

APERITIVO

THE HAPPIEST OF HAPPY HOURS INCLUDE CHEESE



BY

BELGIOIOSO®

Sofia Auricchio Krans

5th Generation Cheesemaker, BelGioioso Cheese Inc.

"Food is more than fuel, it provides nourishment that unites families & friends around a meal."



Born in Cremona, Italy and raised in Green Bay, WI in America's Dairyland, Sofia was exposed to two different cultures. Her family's heritage is deeply rooted in Italian cheese making, dating back to 1877 when her great-great-grandfather began producing provolone in San Giuseppe Vesuviano, Italy.

A century later in 1979, her father Errico Auricchio immigrated with his young family and began his American dream, BelGioioso Cheese in Denmark, WI. BelGioioso prides itself in traditional artisan cheese making techniques married with modern technology. BelGioioso translates to Beautiful & Joyous!

As a 5th generation cheesemaker, Sofia's driving force is "doing what is best for creating the highest quality cheese". Although this statement seems simple, it guides the decision-making process at BelGioioso, where "Quality Never Stops".

Sofia's love of food began at a young age, when she was taught traditional focaccia and fresh pasta making by her mother Patrizia, inspiring her joy of cooking. For a few years, Sofia and her husband Andy owned and operated Strada Pizzeria in De Pere, WI that showcased BelGioioso Cheeses on the authentic Italian Roman street pizza.

In Sofia's kitchen, cheese is incorporated into most meals, with a slice, shred or grate, adding plenty of JOY to family dinners.

Today's Webinar Discussion

➤ Topics –

- Identify Why & Where Opportunities Exist to Boost Profits During Happy Hours
- Generate Ideas that Build Experiences During Off Hours
- Demo Menu Applications for an Aperitivo! The Italian Happy Hour!

2023 Foodservice Top Trend Focuses on Happy Hour

- ✓ Consumers have **unconventional schedules** and evolving dining preferences. They are looking for options outside of standard dayparts.
- ✓ Consumers are looking for **food in afternoons**, including people who are going to work for half days or work from home who want to get out in late afternoons.
- ✓ Offering differentiated, compelling, **snackable menus** in relaxed, **inviting spaces** is a major opportunity.
- ✓ Adding afternoon service solves for both operator and consumer. Restaurants don't have to open all the way – **limited menu options**.
- ✓ Key operating timeslot that can be **profitable**



Afternoon Delight
Shoulder hours move
to prime time
Jan 2023

Chefs & Trend Analysts Weigh In on Drivers for Menu Opportunities with Happy Hours



JEFF MILLER, Founder and Co-CEO, [Cutting Edge Innovation](#)

This is an opportunity for larger players to finally **capitalize on the afternoon daypart**, now that consumer mindset has shifted and **traffic patterns have evolved**.



TONY PEREYRA, Co-founder, [The Spirits in Motion](#)

Consumers are seeking **variety and value during** these hours. It's a great opportunity for **non-alcohol options** like hand-shaken iced coffee and tea programs, low-ABV cocktails, extended daily happy hours or an all-day happy hour with select menu items.



CHRIS AQUILINO, Chief Culinary Officer, [Further Culinary Group](#)

With so many people having unconventional schedules, the ability to create **snack menus and look for other ways to utilize food** and beverage inventory is a big opportunity for operators.



DANIEL CARPENTER, Managing Director and Partner, [Sterling-Rice Group](#)

Afternoon, often considered a “slump time” when motivation to carry out daily tasks wanes, provides a **white-space opportunity for innovation**. With the continued increase of consumers working from home or operating on a hybrid schedule, traditional post-work happy hours with colleagues are less common. Operators have begun to redefine how to optimize the afternoon occasion.

Restaurants Dive into Post Pandemic Happy Hour Refresh – Restaurant Business Top Menu Trends

- The surge in **remote workers and the renewed interest in group get-togethers** have spurred bars and restaurants to rethink the old Happy Hour format.
- Operators in residential neighborhoods are offering late afternoon-early evening food-and-drink events to **attract those work-from-homers**
- Instead of cheap beer and nachos, they're putting tapas, oysters, steak skewers, charcuterie boards and other **chef-inspired fare on the happy hour menu**.
- Creative shareables are also making a post-pandemic comeback. Another noticeable upgrade: **Signature cocktails** like negronis, Aperol spritzes and premium wines by the glass are on the drinks list, not BOGO offers.



Restaurants Dive into Post Pandemic Happy Hour Refresh – Restaurant Business Top Menu Trends

Inflationary pressures may also be encouraging customers to **choose Happy Hours over dinner** with friends. Although the check will be higher than it was when 2-for-1 drinks and \$1 snacks were the norm, it's still a lot lower than dinner with friends.

Happy Hours are now covering longer time slots too. Casual-dining chains including Buffalo Wild Wings, BJ's Restaurants and TGI Fridays have **extended food and drink promotions to four and five hours with some brands running them all day**.

Why Happy Hour Hasn't Soured for Restaurants – FSR

Some studies suggest consumers are seeking out these occasions even more than they did before COVID.

They are still a way for our restaurants to attract guests and **start the energy earlier in the day.**

So many people working remotely now, people are **craving that social interaction** that they are not getting throughout the day.



EVEN IN AN AGE OF TELECOMMUTING, RESTAURANTS ARE BETTING ON THE POST-WORK DAYPART.

Happy Hour Restaurant Examples

- O-Ku Sushi positions its happy hour around deep discounts, such as half-off rolls. Guests' behaviors indicate everyone loves a good deal, whether it is food or drink. **DISCOUNT STRATEGY**
- Maya uses the stretch between 5 and 6:30 p.m. to showcase playful dishes and drinks not found on the regular menu. This includes elote popcorn, Frito Pie (made with corn chips), and Ranch Water—made with Lunazul Tequila, lime, and sparkling water. **LIMITED TIME OFFER STRATEGY**



Happy Hour Restaurant Examples

Hopdoddy, happy hour serves multiple purposes from a business standpoint. Vice president of revenue Matt Schweitzer breaks down the menu as follows: 50% showcased (and in some cases, tested) unique items that could be quickly executed; 25% comprised what Schweitzer describes as “brand-defining” items; and 25% were discounted offerings. UNIQUE BITES- LTOs, CORE ITEMS, DISCOUNT

Since the pandemic, he's seen fewer professionals and large groups at happy hour, but more young guests. Furthermore, he's observed an increase in the downtime stretch between the lunch and happy hour, with the former ending earlier and the latter beginning later. BLURRING DAYPART & CONSUMER SHIFTS

To address this, Hopdoddy is going to embrace overlap, so happy hour bleeds into dinner. The brand is also doubling down on service, which, Schweitzer predicts, has the potential to make or break the daypart.

Marry best of quick, excellent service & best of casual dining into hybrid “unicorn casual”

“This younger generation is definitely a crowd of immediacy. And it's our notion that if people are having to think about wanting the next drink, we might have lost. So we're going to try to cater our service periods, our staffing levels, and our offerings to really combat that.”



Happy Hour Restaurant Examples

Xperience Restaurant Group (xrg) is also reimagining happy hour. CEO Randy Sharpe says it's one of the most popular dayparts, attracting both regulars and new diners alike. **DRIVE TRAFFIC STRATEGY**

It has also remained a key revenue driver, even in a post-COVID landscape.

PROFIT GENERATOR

Late last year, XRG debuted new happy hour menus at its two flagship concepts, Chevys Fresh Mex and El Torito.

"This specific iteration of both happy hours is notable because we rarely make such extensive updates to the menu at once. These are completely new and innovative items," Sharpe says. **TEST NEW MENU CONCEPTS**

New offerings now account for about a third of the two dozen-plus options on the happy hour menu.



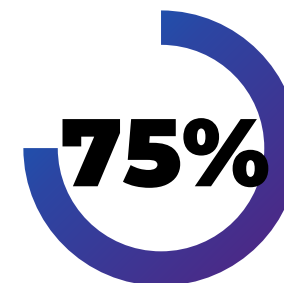
Happy Hour is Prime Time for Traffic & Profits

PROFIT

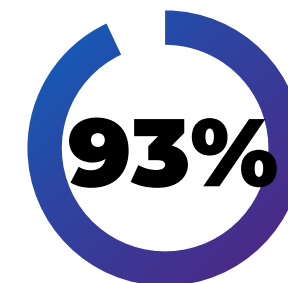
- Happy Hour generates 60.5% of weekly sales at restaurants & bars (Nielsen Study 2018)
- Happy Hour generates an increase of an additional \$8 in check ring (Nielsen Study 2018)

TRAFFIC

- 75% consumers are interested in visiting restaurants and bars for Happy Hour
- 93% consumers say they plan on going out to Happy Hour just as much or more than last year
- 1 in 3 consumers go out to Happy Hour at least once a week



are interested in visiting
restaurants and bars for
HAPPY HOUR



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HAPPY HOUR just as
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year



Getting Consumers to Happy Hour is a Challenge – But Keeping Consumers After Happy Hour is Dependent on Number of Drinks & Age

why consumers went

34%

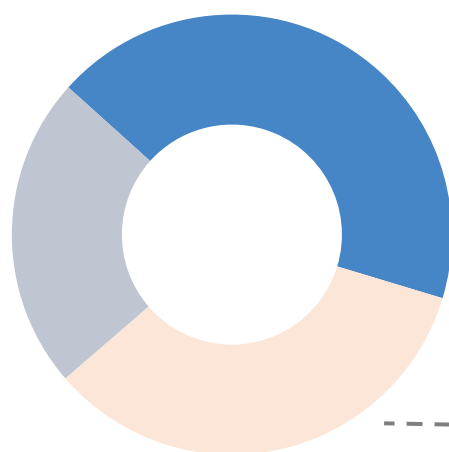
decided to go spontaneously and looked up venues **LAST MINUTE**

Greater among Gen Z (49%) than all other ages

43%

made Happy Hour plans and researched venues **IN ADVANCE**

Greater among men (48%), Millennials (51%), and Gen X (45%)



23%

WERE INVITED to Happy Hour and did not make the plans

Greater among women (27%) and Boomers (37%)

when consumers left

35%

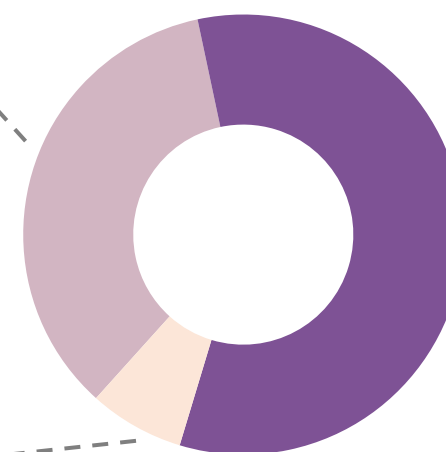
left the venue when the Happy Hour window ended

Greater among Millennials (38%) than Boomers (29%)

58%

stayed at the same venue past the Happy Hour window

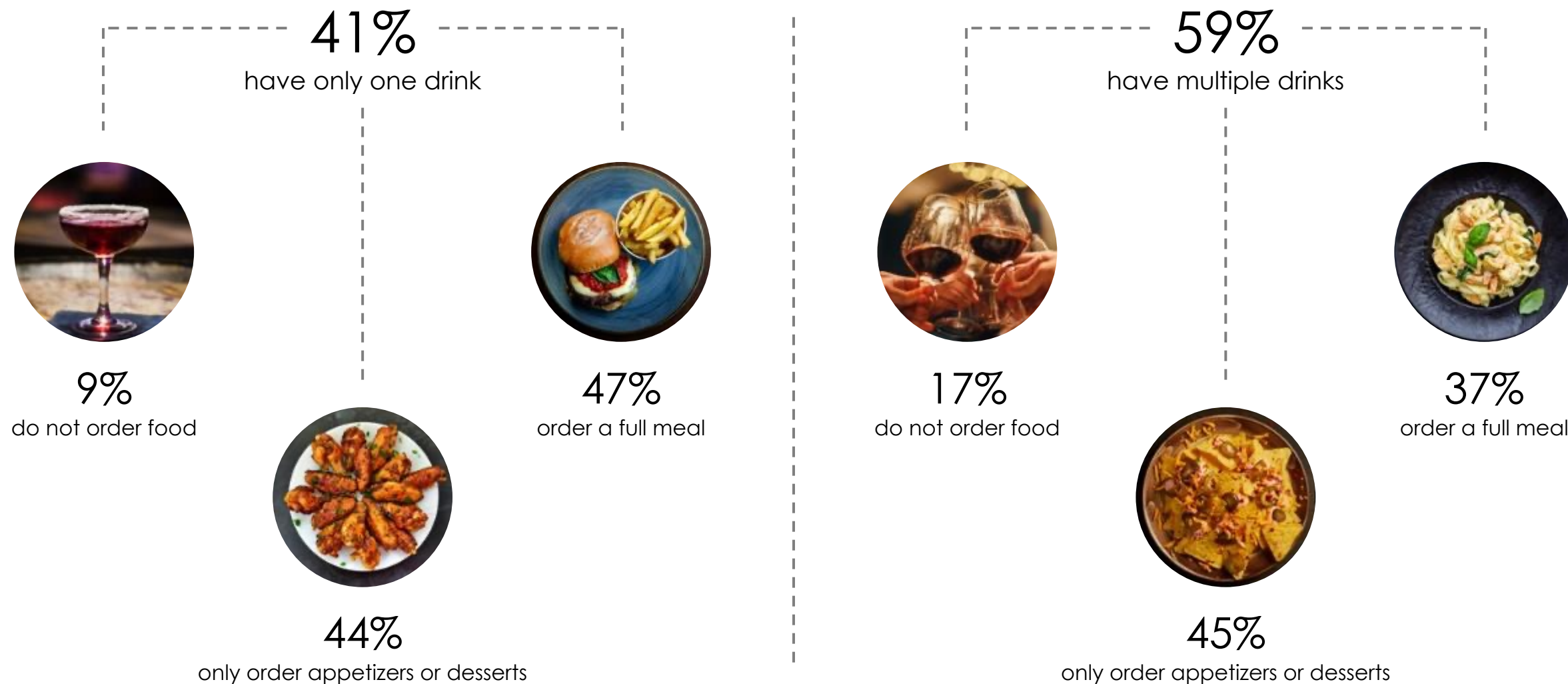
Greater among Boomers (67%) than all other ages



7%

left when the Happy Hour window ended, and switched to another restaurant or bar

What Do Consumers Say They Consume at Happy Hours?



What Do Consumers Drink at Happy Hours?



72%

had beer, cider, or
hard seltzer



60%

had some form
of spirits



41%

had some type
of wine



51%

had multiple types of
adult beverages

Alcohol-Free Cocktails Are Growing

There's no doubt mocktails have been evolving into classy no-alcohol drinks for several years now, but 2022 saw a noticeable uptick in the scope of this trend.

Consumption of nonalcoholic adult beverages is expected to grow 31% by 2024, according to Global Market Insights.

Restaurants and bars now have separate sections of the menu labeled “**zero-proof drinks**,” “**spirit-free cocktails**” or any number of names not associated with the word “**mocktail**.” Price parity between a cocktail and a mocktail. **They are not priced less....**

These are sophisticated, well-balanced drinks expertly crafted by skilled bartenders and mixologists—not a slapdash combo of fruit juices and fizzy water.

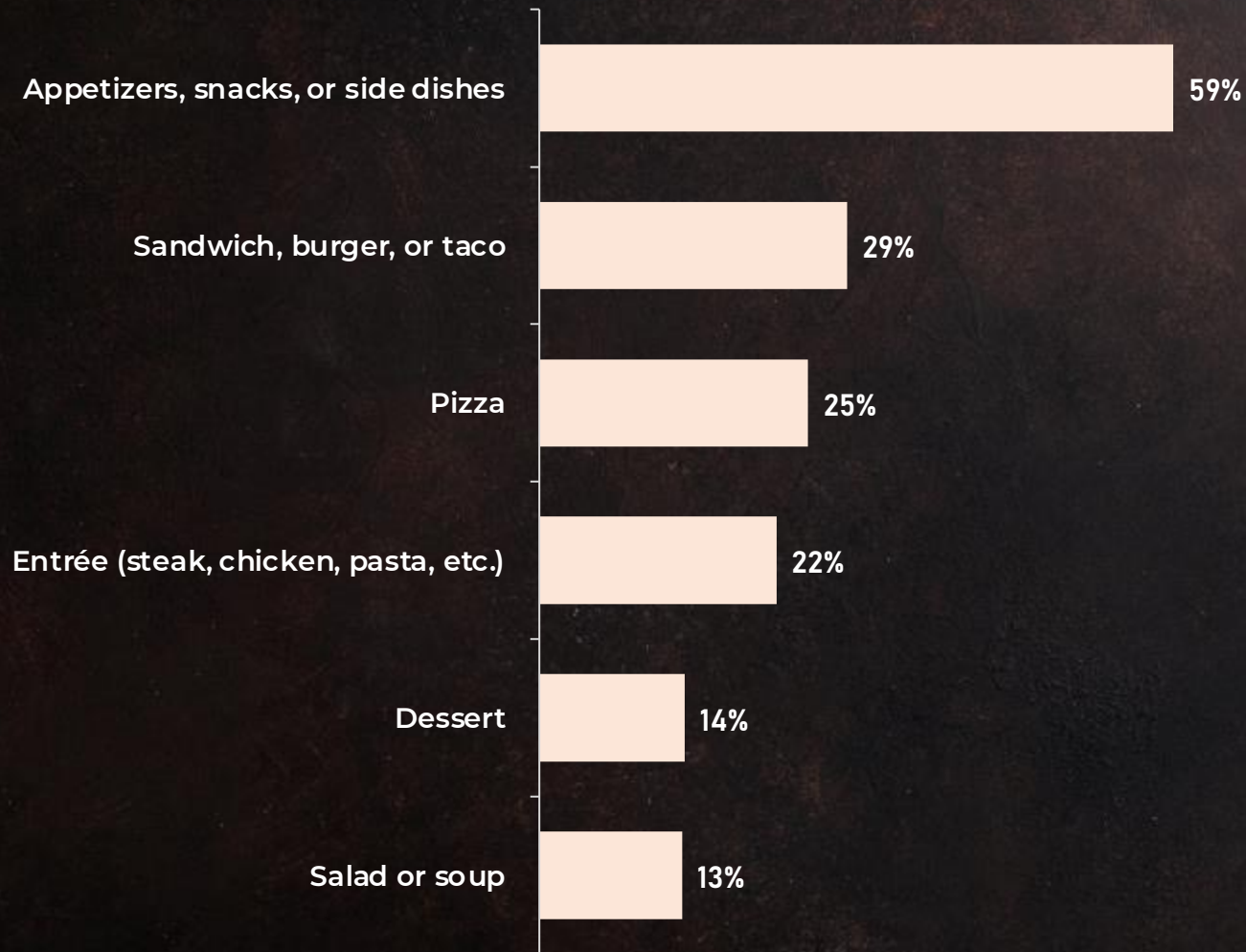
According to Technomic's recent On-Premise Update, 96% of operators report that customers are looking for a wider selection of **nonalcohol drinks**.

There's evidence that Gen Z is leading the charge, seeking out venues for **sober socialization**.



During Happy Hours, Consumers Ordered

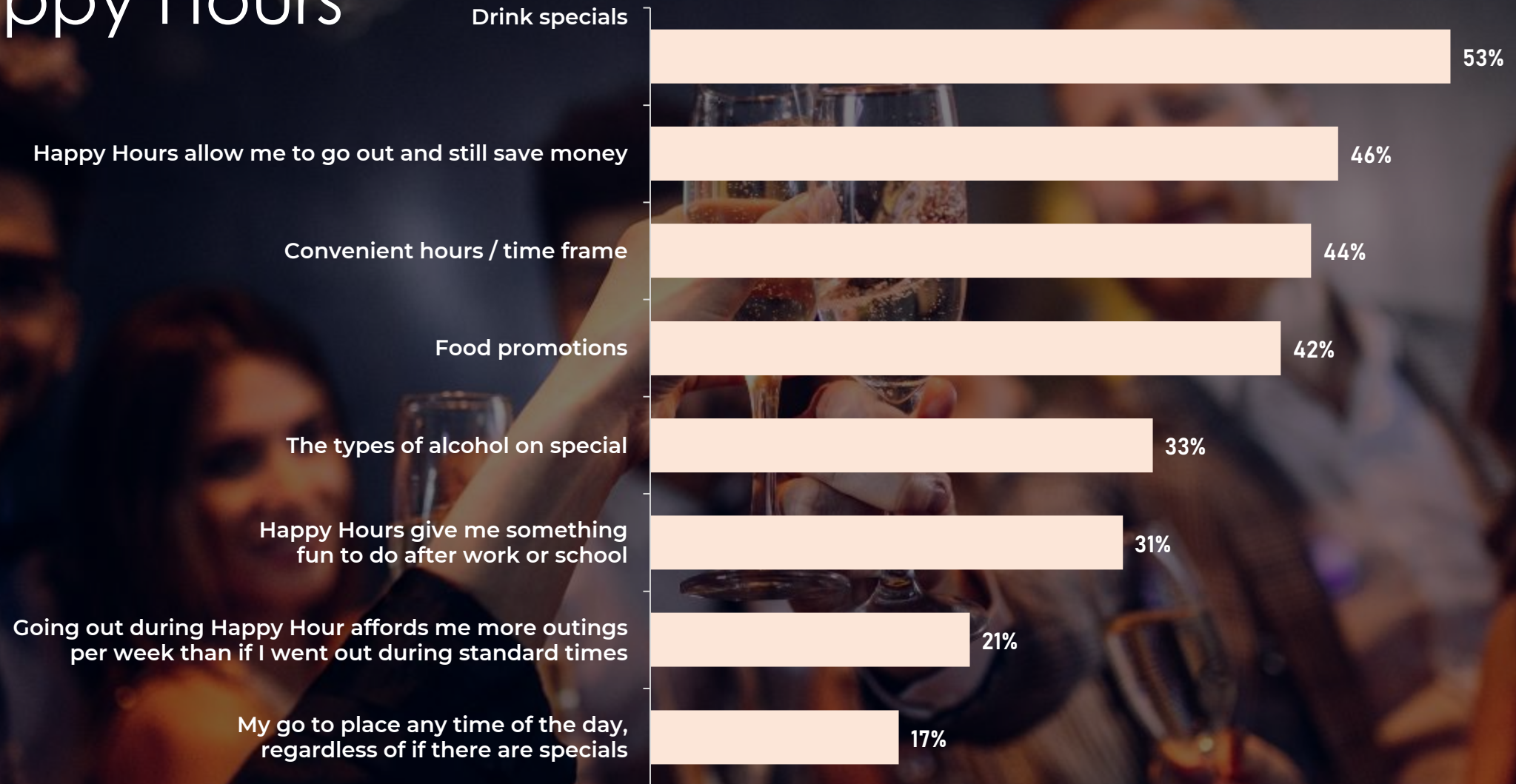
SIP 2022: Happy Hour



Q: "Still thinking about your last HAPPY HOUR experience, what types of food did you eat?"

Promotions & Hours Drove Consumers to Happy Hours

SIP 2022: Happy Hour



Q: "What would interest you in attending HAPPY HOUR?"

Consumers Prefer Set Price

vs. Add-On

PREFERRED DRINK SPECIALS:

A menu with a range of price options (i.e.: a \$3 / \$4 / \$5 menu) 60%

Special pricing on all regular adult beverages 46%

Buy one get one free deals for drinks 32%

Discounts applied only to premium or branded spirits, wines, or beers 23%

Discounts applied only to well drinks, house wine, or house beers 20%

Special sizes (i.e.: double-strength cocktail for the price of a single, etc.) 17%

PREFERRED FOOD SPECIALS:

A menu with a range of price options (i.e.: a \$3 / \$4 / \$5 menu) 57%

Buy one get one free deals for food 35%

One single discount applied to all appetizers (i.e.: "\$1 off all appetizers") 30%

One discount applied only to a select list of food items (i.e.: "\$1 off select appetizers") 19%

Discount for adding an adult beverage to any appetizer or entrée 16%

Q: "What types of promotions, specials, or discounts would draw you out to HAPPY HOUR?"

SIP 2022: Happy Hour

Happy Hour Promotion Options

Consumers Favorite Choices

Drink
Specials
\$5

Appetizer
Special
\$5

Food &
Drink
Bundles
\$20

Half Off
Deals

Buy Drink
Get App



Let's Build An Aperitivo!

Build an authentic experience that features artisan specialty cheeses, drinks and small bites for operators who strive to boost off hour or slower dining periods into business building opportunities with BelGioioso.

BelGioioso Aperitivo Featured Cheeses

- Artisan, Authentic Italian Specialties
 - La Bottega BelGioioso
 - Crafted by Master Cheesemakers
- Award Winning
 - World Cheese Awards
 - US Cheese Awards
- Variety of Textures
 - Soft, Hard, Spreadable
- Flavor Spectrum
 - Mild, Sweet, Nutty, Earthy, Tangy, Sharp

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Aperitivo Cheese Course Kit – Item #65006

CREAMYGORG®



TEXTURE
Soft, spreadable

FLAVOR
Full, earthy

AGING
90 days

MILK SOURCE
Pasteurized cow's milk

FOOD PAIRINGS
Pears, figs, walnuts

DRINK PAIRINGS
Barolo, Tom Collins, Hard Cider

SERVING SUGGESTIONS
Thinly slice the rind off before serving. Melt cheese into pasta sauce or top a grilled steak.

Individual Item Code: #85207 12/1 lb. Catch Wt. RW Wedge

ARTIGIANO® VINO ROSSO



TEXTURE
Semi-firm, with granular bits

FLAVOR
Sweet, nutty with a hint of red wine

AGING
5 months

MILK SOURCE
Raw cow's milk

FOOD PAIRINGS
Nuts, fruits

DRINK PAIRINGS
Merlot, Cosmo, IPA

SERVING SUGGESTIONS
Can be served whole, shaved, shredded, grated or cubed. Top burgers or melt onto steaks.

Individual Item Code: #60121 22/1 lb. Catch Wt. RW Wedge

CRESCENZA-STRACCHINO™



TEXTURE
Soft, creamy

FLAVOR
Milky, tart

AGING
Fresh

MILK SOURCE
Pasteurized cow's milk

FOOD PAIRINGS
Bread, apples

DRINK PAIRINGS
Red Zinfandel, Old Fashioned, Fruit Beers

SERVING SUGGESTIONS
Can be served whole. Spread on plain baguette or melt onto pizzas and flatbreads.

Individual Item Code: #78511 6-8 oz. Exact Wt. Wedge

ITALICO®



TEXTURE
Soft, creamy

FLAVOR
Mild

AGING
60 days

MILK SOURCE
Pasteurized cow's milk

FOOD PAIRINGS
Berries, almonds

DRINK PAIRINGS
Merlot, Bloody Mary, Dark Ale

SERVING SUGGESTIONS
The rind of the cheese is edible and can be served with the cheese. Serve whole, sliced or cubed. Add to fondue or top a sandwich.

Individual Item Code: #78041 12/1 lb. Catch Wt. RW Wedge

ARTIGIANO® AGED BALSAMIC & CIPOLLINE ONION



TEXTURE
Semi-firm, with granular bits

FLAVOR
Sweet, nutty with a tangy balsamic finish

AGING
5 months

MILK SOURCE
Raw cow's milk

FOOD PAIRINGS
Grapes, nuts

DRINK PAIRINGS
Shiraz, Cuba Libre, Pilsner

SERVING SUGGESTIONS
Can be served whole, shaved, shredded, grated or cubed. Top burgers or melt onto grilled chicken.

Individual Item Code: #60131 22/1 lb. Catch Wt. RW Wedge

1/10 lb. Aperitivo Cheese Course Kit

Two 1 lb. pieces of CreamyGorg®, Italico®, Artigiano® Vino Rosso, Artigiano® Aged Balsamic & Cipolline Onion.
Four-8 oz. pieces of Crescenza-Stracchino

Shelf Life = 90 Days

Crescenza-Stracchino Piadina Bites

Ingredients

- La Bottega BelGioioso Crescenza Stracchino
- Arugula
- Thinly Sliced Prosciutto
- Piadina (thin flatbread or tortilla)

Directions

1. Heat non stick pan on medium heat
2. Brown flatbread one side 1 min/flip brown other side 1 min/ flip back and add Crescenza cheese to half to melt for another 1-2 mins.
3. Remove from heat and top with prosciutto and arugula, fold in half.
4. Cut into 4 even portions. Enjoy!



Italico Mini Grilled Sandwich Bites

Ingredients

- La Bottega BelGioioso Italico
- Artisan thin sliced ciabatta bread

Directions

1. Butter outside of bread
2. Slice Italico cheese into 1/4 inch slices – leave rind on, it's divine!
3. Layer cheese inside bread with butter sides out, and grill until golden brown
4. Optional: Top with sautéed mushrooms or serve with Giardiniera pickled vegetables or tomato soup



Creamy Gorg & Sweet Date Bites

Ingredients

- La Bottega BelGioioso Creamy Gorg
- Whole Pitted Dates
- Whole Pecans

Directions

1. Let Creamy Gorg sit out – room temperature for approximately 30 min.
2. Cut dates lengthwise
3. Fill dates with cube of Creamy Gorg
4. Top with pecan
5. Optional: Drizzle with honey



Creamy Gorg on Crispy Polenta Bites

Ingredients

- La Bottega BelGioioso Creamy Gorg
- Delallo Instant Polenta
- Mushrooms

Directions

1. Prepare polenta according to directions on sheet pan – goal is $\frac{3}{4}$ " thickness, cool, then cut into 3x3 squares
2. Pan fry in olive oil and season with salt, remove from heat
3. Immediately top with Creamy Gorg
4. Finish with sautéed mushrooms



Artigiano Aged Balsamic & Cipolline Onion Tramezzino Mini Sandwiches

Ingredients

- La Bottega BelGioioso Artigiano Aged Balsamic & Cipolline Onion
- Bresaola
- Arugula
- Homestyle Thin White Bread

Directions

1. Cut off crust of thin white bread
2. Assemble by layering bread with La Bottega BelGioioso Artigiano Aged Balsamic & Cipolline Onion cheese slice, bresaola, arugula, and spread dollop of mayonnaise
3. Cut into triangle pieces
4. Garnish with olives or tomato



Artigiano Vino Rosso & Roasted Red Pepper Melts

Ingredients

- La Bottega BelGioioso Artigiano Vino Rosso
- Mini sweet red peppers
- Micro greens

Directions

1. Cut sweet red peppers in half, drizzle with olive oil, season & roast in oven 350 degrees for 30 mins
2. Slice Artigiano cheese to fit inside pepper
3. Peppers with cheese back in oven for 1 to 3 min to melt cheese
4. Top with fresh micro greens & enjoy



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