



Beverage Program Announcement

Program:	Holiday Cocktails (Naughty & Nice)
Concept:	<i>Morton's The Steakhouse</i>
Property List (States):	<i>See Attached</i>
Program Start Date:	11/14/25
Program End Date:	12/31/25
Marketing Announcement Date:	11/1/5
Do not communicate with restaurants before this date:	N/A
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:	10/27/2025
Supplier Notified:	MHUSA, Lucas Bols, ABM, Demeine Estates, Fever-Tree
Major Distributors Notified:	RNDC, SGWS, Breakthru, Specs

Attach:

Cc: lflores@ldry.com

VP Approval: _____