



Beverage Program Announcement

Program:	Power Hour
Concept:	<i>Morton's The Steakhouse</i>
Property List (States):	<i>See Attached</i>
Program Start Date:	4/15/26
Program End Date:	10/15/26, approx..
Marketing Announcement Date:	4/1/26
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:	3/6/26
Supplier Notified:	Brown Forman, Disaronno, ZingZang, Gallo, Lucas Bols, Tito's, Red Bull, William Grant, Campari, ABM, Oak Ridge, AB InBev, Molson Coors, Heineken, Athletic
Major Distributors Notified:	SGWS, Breakthru, RNDC, Johnson Bros., Reyes, Specs

Attach:

Cc: lflores@ldry.com

VP Approval: _____