



**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS & EVENT DESIGN MEET

**Elevating Your Food and Beverage Experience**

Paula R. Fenner, CPCE – The Adolphus  
Zach Byther, WSET III - RNDC

NACE National Association of Catering and Events

---

---

---

---

---

---

---

---



**Agenda**

- In today's session, we will discuss:
  - Current Food & Beverage Trends
  - Pairing Food & Beverage Basics and Guidelines
  - Consumer Insights

NACE EXPERIENCE July 16-19, 2017 | Houston, TX WHERE CULINARY ARTS & EVENT DESIGN MEET

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---



**Learning Objectives**

- During this session, attendees will learn to:
  - (please list topics here in a bulleted list)

NACE EXPERIENCE July 16-19, 2017 | Houston, TX WHERE CULINARY ARTS & EVENT DESIGN MEET

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

**Burgers and Burgundy**



The Mandarin Oriental Singapore's Burgers and Burgundy is a luxe take on the traditional fast food dining and features a curated Plate of three artisanal sliders. The bite sized burgers are paired with a signature wine that is said to enhance their flavor.

NACE EXPERIENCE July 16-19, 2017 | Houston, TX #NACEEXP17

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

---

---

**Gentlemanly Tea**



Stafford London is offering a unique tea experience that targets a male demographic with Whisky and Cigar pairings. It features a selection of fine teas and spirits like whiskies, gins and tonics.

NACE EXPERIENCE July 16-19, 2017 | Houston, TX #NACEEXP17

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

---

---

**World's Most Expensive Sandwich**



The world's most expensive Sandwich is set by NY eatery Serendipity 3. Priced at \$214, This sandwich is made with a rare Caciocavallo Podolico cheese that sits between two slices of French Pullman Bread. features Lobster, Truffle Oil & White Truffle spread and soaked in Dom Perignon.

NACE EXPERIENCE July 16-19, 2017 | Houston, TX #NACEEXP17

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

---

---



**Chocolate Pairing with Beer**



Milwaukee-based chocolate shop Indulgence Chocolatiers offers interactive pairing classes that teach participants how to pair different flavors.

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CATERING METS LOCAL MEET

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---


---

---

---

---

---



**Chocolate and Wine Pairings**



1. Obey the first rule of pairing wine and food
2. Aim to purchase quality chocolate for the purposes of wine and chocolate
3. Pair chocolate and wine according to The darkness of the chocolate
4. Look for wines with soft, rounded Tannins to pair with chocolate
5. Look for full-bodied wines to match to Strong, intense & heavy chocolates
6. Obey the rule of tasting from light to dark

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CATERING METS LOCAL MEET

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---

---

---

---

---

---



**Donut and Wine Pairings**



Leopard's Leap Family Vineyards offers Donut and Wine pairings that include sugar-dusted pastries that are seasonally flavored. These pastries are served alongside the Vineyard's signature Chardonnay Pinot Noir blend.

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CATERING METS LOCAL MEET

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---

---

---

---

---

---



### Candied Wine Pairings

Fine Wines are now being enjoyed in restaurants alongside sweets such as donuts and cakes. At home, consumers are even pairing their wine with store-bought confections such as candy bars and packaged cookies.

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO EXCELLENCE

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---

---

---

---

---

---



### Insect Wine Pairings

Normally when you think of things that go well with wine, what comes to mind is cheese Chocolate or fruit, but Laithwaite's has truly come up with an even more unique Wine pairing system.

As odd as this exploration may seem, insects could be a practical Source of protein for the future and Laithwaite's describes "We are looking into including the tasting notes in selected cases."

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO EXCELLENCE

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---

---

---

---

---

---



### Gelato-Cocktail Tastings

Moving beyond the desire to consume exotic food and drink separately, consumers are seeking unusual fusions that explore the meeting place between bold, unconventional flavors.

**NACE EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO EXCELLENCE

**NACE** National Association of  
CATERING and EVENT  
#NACEEXP17

---

---

---

---

---

---

---

---





**Wine Pairings with Comfort Food**



1. Fried Chicken – Sparkling Wine
2. Cool Ranch Doritos – Rose
3. Pizza – Chianti
4. Picante Pork Rinds – Moscato
5. Donuts – Tawny Port
6. "Smart" Fries – Prosecco
7. Chips & Salsa – Riesling
8. Veggies/Ranch – Sauvignon B
9. Popcorn – Chardonnay
10. Bittersweet Choc. - Lambrusco

**EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO ECONOMIC GROWTH

NACE National Association of Catering and Events  
#NACEEXP17

---

---

---

---

---

---

---

---

---

---



**Popcorn and Booze Pairings**



1. Smoky Paprika Popcorn – Ice Cold Beer
2. Parmesan, Garlic & Black Pepper Popcorn – Bold Red Wine
3. Caramel Corn – Simple glass of Bourbon
4. Lime & Chili Popcorn – Tequila
5. Plain Ol' Popcorn - Prosecco

**EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO ECONOMIC GROWTH

NACE National Association of Catering and Events  
#NACEEXP17

---

---

---

---

---

---

---

---

---

---



**Current On-Premise Beverage Trends**

- **BEER**
  - 55.9% of alcoholic beverage sales
  - -2% volume, -0.7% dollars
  - Top 10 brands -4.6%
  - Domestic Craft & Mexican imports are driving growth
  - Large companies are acquiring craft producers to fight market share losses
- **WINE**
  - 23.7% of alcoholic beverage sales
  - +1.3% volume, +2.1% dollars
  - Top 10 brands make up almost 12% of all business
  - Sparkling wines continue to explode driven by Prosecco
  - Rose is exploding and is now the fastest growing category in the US
  - California wines continue to dominate domestic production at 93% of all volume, but Oregon is by far the fastest growing producer

**EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS LEAD TO ECONOMIC GROWTH

NACE National Association of Catering and Events  
#NACEEXP17

---

---

---

---

---

---

---

---

---

---



### Current On-Premise Beverage Trends

- Spirits
  - 20.4% of alcoholic beverage sales
  - +1.3% volume, +3.1% dollars
  - Top 10 brands +2.5%.....all other +3.5%
  - Premium and Ultra-Premium brands are responsible for almost all spirit growth across all categories
  - Whiskey (Bourbon and Irish especially), Tequilla, and Cognac are growing the fastest
  - Vodka remains highest volume seller, but isn't growing and Flavored Vodkas overall are declining (Exceptions are Tito's and Deep Eddy)

NACE EXPERIENCE July 16-19, 2017 | Houston, TX WHERE COLLEGE METS & EVENT SPECIAL MEET

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

---

---



### Summary

- Summarize what was discussed

NACE EXPERIENCE July 16-19, 2017 | Houston, TX WHERE COLLEGE METS & EVENT SPECIAL MEET

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

---

---

---

---

---



### Q&A

• Continue the conversation!

- Follow @NACENational, use hashtag #NACEEXP17



For more resources on this topic, visit [www.nace.net](http://www.nace.net)

NACE EXPERIENCE July 16-19, 2017 | Houston, TX WHERE COLLEGE METS & EVENT SPECIAL MEET

NACE National Association of Catering and Events #NACEEXP17

---

---

---

---

---

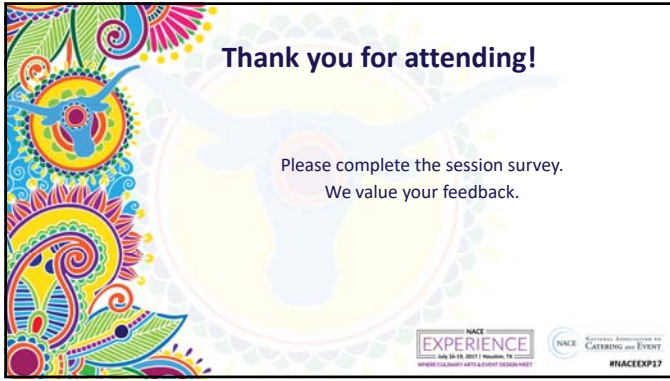
---

---

---

---

---



---

---

---

---

---

---

---

---