged	Red Blend	California	2	11.20	Delicato Vineyards
Apothic	Red Blend	California	2	8.50	E&J Gallo
Federalist	Red Blend	North Coast, CA	2	12.00	Terlato
19 Crimes Collection	Red Blend	Napa Valley, CA	2	8.50	Treasury
Saved	Red Blend	California	3	12.50	Constellation Brands
Mt. Veeder Reserve	Red Blend	Napa Valley, CA	SPS	31.00	Constellation Brands
The Prisoner	Red Blend	Napa Valley, CA	SPS	30.00	Constellation Brands
Orin Swift Machete	Red Blend	Napa Valley, CA	SPS	33.50	E&J Gallo
Orin Swift Abstract	Red Blend	Saint Helena, CA	SPS	25.50	E&J Gallo
Stags' Leap, The Investor	Red Blend	Napa Valley, CA	SPS	26.50	Treasury
Penfold's	Shiraz Cabernet	South Australia	3	14.50	Treasury
Boom Boom!	Syrah	Washington State	2	11.50	Constellation Brands
Campo Viejo Rioja	Tempranillo	Spain	2	8.75	Pernod Ricard



Tier 1 Spirits

- These brands should be the opening offer (well pour) wherever spirits are approved for sale
- Expected to be offered at permanent & portable concessions bars, in restaurants, suites, clubs & on catering menus

SUPPLIER	BRAND	CATEGORY
Bacardi USA	Martini & Rossi Vermouth	Cordial
	Bombay Original	Gin
	Dewar's White Label	Imported Whiskey/Scotch
Beam Suntory	Jim Beam	Bourbon
	DeKuyper Flavors	Cordial
	Cruzan Light	Rum
	Sauza Blue 100% Silver	Tequila
Constellation	SVEDKA	Vodka
DIAGEO	Seagram's 7	American Whiskey
Pernod Ricard	Malibu	Coconut Rum
Sazerac	Fireball	Cinnamon Whisky

Tier 2 Spirits

- Premium, top performing spirits in their category
- These brands and additional offerings give the opportunity to upsell from Tier 1
- Expected to be offered at premium/club bars, in restaurants, suites/clubs and on catering menus

SUPPLIER	BRAND	CATEGORY
Bacardi USA	St Germain Elderflower Liqueur	Cordial
	Bombay Sapphire	Gin
	Bacardi Superior	Rum
	Bacardi Cuatro	Rum
Beam Suntory	Maker's Mark	Bourbon
	Courvoisier VS	Cognac
	Pinnacle	Vodka
Brown Forman	Jack Daniel's	American Whiskey
	Jack Daniel's Honey	American Whiskey
	Jack Daniel's Fire	American Whiskey
	Chambord	Cordial
	Jack Daniel's Rye	Rye
	El Jimador	Tequila



Tier 2 Spirits (continued)

SUPPLIER	BRAND	CATEGORY
Davos	Aviation	Gin
DIAGEO	Baileys	Cordial
	Tanqueray	Gin
	Captain Morgan Original Spiced	Rum
Disaronno	Disaronno Amaretto	Cordial
E&J Gallo	Rumhaven	Coconut Rum
	Camarena	Tequila
	New Amsterdam	Vodka
Pernod Ricard	Kahlúa	Cordial
	Beefeater	Gin
	Jameson	Irish Whiskey
	ABSOLUT	Vodka
	ABSOLUT Citron	Vodka
	ABSOLUT Mandrin	Vodka
Proximo	1800 Silver	Tequila
	Cuervo Especial	Tequila



Tier 3 Spirits

- Ultra-Premium, top performing spirits in their category
- These brands and additional offerings give the opportunity to upsell from Tier 2
- Expected to be offered at premium/club bars, restaurants, suites/clubs and on catering menus

SUPPLIER	BRAND	CATEGORY
Bacardi USA	D'usse VSOP	Cognac
	Bacardi 8	Rum
	Cazadores Reposado	Tequila
	Patrón Silver	Tequila
	Grey Goose	Vodka
Beam Suntory	Knob Creek	Bourbon
	Toki Japanese	Whisky
	Knob Creek	Rye
	Hornitos, Sauza	Tequila
Brown Forman	Woodford Reserve	Bourbon
DIAGEO	Bulleit Bourbon	Bourbon
	Crown Royal	Canadian Whisky
	Crown Royal Vanilla	Canadian Whisky
	Crown Royal Apple	Canadian Whisky
	Johnnie Walker Black	Scotch Whisky
	Ketel One	Vodka
	Ketel One Botanicals Cucumber & Mint Peach & Orange Blossom Grapefruit & Rose	Vodka
Moët Hennessy	Hennessy VS	Cognac
	Belvedere	Vodka
Pernod Ricard	The Glenlivet 12 Year Old	Imported Whiskey/Scotch
	Del Maguey Vida	Mezcal
	ABSOLUT Elyx	Vodka
Proximo	Old Camp Peach Pecan	American Whiskey
	Stranahan's	American Whiskey
	Proper No Twelve	Irish Whiskey
Tito's	Tito's Handmade Vodka	Vodka
William Grant & Sons	Hendrick's	Gin

SPECIALTY COCKTAILS

Specialty Cocktails – Ready to Drink

- These selections deliver a premium bar-quality experience in any location
- Feature craft cocktails in areas where space is limited or add to existing packaged alcohol stands
- Increase speed of service and deliver a consistent and efficient cocktail experience

SUPPLIER	OFFERING
On the Rocks	Old Fashioned
	Cosmopolitan
	Jalapeno Pineapple Margarita
	Classic Margarita
	Mai Tai
	Aviation
Blue Marble	Mojito
	Greyhound
	Moscow Mule
	Vodka Soda
Constellation	Svedka Seltzers
Bacardi USA	Oakheart & Cola
Beam Suntory	Sauza Agua Fuerte
	Jim Beam Citrus Highball
	Jim Beam & Cola
	Jim Beam & Gingerale
E & J Gallo	High Noon Sun Sips Watermelon
	High Noon Sun Sips Black Cherry
	High Noon Sun Sips Pineapple
	High Noon Sun Sips Grapefruit



Premium Non-alcoholic Mixers

- We've partnered with two world class suppliers of premium mixers to create an extensive cocktail recipe library and mixology solution for all of your game day and special event needs.



Q Mixers

Q Mixers make the world's best carbonated mixers – spectacular beverages crafted to enhance the finest spirits with bold flavor and more carbonation. Far less sweet, so the subtleties of spirits shine through with no artificial ingredients.

- Q Indian Tonic Water
- Q Elderflower Tonic
- Q Ginger Beer
- Q Grapefruit

Full list of available products available at <https://qmixers.com/>



MONIN GOURMET FLAVORINGS

Monin Gourmet Flavorings is the world's leading producer of the finest flavored syrups, gourmet sauces, fruit purees and fruit smoothie mixes available. A great way to add color and unique flavoring to your cocktails.

- Monin Syrups
- Monin Fruit Purees
- Monin Beverage Concentrates
- Monin Concentrated Flavors

Full list of available products available at <https://www.monin.com/us/products>



BEER EDUCATION GUIDE

Boston Beer Company Beer Education Guide

BEER STYLES

Lagers – Crisp, Clean

Lagers use bottom fermenting yeast at cooler temperatures, and are stored over several weeks. The cooler temperature and aging impart smoother, subtler flavors and aromas than most ales.

EXAMPLES: Amber Lager, Pilsner, Bock.

Ales – Fruity, Complex

Ales use top-fermenting yeast and ferment at warmer temperatures over a relatively short time. Ales have a wide variety of colors, aromas, tastes and strengths.

EXAMPLES: Pale Ale, India Pale Ale (IPA), Witbier, American Wheat Ale, Stout, and Porter.

INGREDIENTS

Hops – The soul of the beer

Hops give beer its bitter characteristics to balance the sweetness of the malt. Hops are used for aroma or bittering, which is determined by the type of hop and when it is added to the boiling process. Hops impart unique aromas and flavors which are characteristics of the regions in which they were grown.

American West Coast Hops impart aromas from piney and citrus to resinous and spicy.

German Hops are floral and spicy with a delicate citrus aroma.

English Hops impart herbal and woody notes.

OTHER INGREDIENTS INCLUDED



Malted Barley – The backbone of the beer

Malted barley gives beer its color and sweetness. The quality and quantity of malt make a significant difference in both the appearance and taste of the beer.

Caramel 60 Malt imparts soft toasty aroma and deeper caramel sweetness with a brilliant amber color.

Munich Malt is a deep amber colored malt that contributes mild sweetness and toasty flavor to beers like Oktoberfests.

Chocolate Malt is a sharp roasted malt that gives acidic coffee-like flavor to dark beers like porters and stouts.

Yeast – The magic of beer

Yeast is the key to unlocking the magic in beer (it converts sugar into alcohol!) Yeast varieties are unique to different beer brands and styles.

Water – The core of the beer

Water makes it all possible. Otherwise, we would be drinking a hoppy loaf of bread. Water from most any source can be calibrated to complement the flavor profile of the beer style.

Others

Wheat creates a delicate and soft mouthfeel and helps with head retention. Wheat is often complimented with fruit and or spices.

Coriander is pleasantly spicy with distinct citrus aroma and clean finish.

Nitrogen creates a velvety smooth mouthfeel without the sting of carbonation.

Grapefruit can be added in the kettle to impart a tart, sharp character. The juice is added right before filtration for a big, grapefruit juiciness that rounds out the touch of bitterness from the peel and hops.

Orange Peel can be added to intensify citrus aroma and refreshing flavor.

Honey is a common addition to beers looking to balance beer with sweetness.

Rye can be used in small amounts to create a bold and grainy flavor.



HOW TO CREATE A WINE MENU

<https://bubblyprofessor.com/2012/02/07/miss-janes-top-ten-tips-for-wine-lists-2/>
<http://iamwaitress.com/3-ways-to-improve-your-wine-menu/>

A great wine list is helpful, organized and user friendly. It doesn't make the assumption that your guest is wine savvy, it is easy to use for novices and pros alike.

THREE THINGS TO CONSIDER:

Proper Pricing by the Glass & Bottle
Progressive Flavor Listing and Suggested Varietals
Explain Your Wines

LISTING:

Make your wine lists progressive by flavor, not by price.

EXAMPLE:

- Sparkling Wines & Champagne
From Dry to Sweet
- White Wines
From Light and Bright to Bold and Sweet
- Red Wines
From Light to Full-Bodied

PRICING:

Whatever you purchased the bottle for should be what you charge for a glass of that wine. There are times when the bottle price is more than what you may want to charge your guests for one glass of wine, and there is wiggle room. But typically, you want to get the by the glass (BTG) as close as possible to the bottle wholesale cost. Guests should see the economical value of buying a bottle vs glasses and operators will in turn have the value of less service time spent by bartenders or servers and the sale made upfront.

Standard 750 mL bottle = Four 6 oz glasses of wine

Multiply the glass price by 4, minus \$1

EXAMPLE: Sonoma Cutrer Chardonnay @ \$14.50 per bottle $\$14.50 \times 4 - 1 = \57.00



SPARKLING WINE:

Dry, Lean & Zesty | Most NV (non-vintage Champagne), Cava, Brut, Extra Brut, Brut Nature

Light, Dry, Fruity & Floral | Most Brut and Extra-Dry Prosecco, Franciacorta,

Sparkling Rose, Riesling Sekt, Extra-Dry Sparkling Wines

Sweet & Perfumed | Most Dry Prosecco, Demi-Sec and Doux Sparkling Wines, Italian Sparkling Wines, Asti Spumante

Your wine list should include 2- 4 sparkling wines ranging in dryness level.

Cava and/or Brut (Bold these)

Proseccos and/or Sparkling Rose (Bold these)

Champagne (Bold)

Degrees of sweetness are disclosed on the label and range from the nectar-like “doux” to the bone dry “brut nature,” by way of “demi-sec,” “sec,” “extra-dry,” “brut” and “extra-brut.”

Did you know... Many people use the word champagne to indiscriminately describe any wine with bubbles. But in reality, champagne accounts for only a fraction of sparkling wines sold worldwide. By definition, true champagne is only produced in the Champagne region of France. Different types of sparkling wine like prosecco, cava, crémant, moscato, and lambrusco comprise the rest of the market. And while each bears some likeliness to champagne (i.e., they all fizz, thanks to varying amount of carbon dioxide captured in the wine), there are distinct and important difference among them based on the region and grape varietal used to produce.

WHITE & RED WINES:

Depending on the size of the venue space, your wine list may be more complex than others. However, all premium outlets should have brands from the below categories on their menu, in the following order.

Riesling

Pinot Grigio

Sauvignon Blanc

Chardonnay

2 from U.S.

(California, Washington or Oregon)

1-2 Imported

(France, Italy, Chile, Argentina, Spain)

Rose

Merlot

Cabernet Sauvignon

1-2 U.S.

1-2 Imported

Red Blend

Pinot Noir

1-2 from U.S.

(California or Oregon)

SUGGESTED

**ADD-ONS WHERE
SPACE ALLOWS:**

Moscato, Sangiovese, Zinfandel,
Syrah/Shiraz

*See charts for help identifying
what category wines fall into on
the following page.



WINE BY THE BOTTLE

To expand adult beverage offerings with a specific focus on premium wine in concessions, we have developed a wine by the bottle program. This initiative outlines the opportunity to drive per cap by offering higher quality wine to fans in non-premium areas in a souvenir vessel. Venues can introduce selling wine by the bottle in branded carafes at existing packaged beer or full bar locations. Contact Jeanette for custom signage and more information.

Two people with valid IDs necessary for purchase

SUGGESTED MENU LAYOUT

Feature 1 red and 1 white wine at the entry level/Tier 1 price category wine at \$40 - \$50 per bottle.

Example

- Robert Mondavi Pinot Grigio
- Robert Mondavi Cabernet

Feature at minimum, 2 red and 2 white wines in the mid-level/Tier 2 category by the bottle at \$52 - \$65 per bottle.

Example

- Matua Sauvignon Blanc
- La Crema Chardonnay
- Dark Horse Rose
- Erath Pinot Noir
- 14 Hands Merlot
- Alamos Malbec
- Federalist Red Blend

Feature 2-4 wines in the high-level/Tier 3 category at \$68 - \$75 per bottle.

Example

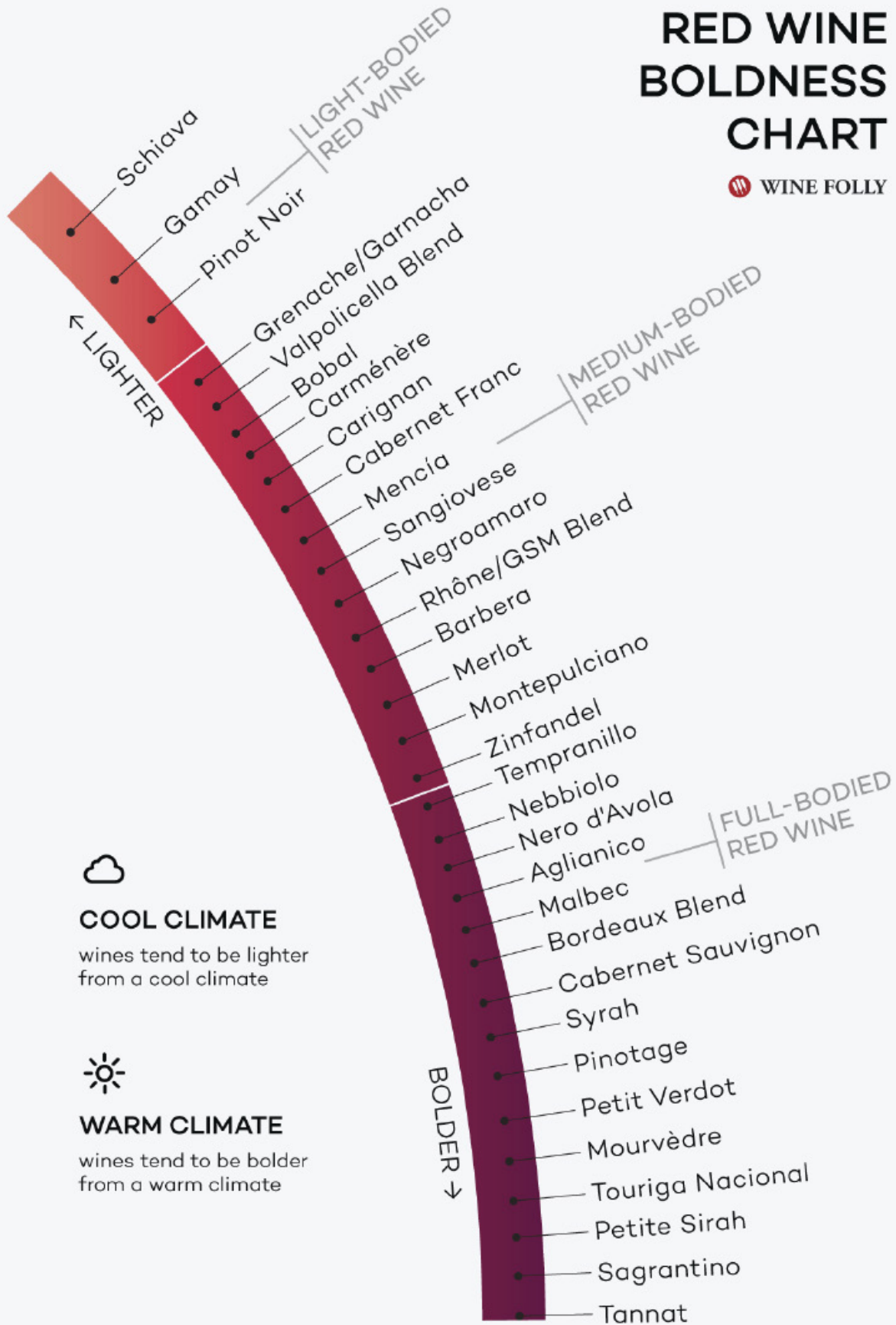
- Sonoma Cutrer, Russian River Ranches Chardonnay
- Kim Crawford Sauvignon Blanc
- Three Finger Jack Cabernet Sauvignon
- MacMurray Estate Pinot Noir





RED WINE BOLDNESS CHART

WINE FOLLY



WINE

WHITE WINE CHART

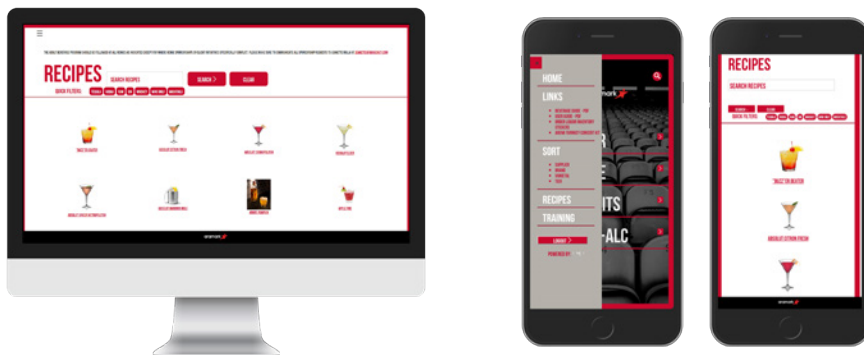


<https://winefolly.com/review/beginners-white-wines-list/>

MIXOLOGY RESOURCES

Login to the [iManageBeverage](#) site to access our recipe library with mixology classified by spirit type, type of drink, specific spirit and additional options in the mocktail and wine only cocktail categories.

All recipes can be scaled/batched for large scale production - contact Jeanette and allow a 24-48 hour turnaround.



Additional mixology sites for reference

<https://www.monin.com/us/recipes>

<https://www.liquor.com/hub/cocktail-recipes/>

ANY QUESTIONS?

Contact Jeanette at jeanette@imiagency.com or visit the beverage site for tasting notes at [iManageBeverage](#)