

GUIDELINES & PROCESS FOR USE OF RESTRICTED ALCOHOL BEVERAGE FUNDS



PURPOSE

The restricted alcohol beverage funds (aka Top Shelf Funds) at Delaware North are managed by Procurement and a third-party marketing company (DNA) on behalf of our Top Shelf Program partners and the primary objectives are:

- To drive revenue and margin growth for Top Shelf partner products through market research, marketing & beverage development initiatives (e.g. Trend decks, Limited Time Offerings, beverage photography / videography, mixology, etc.)
- To develop and conduct beverage trainings and educational initiatives that enhance the knowledge and skills of our Delaware North full-time and temp team members to sell alcohol beverages
- To support Delaware North team member meetings where Top Shelf partners are showcased and enhance our team's understanding and compliance to our Top Shelf program and partners

*Restricted Alcohol Beverage Funds may be only used to support U.S. Delaware North locations

RESTRICTIONS

The alcohol beverage industry is regulated by the U.S. Treasury Department's Tax and Trade Bureau (TTB) as well as state and local laws, so every funding request is required to be legally vetted to qualify for the use of restricted alcohol beverage funds. Restricted alcohol beverage funds cannot cover equipment, glassware, menu vehicles, incentives, airfare or hotel accommodations for licensed retailers or their employees. Alcohol beverage funds cannot be used to provide anything of value to a licensed retailer or their employees, or to pay for social media services.

Below are the expenses that may generally be covered with restricted alcohol beverage funds:

- Marketing materials, LTO materials, Inserts, Table Tent, POS, etc. printing
- Menu printing when actively promoting Top Shelf partners and products with the use of their brands and images (% based on the real estate of Top Shelf partners space in a menu)
- Alcohol Beverage Menu Art/Creative (art direction, production, in-house mock-up printing)
- QR Code Development & Alcohol Beverage Related Digital Content for QR Menus – Video Production, Studio Photography, etc.
- Alcohol Beverage Photography / Photography Stylist (specializing in food & beverage)
- Alcohol Beverage Research, Innovation and Development - Consumer Research Studies
- Alcohol Beverage Training/Education – In-Person Training, Recipe Cards, Training Courses, Bartender Manuals, Content Creation
- Responsible Alcohol Beverage Server Programs
- Cocktail Development / Mixology
- Conference Expenses Related to F&B, Hospitality and Meeting Rooms where Top Shelf partners and products are showcased

- Motivational/Guest Speakers for Conferences and Meetings when they enhance our team's understanding and compliance to our Top Shelf program and partners
- Secret Shopper Programs provided Alcohol Beverages are the Primary Element
- Service Tech Meetings for Managers/Staff that Involve Education of Alcohol Beverage
- PR Newswire Fees on Ticketed Dinner Announcements that include Top Shelf partners and products

Disclaimer: These expenses are generally ok to pay with restricted alcohol beverage funds by Federal guidelines but state by state laws may vary and impact legalities of these expenses being covered. Legality of promotional programming is the responsibility of the retailer.

HOW TO SECURE RESTRICTED ALCOHOL BEVERAGE FUNDING FOR USE

STEP 1: SUBMITTING A PROJECT REQUEST

- Submit a formal request that includes and all information and any supporting documents to Director, Category Management for Beverage Programs, Nikki Hueckel (nhueckel@delawarenorth.com) and copy Courtney Goldstein at DNA (courtney@defininghospitality.com).

If possible, please include documents such as vendor proposal or quote, contract, statement of work (SOW) or any supporting files or images.

STEP 2: RECEIVE APPROVAL NOTIFICATION

- Once approval is received from Procurement, you will be notified in writing via email and Nikki Hueckel and/or DNA will initiate the project.

STEP 3: SUBMIT INVOICES

- Only after you receive approval for your Project Request, follow the instructions below on submitting vendor invoices for payment.

INVOICING & PAYMENT

Please do not submit an invoice prior to receiving approval to your Project Request.

After a project or expense is approved and work is complete, please provide the invoice and other documents listed below upon receipt.

The invoice description should include the following:

- Detailed description of the alcohol beverage-related services and deliverables.
 - If Top Shelf funds are paying for a % of studio photography / videography that includes food and/or other content, final deliverables must be submitted as well to Nikki Hueckel to vet that the % of the final product matches the % covered by Top Shelf funds
- Top Shelf partners and products featured, if applicable (e.g. Tito's Vodka, etc.).
- Remit name, address, and contact information
- Payment details, including mailing address

Along with the invoice, please submit the following documents:

- A copy of the vendor's W9
- ACH details (if vendor prefers to be paid via ACH)

- Back up documentation, including receipts for any purchases and travel expenses

Please submit the invoice and other information listed above to: Nikki Hueckel (nhueckel@delawarenorth.com) and copy Courtney Goldstein at DNA (courtney@definingghospitality.com).

Any invoice sent directly to DNA only will be discarded and not processed for payment.