

Bally's

NATIONAL BEVERAGE PROGRAM 2025 – 2026

INTRODUCTION

WELCOME

BALLY'S NATIONAL BEVERAGE PROGRAM

We are thrilled to announce Bally's 2025 – 2026 national Beverage Partnership Program. The purpose of this program is to reduce operating costs, maximize vendor dollar contributions, and align our Bally's property experiences. After an extensive RFP process, we have created the following guide for Bally's alcohol product program. Your participation in this program is critical to ensure all Bally's properties can maximize contributions from our vendors while delivering quality and consistency across the brand.

This guide outlines the approved partners and product brands which align with the Bally's vision for outstanding customer experiences. All approved and/or required varietals of beer, wine, and liquor are listed herein. Additionally, this guide provides a broad overview for funding opportunities from vendors, it outlines a process for product/vendor exceptions, and provides other general guidelines that support the program. We are excited to work with each of you as well as our local and national representatives to maximize value for properties and guests alike. Thank you in advance for your participation!

CONTACT INFORMATION

We always welcome feedback from our vendors and properties. Please send any questions or comments to:

NICK SCAPPA
(nscappa@ballys.com)
Director of Operations

Our goal is to provide the best answers possible in a timely manner to ensure there is no interruption to the program. Thank you for your continued support and cooperation!

LINDA GANDEL
GVP PROCUREMENT

NICK SCAPPA
DIRECTOR OPERATIONS

NANCY DUVALL
PROCUREMENT ANALYST & DIVERSITY SPEND MANAGER



PARTICIPATION

Remaining compliant by purchasing from the selected vendors will continue to better our relationships. Our intention is to build upon strong vendor relationships to leverage even better pricing and support in the years to come. This standardization also enables Bally's to showcase consistent, high quality products for our guests. Each property's participation will be reviewed quarterly by the Bally's Management Team and the vendors to analyze the usage for each brand.



PROGRAM OVERVIEW

FUNDING

National Beverage Partners are able to provide Bally's with marketing dollar support to help create activations that benefit the customer, company and vendor. These activations include, but are not limited to:

- Menu Creation & Printing Support
- Activations & Promotions
- VIP Events
- Supplies & Point of Sale Items
- Sampling & Educational Events

In addition to general cost savings associated with aligning company buying power, many beverage vendors can contribute marketing funds. **It is important to note that properties must take initiative to maximize the marketing dollars available to them.** Properties should create proposed marketing calendars associated with the use of vendor funds. The corporate operations team, along with our third party partner, will happily work with each property to help maximize marketing dollars or answer any related questions.

That said, there are federal, state, and local laws that regulate the use of vendor marketing funds related to alcoholic beverages. To help ensure properties remain compliant with laws, please contact Nick Scappa (nscappa@ballys.com), who will work with our third party vendor to ensure compliance and get approval. Once approved, you will receive any relevant information related to cost and timing.

EXCEPTIONS

Approved alcoholic beverage vendors and approved beer, wine, and spirits are all listed within this product program. However, Bally's is committed to providing guest-centric hospitality. Should you need to carry a product not listed within this program, it must be documented accordingly. To request an exception from the product program, please contact Nick Scappa (nscappa@ballys.com) for review.

Some common examples for non-program exceptions may include, but are not limited to:

- VIP Casino Guest specification.
- Local or regional brands that may apply to a theme of an event or activation.
- Unique flavors of a spirit not offered by a program brand.
- Potential bulk quantity savings.
- Substitute products for National Beverage Program products with supply chain constraints.
- New products with celebrity relationship.
- High guest demand, or high tier casino player request.

Our supplier partners are acquiring and introducing new and innovative products constantly, so our intent is to flex and grow with the industry to best service our guests. In addition to providing a valuable internal control, the exception policy enables us to provide pointed feedback to our beverage partners. It also helps us ensure our partners remain focused and competitive in a dynamic market. If you have any questions regarding a potential exception, please reach out to **Nick Scappa** (nscappa@ballys.com).

MARKETING

MARKETING OPPORTUNITIES

A large focus during the RFP process was to challenge our vendor partners to be proactive with “win-win-win” marketing activations. Vendor partners will present multiple concepts for properties to select the best activations for their customers and the Bally’s brand. Some ideas are below.

- **VIP Events**
- **Food Pairings**
- **Player Development**
- **Holiday Events**
- **Sporting Events**
- **Pop Up Bars**
- **Nightlife Activation**
- **Pool Parties**
- **Concerts**

If you have a specific ask related to a promotional idea, please notify Nick Scappa (nscappa@ballys.com) so we can work with our partners to bring your vision to life. No idea is a bad idea!



BEER & SELTZER OVERVIEW

The information below should be used as a guide for building and maintaining your property's beverage program. We understand there may be a need for products outside of the recommendations below. If this occurs, please follow the exception request policy outlined herein. For cocktail menu placement, if brand agnostic, use a brand from the Preferred Recommendation category. When using Premium and Super premium products, cocktails should be priced accordingly.

BALLY'S BEER BRAND STANDARDS

The following tables are guides for all outlets in the enterprise to indicate what brands and products are required to be utilized in our Food & Beverage operations as a brand standard. If a property would like to consider products outside of what is specifically listed below, please visit Bally's Beverage Sharefile and fill out the Exception/Option Request Form.

Draught Beer Brand Standards									
Draught beer is served from a cask or keg. Charted below are the brand standards for all draught handles per outlet.									
1 – 2 Taps	Miller Lite OR Coors Light	Blue Moon							
3 – 4 Taps	Miller Lite OR Coors Light	Blue Moon	Modelo OR Dos Equis	Michelob Ultra					
5 Taps	Miller Lite OR Coors Light	Blue Moon	Modelo OR Dos Equis	Michelob Ultra	Dogfish				
6 – 7 Taps	Miller Lite OR Coors Light	Blue Moon	Modelo OR Dos Equis	Michelob Ultra	Dogfish	Kona OR Stella	Boston Beer		
8 Taps	Miller Lite OR Coors Light	Blue Moon	Modelo OR Dos Equis	Michelob Ultra	Dogfish	Kona OR Stella	Boston Beer	New Belgium Bells	
9+ Taps	Miller Lite OR Coors Light	Blue Moon	Modelo OR Dos Equis	Michelob Ultra	Dogfish	Kona OR Stella	Boston Beer	New Belgium Bells	Molson Coors Brand

All items under Core Draught Beer Brand Standards are required to be carried in all bar operations in accordance with the number of tap handles in each outlet.

For outlets with 11 or more handles:

12-15 Handles: Brands from the Approved National beverage program Beer list in the Appendix must be used.

15+ Handles: Out of program brands may be used.

BEER & SELTZER OVERVIEW (CONT.)

Core Packaged Beer Brand Standards

Packaged beer is served from a can or bottle. Charted below are the brand standards for all packaged beer within their respective category: **BEER BRAND**

Casino Floor - Gaming	Coors Light	Miller Lite	Blue Moon	AB Brands	Corona Premier, Corona Light, OR Pacifico	Modelo	Heineken	Boston Beer	Dos Equis OR Heineken Silver	New Belgium	Heineken 0.0 N/A	
Casino Floor Public Bars Tier 1 & 2 Restaurants	Coors Light	Miller Lite	Blue Moon	AB Brands	Corona Premier, Corona Light, OR Pacifico	Modelo	Heineken	Boston Beer	Dos Equis	Heineken Silver	New Belgium	Heineken 0.0 N/A
Banquets & Room Service	Coors Light AND/OR Miller Lite	Blue Moon	Corona AND/OR Modelo	Michelob Ultra	Heineken	Dogfish IPA	Heineken 0.0 N/A					
Gift Shop (For Consideration)	Coors Light	Miller Lite	Blue Moon	AB Brands	Modelo	Heineken	Boston Beer/ Dogfish	Dos Equis	New Belgium	Heineken 0.0 N/A		
Grab & Go (For Consideration)	Coors Light	Miller Lite	Blue Moon	AB Brands	Modelo	Boston Beer/ Dogfish	Heineken	Heineken 0.0 N/A				

Approved Beer

Boston Beer (Full Portfolio)	Lagunitas (Full Portfolio)
Anheuser-Busch (Full Portfolio)	Molson Coors (Full Portfolio)
Constellation Beer (Full Portfolio)	New Belgium Bells (Full Portfolio)
Heineken USA (Full Portfolio)	Sapporo-Stone (Full Portfolio)

Preferred Menu List Recommendations

At least two Boston Beer Brands	At least three Molson Coors Brands
At least two Constellation Brands	At least one New Belgium Brand
At least one Heineken Brand	At least two AB Brands

READY-TO-DRINK OVERVIEW

Approved RTDs/Seltzers/Beyond Beers	
Angry Orchard (Boston Beer)	High Noon Hard Seltzer (Gallo)
Bacardi USA Full Portfolio	Jack Daniel's (Brown Forman)
Bombay (Bacardi)	AB Nutrl
Boston Beer RTDs (Sun Cruiser/Truly/Twisted Tea)	Topo Chico Hard Seltzer (Molson Coors)
Molson Coors RTDs	Surfside (Stateside RTD)

Preferred Menu List Recommendations
Truly Hard Seltzer and Sun Cruiser (Boston Beer)
High Noon Hard Seltzer (Gallo)
Topo Chico Hard Seltzer (Molson Coors)
Surfside (Stateside)
Jack Daniel's & Coca-Cola RTD (For Grab & Go/Gift Shop Locations)



SPIRIT OVERVIEW

The following should be used as a guide for building your property's beverage program. Should you have the need for products outside of the recommendations below, please contact Nick Scappa (nscappa@ballys.com). **For cocktail menu placement, please use brands from the Preferred Recommendation category.** Cocktails should be priced accordingly when using Premium & Super Premium Products. Please use Bally's Recipe Guide for pricing support. Note: These all approved brands, please have well placement and use premium/super premium according to your available bar back areas.

	Casino Floor/Comp	Well	Premium Well	Premium/ Super Premium	Preferred Brands for Cocktail Placement
	Casino Floor (VLT & Tables areas for comp casino operations) VIP Room	Casual Restaurant VIP Room (Optional) Casino Floor (VLT & Table areas cash operations)	2nd Tier/Public Bar Entertainment Bar/ Banquets	Casual/Beach-Pool/ 2nd Tier/Public VIP Room (Optional)	Casual/Beach/ 2nd Tier Concepts/ Public Bars
Vodka	Mr. Boston (Sazarac)	New Amsterdam (Gallo) OR Grainger's (MS Walker)	Skyy Vodka (Campari USA)	Tito's Handmade Vodka (Tito's) Skyy/Skyy Flavors (Campari) Grey Goose & Flavors (Bacardi) Ketel One (Diageo) Deep Eddy/Heaven Hill Crop (Chatham) Haku (Beam Suntory) Belvedere (Moët-Hennessy) Wheatley (Sazarac)	Tito's Handmade Vodka Grey Goose & Flavors Skyy & Flavors
Gin	Mr. Boston (Sazarac)	New Amsterdam (Gallo)	Bombay (Bacardi)	Bombay Sapphire (Bacardi) The Botanist (Rémy-Cointreau) Fords (Brown-Forman) Hendricks (William Grant) Oxley (Bacardi)	Bombay Bombay Sapphire The Botanist Hendrick's Fords
Tequila	Montezuma (Sazarac)	Lunazul (Heaven Hill)	Lunazul (Heaven Hill)	Teremana (Mast Jägermeister) Patron (Bacardi) Cazadores (Bacardi) Corazon (Sazarac) el Jimador (Brown-Forman) Herradura (Brown-Forman) Grand Mayan (MS Walker) Komos (Gallo) Milagro (William Grant) Don Fulano (Gallo) Espolon (Campari) Tequila Ocho (Heaven Hill)	Teremana Patron Herradura Milagro Espolon Tequila Ocho
Mezcal	N/A	N/A	Illegal (Bacardi)	Illegal (Bacardi) Montelobos (Campari) Pelotón (MS Walker)	Illegal Montelobos
Rum/ Rhum	Mr. Boston (Sazarac)	Castillo (Bacardi)	Bacardi/Bacardi Flavors (Bacardi) Bacardi Spiced Rum (Bacardi) Bacardi Coconut (Bacardi) Bounty/Bounty Flavors (Spirabam) Meyers (Sazarac)	Appleton (Campari) Bacardi (Bacardi) Diplomatico (Brown-Forman) Chairman's (Spirabam) Clement (Spirabam) Mt. Gay (Rémy-Cointreau) Myers (Sazerac) RumHaven (Gallo) Santa Teresa (Bacardi) Soul Cachaca (Soul)	Bacardi Mt. Gay Diplomatico

SPIRIT OVERVIEW (CONT.)

	Casino Floor/Comp	Well	Premium Well	Premium/ Super Premium	Preferred Brands for Cocktail Placement
Bourbon	Ten High (Sazarac)	Evan Williams (Heaven Hill)	Evan Williams (Heaven Hill)	Angel's Envy (Bacardi) Blanton's (Sazarac) Buffalo Trace (Sazarac) E.H Taylor (Sazarac) Eagle Rare (Sazarac) Elijah Craig (Heaven Hill) Horse Soldier (Gallo) Jim Beam (Beam Suntory) Knob Creek (Beam Suntory) Larceny (Heaven Hill) Long Branch (Campari USA) Maker's Mark (Beam Suntory) Michter's (Chatham) Old Forester (Brown-Forman) Old Rip Van Winkle (Sazarac) Uncle Nearest (Uncle Nearest) W.L Weller (Sazarac) WhistlePig (WhistlePig) Wild Turkey (Campari) Woodford Reserve (Brown-Forman)	Angel's Envy Woodford Reserve Long Branch Elijah Craig Old Forester
American Whiskey	Mr. Boston (Sazarac)	Seagrams 7	Seagrams 7	Seagrams 7	Seagrams 7
Tennessee Whiskey	Mr. Boston (Sazarac)	Jack Daniel's (Brown-Forman)	Jack Daniel's (Brown-Forman)	Jack Daniel's (Brown-Forman) Gentleman Jack (Brown-Forman) Single Barrel Jack (Brown-Forman)	Jack Daniel's
Canadian Whiskey	Canadian LTD (Sazarac)		Canadian VO (Beam Suntory)	Work with local vendor to replace Crown Royal	N/A
Irish Whiskey	N/A		Tullamore Dew (William Grant)	Slane (Brown-Forman) Teeling (Bacardi) Tullamore Dew (William Grant)	Tullamore Dew Teeling
Japanese Whiskey			Suntory Toki (Beam Suntory) Suntory Hibiki (Beam Suntory) Suntory Yamaziki (Beam Suntory)	Suntory Hibiki (Beam Suntory) Suntory Yamaziki (Beam Suntory)	N/A



SPIRIT OVERVIEW (CONT.)

	Casino Floor/Comp	Well	Premium Well	Premium/ Super Premium	Preferred Brands for Cocktail Placement
Blended Scotch	Mr. Boston (Sazarac)	Grant (William Grant)	Dewar's (Bacardi)	Dewar's (Bacardi) Monkey Shoulder (William Grant)	Monkey Shoulder Dewar's
Single Malt Scotch	N/A		Glenfiddich (William Grant)	Aberfeldy (Bacardi) Balvenie (William Grant-Questlove) Bruichladdich (Rémy-Cointreau) Glenfiddich (William Grant) Glenglassaugh (Brown-Foreman) Laphroaig (Beam Suntory) The Macallan (Edrington)	Glenfiddich
Brandy/ Cognac	St. Rémy VSOP (Rémy-Cointreau)	St. Rémy VSOP (Rémy-Cointreau)	St. Rémy VSOP (Rémy-Cointreau)	Courvoisier (Beam Suntory) D'Usse VSOP (Bacardi) Hardy (Spirabam) Louis XIII (Rémy-Cointreau) Rémy-Martin (Rémy-Cointreau) St. Rémy-Martin (Rémy-Cointreau)	D'Usse Rémy-Martin St. Remy
Vermouths	Martini (Bacardi)	Martini (Bacardi)	Carpano Vermouth (Branca)	Carpano Vermouth (Branca)	Carpano Vermouth
Amaros/ Aromatized Wines				Amaro Montenegro (Gallo) Aperol (Campari) Averna (Campari) Branca Menta (Branca) Braulio (Campari) Cynar (Campari) Campari (Campari) Fernet Branca (Branca) Frangelico (Campari) Jägermeister Punt E Mes (Branca)	Amaro Montenegro Aperol Campari Jägermeister
Cordials	Mr. Boston (Sazarac)	Allens OR DeKuyper (Beam Suntory)	Cartron (Spirabam)	Buffalo Trace Cream (Sazarac) Caffé Borghetti (Branca) Carolán's Irish Cream Cartron (Spirabam) Chambord (Brown-Forman) Chinola (Chinola) Chocolat (MS Walker) Clement Creole Shrub (Spirabam) Cointreau (Rémy-Cointreau) DeKuyper (Beam Suntory) Disaronno (Disaronno) Drambuie/Drambuie Iced Espresso (William Grant) Fireball (Sazerac) Grand Marnier (Campari) Howler Head (Campari) Midori (Beam-Suntory) RumChata (Gallo) Southern Comfort (Sazerac) St. Elder (MS Walker) St. Germain (Bacardi)	Cartron Fireball – Pool/Beach Caffé Borghetti Cointreau Chambord Drambuie Grand Marnier Howler Head

WINE OVERVIEW

Approved Wine Portfolios	
Bacardi	Hampton Water
Broken Earth	J Lohr
Brown-Forman	Jackson Family
Caymus Vineyards	Kobrand
Deutsch Family	Paul Hobbs
Delicato	Santa Margherita
Duckhorn	Terlato
E. & J. Gallo	Treasury Wine Estates

Preferred Wine by the Glass Offerings					
Banquets	Casino Floor/Comp	Casino Floor/Cash	Casual Restaurant/ Beach-Pool Bar Concepts	Entertainment/Lobby/ Public Bar Concepts	2nd Tier Restaurants
Liberty Creek OR Canyon Road	Liberty Creek OR Canyon Road	Liberty Creek OR Canyon Road	At least two E. & J. Gallo portfolio wine offerings	At least one Caymus Vineyards portfolio wine offering	At least two Caymus Vineyards portfolio wine offerings
Wycleff Sparkling Wine	Wycleff Sparkling Wine	Wycleff Sparkling Wine	At least two Jackson Family portfolio wine offerings	At least two E. & J. Gallo portfolio wine offerings	At least two E. & J. Gallo portfolio wine offerings
Jackson Family of Wine portfolio (for consideration - 2nd tier BTG)		Kobrand (for consideration - 2nd tier BTG)	At least one Kobrand portfolio wine offering	At least two Jackson Family portfolio wine offerings	At least two Jackson Family portfolio wine offerings
Caymus Vineyards (for consideration - 2nd tier BTG)		Jackson Family (for consideration - 2nd tier BTG)	At least two Treasury Brand portfolio wine offerings	At least one Kobrand portfolio wine offering	At least two Kobrand portfolio wine offering
Korbel (for consideration - 2nd tier BTG)		Korbel (for consideration - 2nd tier BTG)	At least one Caymus Vineyards portfolio wine offering	At least one J. Lohr Brand portfolio wine offering	At least one Daou Wine portfolio wine offering
Caposaldo (for consideration - 2nd tier BTG)		Caposaldo (for consideration - 2nd tier BTG)	At least one Terlato Brand portfolio wine offering	At least one Treasury Brand portfolio wine offering	At least two Treasury Brand portfolio wine offerings
			At least one Hampton Water Brand portfolio wine offering	At least one Terlato Brand portfolio wine offering	At least one Terlato Brand portfolio wine offering

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