



COVID-19  
RESPONSE  
INITIATIVES

**team.**

As the “new normal” of a country embracing the Covid-19 pandemic settled in, one of the hardest hit industries was the hospitality industry. With restaurants, bar and hotels shuttered, the people behind those essential institutions were left reeling – trying to figure out how to keep their doors open, take care of their employees and get by without a paycheck.

Supporting and connecting with the trade community has long been a pillar of TEAM's work with our clients Bacardi USA and Molson Coors. We quickly began working with our clients to identify ways to extend support to the industry and pivot from live interactions, and used our national infrastructure to take action:

- Buying meals for out-of-work hospitality employees, which also supports local restaurants
- Distributing kits with essential household items to the local community
- Hosting virtual happy hours and gatherings to bolster the spirit of the trade community, which is heavily built on connections with each other and their local community
- Helping local accounts with ideas, collateral and social tactics for driving sales with to-go alcohol offerings
- Pivoting upcoming national trade wellness programs from physical events to adapted digital versions
- Continuing education with a peer sourced learning platform

## ON PREMISE MEAL KITS AND COMMERCIAL SUPPORT



**Miami Ambassadors worked with a local account to order produce and goods at wholesale pricing, then hired unemployed bartenders to put together over 500 care packages to give out to trade over the course of a few days. This helped to offset the cost that bartenders would generally spend going to a grocery store.**



ON PREMISE MEAL KITS AND COMMERCIAL SUPPORT



Liked by beaneybeaney and 65 others

**drinking.violet** During this self-isolation period i've been lucky enough to be [👍] and [👍] well, in part due to the kindness of others.

Many thanks to [@getinvolvedbruv](#) for including me, and many other people, on his safe distance, 5\* delivery runs. (I could really get used to this. 😊) Also to Bacardi for providing Bartender Grocery Kits for pick up at restos all over the city. 📦 📍 If you're close to Brooklyn, [@olmstednyc](#) and [@gertienyc](#) have partnered with Maker's Mark to provide free meals for out of work restaurant folx, daily from 4 - 7. Go get one! 🍷 🍷 And if you're looking for more resources, check out the Hospitality Relief Dashboard -- [barmagic.com/relief](https://barmagic.com/relief). Much appreciation to [@tobinellisdesign](#) for putting that together.



\*NOT PICTURED: TOILET PAPER, DRY GOODS, RUM, AND SNACKS.



Pick up a meal on us

Andres Langhans

Thank you I'll pass this on to my staff

Definitely won't forget this help you guys have extended to my staff



Daytime zombies courtesy of [@bacardicanada](#)

*@imbibe and enjoy*  
[@shamefultikito](#)

**Various markets created and distributed kits with essential household items (and, of course cocktails and mixers) to out-of-work hospitality employees. Items for kits were purchased from local stores to keep support within the community. The response from recipients was overwhelming gracious, with many taking to social to post their thanks.**

**OUR SPIRITS COULD USE A LITTLE SHAKING UP RIGHT NOW.**  
 Let's Turn Our Spaces Into Dance Floors.

**THURSDAY, APRIL 9**  
 3PM EST / 12PM PST

**WHERE: YOUR HOME**

Dance Class Led by **CASEY ROSENBERG**  
 Special Guest Appearances by **THE RUM SHAKERS**

See you on Zoom! Registration Required

**AT HOME EDITION**

**BARSPAR**

PRESENTED BY

TEQUILA **CAZADORES** 100% AGAVE | **BBO** BARTENDER BOXING ORGANIZATION

**1PM EST / 10AM PST LIVE @BARTENDERBOXING**

<b>MONDAY   APRIL 6</b> PRICILLA >> MIAMI BBO ALUMNI FULL BODY WORKOUT	<b>MONDAY   APRIL 6</b> PRICILLA >> MIAMI BBO ALUMNI FULL BODY WORKOUT	<b>MONDAY   APRIL 6</b> PRICILLA >> MIAMI BBO ALUMNI FULL BODY WORKOUT
<b>MONDAY   APRIL 6</b> PRICILLA >> MIAMI BBO ALUMNI FULL BODY WORKOUT	<b>MONDAY   APRIL 6</b> PRICILLA >> MIAMI BBO ALUMNI FULL BODY WORKOUT	<b>WEEKEND-RESTORE</b> 

**#KEEPIFIGHTING #RAISEYOURSPIRITS**

Bartender Boxing Organization and Tequila Cazadores are not responsible for any injuries.

**thecocktailian**  
Chicago, Illinois

**COCKTAILS AT HOME**  
TUNE IN TO INSTAGRAM LIVE

WITH DILA LEE @dilianalee, TAO CHICAGO & EMILE CHAILLOT @thecocktailian, GREY GOOSE VODKA

WEDNESDAY, APRIL 1<sup>ST</sup>, 2020  
 4:30pm EST - 3:30pm CDT - 1:30pm PST

38 likes

**thecocktailian** UPDATE!  
 we are moving our cocktail class an hour later and still so excited to co-host an Insta live cocktail class with the talented @dilianalee from @taochicago this Wednesday April 1st at 2:30pm EST - 3:30pm CDT - 1:30pm PDT.

*Upcoming trade wellness programs like Rum Shakers and Bartender Boxing, which were slated to be live events gathering the participants and local community, adjusted to broadcasting live over social media streams to deliver the same core concepts allowing an at-home audience to participate and engage with the brand.*

# BACARDI University

Inviting you to Bacardi University, a peer sourced learning platform during our WFH schedule. We wanted to take this opportunity to offer sessions that will help us tackle FY21 and be ready to hit the ground running when things return to normal. From communication, innovations, Sales techniques to brand category trainings, Cocktails and batching, we have it all covered. We'll send out a weekly schedule on Fridays, and post the schedule on One Bacardi, and each sessions will be delivered through Microsoft Teams.

## Week 2 Schedule



Adrian Biggs



Miguel Salehi



Stilo Pimentel



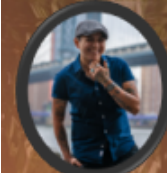
Ryan Wainwright



Paulina Lopez



Jennifer Contraveos



Chris Cabrera



Sullivan Doh



Letty Vargas

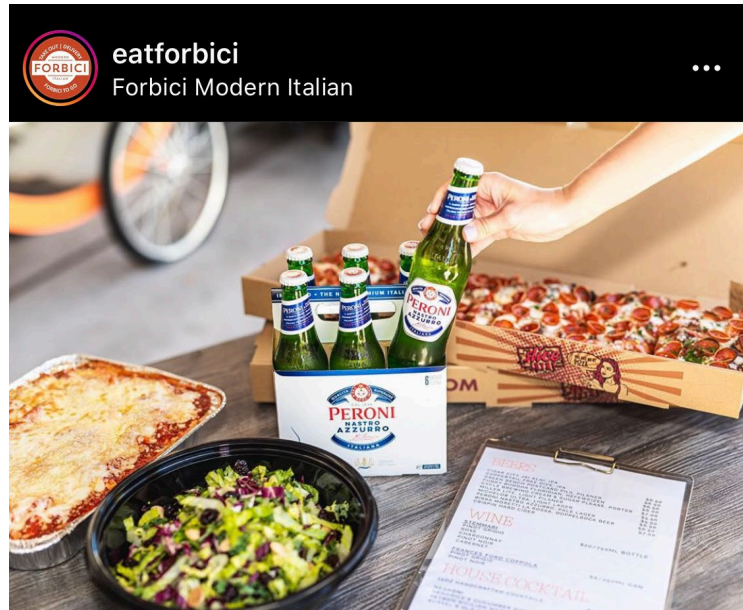


Jared Anderson

Day	Time	Subject & Instructor
MONDAY March 30 <sup>th</sup>	12:00pm EST	The Art of Hosting – Adrian Biggs
	4:00pm EST	Santa Teresa Rum 101 – Miguel Salehi
TUESDAY March 31 <sup>st</sup>	12:00pm EST	Banks Rum – Stilo Pimentel
	4:00pm EST	The House of Bombay – Ryan Wainwright
WEDNESDAY April 1 <sup>st</sup>	12:00pm EST	Communication Etiquette - Paulina Lopez
	4:00pm EST	Public Speaking Tips and Tricks – Jennifer Contraveos
THURSDAY April 2 <sup>nd</sup>	12:00pm EST	Queer Community Revealed, Understanding LGBTQ+ - Chris Cabrera
	4:00pm EST	D'USSE Cognac – Sullivan Doh
FRIDAY April 3 <sup>rd</sup>	12:00pm EST	How to create master pages in Power Point – Letty Vargas
	4:00pm EST	Grey Goose Vodka – Jared Anderson

**JOIN BACARDI UNIVERSITY AT THE MICROSOFT TEAM'S LINK PROVIDED IN THE CALENDAR INVITE**

*Keeping our national infrastructure connected and learning was a key initiative as many of them were sequestered to their homes unable to visit local accounts and engage in their traditional day-to-day job duties.*



**eatforbici**  
Forbici Modern Italian

Liked by **agirlwithabeer** and 126 others

**eatforbici** BIG NEWS! We've teamed up with our favorite Italian beer to make your weekend a little more amazing. Dinner only: For every order \$50 or more, you will receive an ice cold 6 pack of Peroni while supplies last! This deal is not to be combined with any other offers (but YES, you'll still receive your roll of toilet paper 😊)! Cheers, and happy Weekend from your Forbici family to you! 🍷 #EatForbici #ModernItalian

**Kevin Kong**  
1 hr · 🌐

Looking forward to today's stream! Generously brought to you by Red Bull c/o Valerie Teachout. Thanks for everyone who's been hanging and lurking the past three days. Ep4 will go live 4-7p ET today. In the meantime, feel free to check out previous episodes at the link below.

Big shout to Peroni and Fernet for continuing to support the stream. Much love to Lex Burns and Genevieve Markofski.



TWITCH.TV  
**DjKevinKong - Twitch**  
Social Distancing Party 🤔 4-7p ET every day until the qua...



For every 6 or 12 pack of Peroni purchased a 20% donation will be made to the USBG Emergency Bartender Assistance Program to help aid eligible restaurant professionals during the COVID-19 crisis.

Thank you for your support!

\*Program will run from 4/7-4/9 at participating locations. Total donation up to \$300.



**Helping local accounts with ideas, collateral and social tactics for driving sales with to-go alcohol offerings**



**cordianowinery** • Follow  
Cordiano Winery

**cordianowinery** Attention all beer drinkers!! Did you know we offer bottled beer too?! Come enjoy a cold beer or a glass of wine with a charcuterie board this weekend!! 🍷🍺🍷

Thanks for the amazing picture @agirlwithbeer!! .

#cordianowinery #tuscondido #bottledbeer #views #vineyards #italy #peroni #supportlocal #ordertogo



Liked by **agirlwithbeer** and 121 others

FEBRUARY 27

Add a comment...

Post

**agirlwithperoni**  
Scottsdale, Arizona



Liked by **djreprise** and 24 others

**agirlwithperoni** Support your local bars and restaurants buy ordering your Peroni Togo!  
#nationalbeerday #supportlocal #peroni #peroninastroazzurro #ordertogo

3 days ago

**Helping local accounts with ideas, collateral and social tactics for driving sales with to-go alcohol offerings**





offthemenu • Following Sloane's Valley Village

offthemenu What's better than pairing a @peroniusa with fried pickles? Grab your order, served with ranch, from @sloanesvalleyvillage and enjoy at the comfort of your home.

offthemenu

#offthemenu #offmenu #secretmenu #eeeeeeats #dailyfoodfeed #foodie #dinela #eatfamous #foodporn #foodbeast #eatingfortheinsta #foodgasm #buzzfeast #foodstagram #eaterla #f52grams #foodblogger #feedfeed #buffnoottaste #instafood

257 likes

2 HOURS AGO

Add a comment... Post



severancewinebar • Follow Severance Wine Bar

& @peroniusa Large Bavarian Pretzel, Pretzel Baguette, A Dozen Pretzel Bites, Artisanal Mustards & Pub Cheese Plus a complimentary four pack of Peroni

All for \$30!

Pre order now for pickup 12-8 Wednesday at Severance at our link in bio!

#pretzels #carbs #wednesdayhappyhour 2d

gourmetimports We like Pretzels. We like wine.

1d 1 like Reply

Liked by mrmatthewsalinas and 38 others

2 DAYS AGO

Add a comment... Post

Helping local accounts with ideas, collateral and social tactics for driving sales with to-go alcohol offerings