



Beverage Program Announcement

Program:	Liquor & Beer Core List
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:	2/23/26
Supplier Notified:	AB INBEV, ATHLETIC, BACARDI, BEAM SUNTORY, BMO Corp, Lucas BOLS, BOSTON BEER, BRANCA USA, BROWN FORMAN, CAMPARI, CLASE AZUL, CONSTELLATION, CUT ABOVE, DEUTSCH DIAGEO, DISARONNO, DOS HOMBRES, DUVEL, EDRINGTON, FREDERICK WILDMAN, GALLO, GARRISON BROS., HEAVEN HILL, HEINEKEN, HOTALING, INFINIUM, LAGUNITAS, MARUSSIA, MAST JAEGERMEISTER, MHUSA, MolsonCoors, NEW BELGIUM, OPICI, PERNOD RICARD, PRESTIGE, PROXIMO Spirits, REMY COINTREAU, SAZERAC, SIRE SPIRITS, EI TEQUILENO, TERLATO, THE PATHFINDER, TITO'S, UNCLE NEAREST, WHEELHOUSE, WHISTLEPIG, WILLIAM GRANT, WOLF SPIRIT, ZAMORA
Major Distributors Notified:	SGWS, Breakthru, RNDC, Johnson Bros., Reyes, Specs

Attach:

Cc: lflores@ldry.com

VP Approval: _____