



# Beverage Program Announcement

<b>Program:</b>	<b>Breast Cancer &amp; Halloween</b>
<b>Concept:</b>	Bubba Gump's
<b>Property List (States):</b>	Unit list attached Landry's Inc Domestic Operated location.
<b>Program Start Date:</b>	10/1/2025
<b>Program End Date:</b>	10/31/2025
<b>Marketing Announcement Date:</b>	10/1/2025
<b>Do not communicate with restaurants before this date:</b>	9/14/2025
<b>Restaurant Training Dates:</b>	Week leading up to rollout
<b>Menu uploaded to restaurant website? Y/N</b>	No. Will have stanchions/ table tents, social running
<b>Supplier to assist w/ Training? Y/N</b>	No
<b>Contact Information for this project:</b>	
BevOps: Mitchie Kanda ( <a href="mailto:mkanda@houlihans.com">mkanda@houlihans.com</a> ) External Marketing: PHCP	
<b>Additional information</b>	
<b>Supplier &amp; Distributor Notification:</b>	
<b>Date of Notification:</b>	Already notified
<b>Supplier Notified:</b>	DIAGEO, Bacardi USA Inc, American Beverage, Tito's Handmade Vodka, Lucas Bols, Serralles
<b>Major Distributors Notified:</b>	RNDC SGWS SPEC'S BREAKTHRU REYES

Attach:

Cc: [lflores@ldry.com](mailto:lflores@ldry.com)

VP Approval: \_\_\_\_\_