

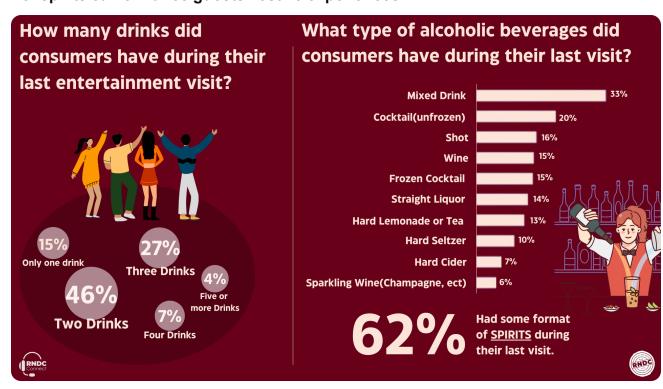
Happy Holidays Georgia!





A Toast 🅂 to the Holidays - Spirits at Eater-tainment

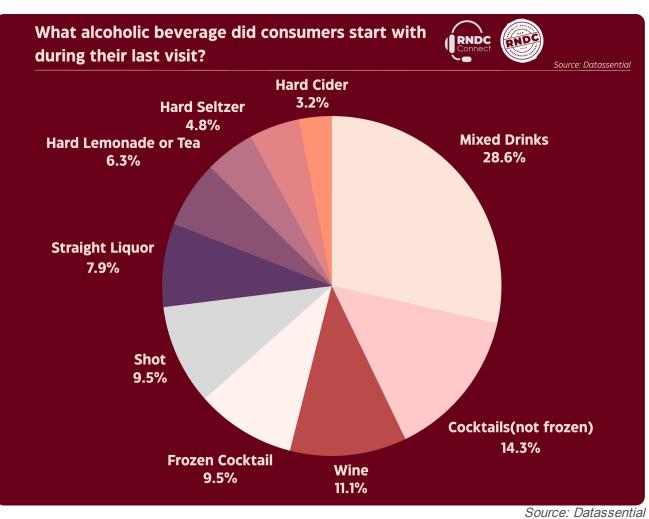
During the holiday season, many gather at eatertainment venues, presenting a prime opportunity to promote wine and spirits. About 62% of patrons prefer spirits, including mixed drinks and cocktails, compared to 52% who favor beer. This trend suggests targeted marketing strategies emphasizing the versatility and enjoyment of spirits can enhance guests' festive experiences.



Almost 50% of guests at entertainment dining venues indulge in more than one drink, with 38% opting for three or more. Among those who order an extra drink, 74% select the same type of beverage.

To Leverage This Behavior:

- Provide incentives for customers making repeat purchases, like discounts on their second or third drink.
- Highlight loyalty programs that acknowledge and reward guests for their repeat
- business. • Make sure that popular beverages are readily available and consistently wellstocked.



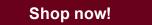




Sources: @Redisetpour, Instagram; LCBO

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Champagne 101

History



Dating back to the 1st century, Romans cultivated vines and produced wine in the Champagne region. By the 9th century, Champagne became notable for French Kings' coronations at Reims Cathedral, increasing its popularity. By the 13th century, still Champagne was traded with English, Spanish, and Italian merchants, expanding its acclaim across Europe.

How is it made?

- Grapes: Hand-picked, primarily Chardonnay, Pinot Noir, and Meunier.
- Still wine: Grapes are pressed into still wine.
- Second fermentation: Yeast and sugar added,
- creating bubbles. Aging: Aged for at least 12 months on "lees" for
- complexity. • **Riddling:** Bottles rotated to move yeast to the neck. Disgorging: Bottles frozen to trap yeast deposits for •
- removal. • Dosage: Sugar and wine added before sealing.



Sources: WineCountry.com



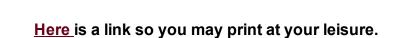




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