

Beverage Program Announcement

Program:	Fall 2026 Core Liquor & Beer
Concept:	<i>Morton's The Steakhouse</i>
Property List (States):	<i>See Attached</i>
Program Start Date:	9/30/26
Program End Date:	4/15/27
Marketing Announcement Date:	9/30/26
Do not communicate with restaurants before this date:	9/10/26
Restaurant Training Dates:	Ongoing
Menu uploaded to restaurant website? Y/N	Y
Supplier to assist w/ Training? Y/N	Y
Contact Information for this project:	
BevOps: John Maraffa (jmaraffa@ldry.com) External Marketing: IMI - Celeste Dinos (celeste@imiagency.com)	
Additional information	
Supplier & Distributor Notification:	
Date of Notification:	8/3/26
Supplier Notified:	AB INBEV, ATHLETIC BREWING CO., BACARDI, BEAM SUNTORY, BMO, BOLs, BOSTON BEER, BRANCA USA, BROWN FORMAN, CAMPARI, CLASE AZUL, CONSTELLATION, CUT ABOVE, DIAGEO, DISARONNO, DOS HOMBRES, DUVEL, EDRINGTON, FREDERICK WILDMAN, GALLO, GARRISON BROS, HEAVEN HILL, HEINEKEN, HOTALING, INFINIUM, LAGUNITAS, MARUSSIA, MAST-JAEGERMEISTER, MHUSA, MOLSONCOORS, NEW BELGIUM/DISTINGUISHED VINTNERS, OPICI, PERNOD RICARD, PRESTIGE, PROXIMO, REMY COINTREAU, SAZERAC, SIRE SPIRITS, TEQUILENO, TERLATO, THE PATHFINDER, TITO'S, WHEELHOUSE, WHISTLEPIG, WILLIAM GRANT, WOLF SPIRIT, ZAMORA
Major Distributors Notified:	SGWS, Reyes, BBG, Johnson Bros., Spec's

Attach:

Cc: lflores@ldry.com

VP Approval: _____