

Beverage Program Announcement

Program:	Fall 2026 Power Hour
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:	Brown Forman, Disaronno, Angostura, Gallo, Sazerac, Bols, ABM, Tito's, Red Bull, William Grant, Campari, Oak Ridge, Southern Starz, ABInBev, Heineken, MolsonCoors, Lagunitas, Diageo, Athletic
Major Distributors Notified:	SGWS, Reyes, BBG, Johnson Bros., Spec's

Attach:

Cc: lflores@ldry.com

VP Approval: _____