

A close-up photograph of a glass filled with a golden, bubbly beverage. The glass is partially filled with ice cubes and garnished with several fresh blueberries. Two metal skewers are used to hold the blueberries in place. The glass is set against a background of a green, textured fabric.

# BEVERAGE MENU

CULTIVATED



# CULTIVATED

BY NEW YORK

The Javits Center has joined with Levy and CxRA to launch the hospitality brand CULTIVATED, a comprehensive and cutting-edge dining program that has reshaped and reimagined the food and beverage experience throughout the iconic venue. Our brand focuses on enhancing the hospitality experience with elements rooted in the Empire State, including more New York ingredients and producers, as well as unique dining presentations, products sourced on-site and signature high-end catering for the largest and most exclusive events in New York City.

**NY**

Items in this menu marked with the above icon are sourced from New York State vendors. This is part of our commitment to support local and promote quality New York products.

WE CREATE  
REMARKABLE  
EXPERIENCES BY  
BRINGING TOGETHER  
THE BEST OF NEW YORK.  
CULTIVATING  
SUSTAINABLE PRACTICES.  
& PERSONALIZING  
EVERY MOMENT TO  
DELIVER WORLD-CLASS  
HOSPITALITY.

To connect with us,  
contact CULTIVATED  
Sales Office at:

212-216-2400  
[services@cultivatedny.com](mailto:services@cultivatedny.com)

To learn more about  
CULTIVATED, visit:



CultivatedNY  
[CultivatedNY.com](http://CultivatedNY.com)



## BEER AND WINE PACKAGE

### WINE

Da Vinci Pinot Grigio

Salmon Run Chardonnay **NY**

Conundrum by Caymus Red Blend

Josh Craftsman's Collection Cabernet Sauvignon

### Rosé and Sparkling Wine Enhancement

Bridge Lane Rosé **NY**

La Marca Prosecco

### BEER

Choose from our list on page 8

2 Domestic Beers

&

2 Import or Craft Beers

### NON-ALCOHOLIC BEVERAGES

Coke

Diet Coke

Sprite

Ginger Ale

Club Soda

Bottled Water



## PREMIUM BAR PACKAGE

Not eligible for events on the Exhibit Show Floor

### LIQUOR

Tito's Handmade Vodka  
Bombay Sapphire Gin  
Hornitos Tequila  
Bacardi Superior Rum  
Jim Beam Bourbon Whiskey  
Jack Daniels Whiskey

### WINE

Da Vinci Pinot Grigio  
Salmon Run Chardonnay **NY**  
Conundrum by Caymus Red Blend  
Josh Craftsman's Collection Cabernet Sauvignon

### \*Rosé and Sparkling Wine Enhancement

Bridge Lane Rosé **NY**  
La Marca Prosecco

### BEER

#### Choose from our list on page 8

2 Domestic Beers  
&  
2 Import or Craft Beers

### NON-ALCOHOLIC BEVERAGES

Coke  
Diet Coke  
Sprite  
Ginger Ale  
Tonic  
Club Soda  
Orange Juice  
Cranberry Juice  
Bottled Water

**\*INCLUDES GARNISHES**





## DELUXE BAR PACKAGE

Not eligible for events on the Exhibit Show Floor

### LIQUOR

Ketel One Vodka

Brooklyn Gin **NY**

Patron Tequila

Bacardi 8 Year Rum

Makers Mark Bourbon

Monkey Shoulder Blended Malt Scotch Whisky

### WINE

Kim Crawford Sauvignon Blanc

Kendall Jackson Chardonnay

La Crema Pinot Noir

Decoy by Duckhorn Merlot

### \*Rosé and Sparkling Wine Enhancement

Aix Rosé

Chateau Frank **NY**

### BEER

Choose from our list on page 8

2 Domestic Beers

&

2 Import or Craft Beers

### NON-ALCOHOLIC BEVERAGES

Coke

Diet Coke

Sprite

Ginger Ale

Tonic

Club Soda

Orange Juice

Cranberry Juice

Bottled Water

**\*INCLUDES GARNISHES**



## PLATINUM BAR PACKAGE

Not eligible for events on the Exhibit Show Floor

### LIQUOR

Grey Goose Vodka  
Hendrick's Gin  
Casamigos Tequila  
Bacardi 8 Year Rum  
Woodford Reserve Bourbon  
The Balvenie Caribbean Cask Whisky  
The Macallan 12 Year Old Scotch Whisky

### WINE

Santa Margherita Pinot Grigio  
Stag's Leap Chardonnay  
JUSTIN Cabernet Sauvignon  
The Prisoner Red Blend

### \*Rosé and Sparkling Wine Enhancement

Minuty Rosé  
Chandon Brut

### BEER

#### Choose from our list on page 8

2 Domestic Beers  
&  
2 Import or Craft Beers

### NON-ALCOHOLIC BEVERAGES

Coke  
Diet Coke  
Sprite  
Ginger Ale  
Tonic  
Club Soda  
Orange Juice  
Cranberry Juice  
Bottled Water

**\*INCLUDES GARNISHES**

## ALA CARTE BAR PRICING

### LIQUOR/MIXED DRINKS

PLATINUM LIQUOR

DELUXE LIQUOR

PREMIUM LIQUOR

### WINE

PREMIUM WINE

### BEER

CRAFT BEER

IMPORTED BEER

DOMESTIC BEER

## MIXERS

COKE

DIET COKE

SPRITE

GINGER ALE

TONIC

CLUB SODA

ORANGE JUICE

CRANBERRY JUICE

## GARNISHES

LEMONS

LIMES

ORANGES

CHERRIES

OLIVES



## BEER

### DOMESTIC

Budweiser  
Bud Light  
Michelob ULTRA

### IMPORT

Heineken  
Stella Artois  
Corona Extra  
Modelo Especial

### CRAFT

Blue Moon  
Lagunitas IPA  
Brooklyn Lager **NY**  
Blue Point Lager **NY**  
Blue Point Hoptical Illusion IPA **NY**

### CIDER

Angry Orchard Crisp Apple **NY**

### NON-ALCOHOLIC BEER

Budweiser Zero NA  
Heineken 0 NA

## HARD SELTZER

Minimum of 24 per flavor

### WHITE CLAW

Mango  
Black Cherry  
Lime  
Ruby Grapefruit

### HIGH NOON

Black Cherry  
Grapefruit  
Lime  
Mango  
Passion Fruit  
Peach  
Pineapple  
Watermelon

\*SUBJECT TO AVAILABILITY

## READY TO DRINK

Minimum of 24 per flavor

### CUTWATER

Tequila Margarita  
Mango Margarita  
Vodka Mule  
Long Island Iced Tea  
Tropical Tiki Rum Mai Tai

\*SUBJECT TO AVAILABILITY

## LOCAL & WOMEN-OWNED

Minimum of 24 per flavor

### RAMONA ITALIAN SPRITZ

Organic Dry Amarino  
Organic Blood Orange  
Organic Meyer Lemon

### TALEA BEER

Sun Up Hazy IPA  
Al Dente Italian Style Pilsner  
Peachberry Punch Sour Ale

\*Seasonal flavors available





## VODKA

SVEDKA

TITO'S HANDMADE

KETEL ONE

GREY GOOSE

## GIN

BOMBAY SAPPHIRE

BROOKLYN GIN **NY**

HENDRICK'S

## RUM

BACARDÍ SUPERIOR

BACARDÍ 8

## BOURBON

JIM BEAM (WHITE LABEL)

MAKER'S MARK

WOODFORD RESERVE

## TEQUILA

JOSE CUERVO

HORNITOS

PATRON

CASAMIGOS

## WHISKEY

JACK DANIEL'S

MONKEY SHOULDER

JAMESON

THE MACALLAN

## SCOTCH

DEWAR'S WHITE LABEL

THE BALVENIE CARIBBEAN CASK 14

## COGNAC

D'USSE



## RED

### **PINDAR MERLOT NY**

Soft, bright, and juicy, it has a lightly peppery nose with leather, red berry, and lavender notes. Full, earthy flavors of spice, bacon, vanilla, toast, and oak. A light-bodied red wine that can be served slightly chilled or at room temperature.

### **JOSH CRAFTSMAN'S COLLECTION CABERNET SAUVIGNON**

The bouquet bursts with intense dark fruits, cinnamon, clove and subtle oak aromas. The palate is dominated by flavors of black cherries and juicy blackberries, accented by delicate vanilla flavors and toasty oak finishing long with round, soft tannins.

### **DR. KONSTANTIN CABERNET SAUVIGNON NY**

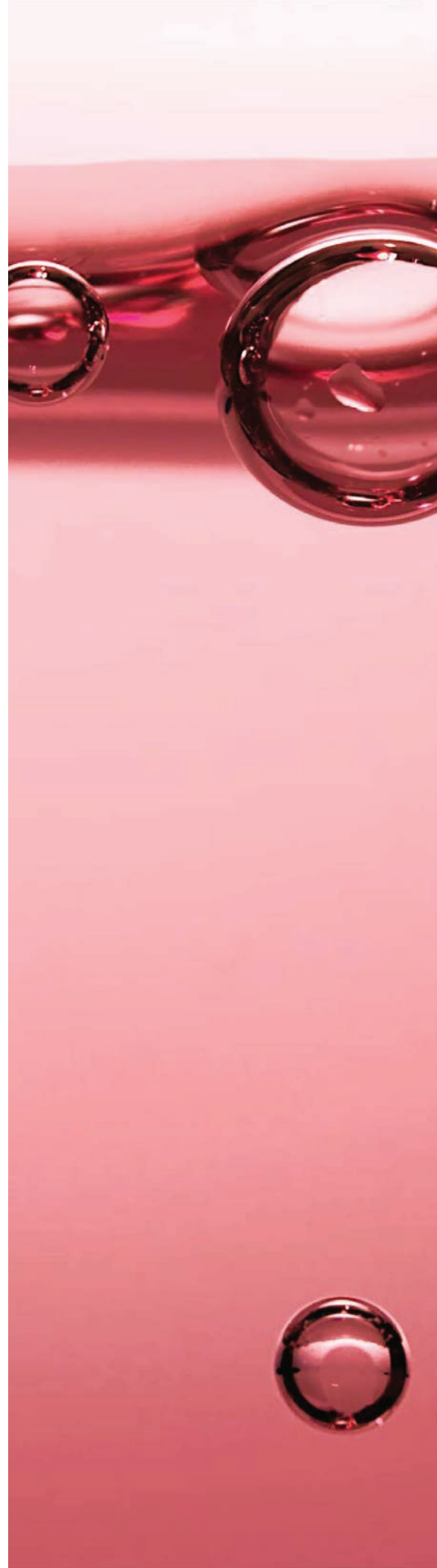
A medium-bodied red wine from an excellent vintage with aromas of blackcurrant and sour cherry, supported by undertones of black pepper, sage, and a touch of fennel. Pairs well with steak, prime rib, flourless raspberry chocolate tort, dark chocolate

### **CONUNDRUM BY CAYMUS RED BLEND**

Sourced from premier California wine growing regions, Conundrum Red features dark red varietals including Petite Sirah, Zinfandel, and Cabernet Sauvignon. It is rich, complex, and approachable. With lush flavors of cherries and baking chocolate, this wine has fine tannins that create a silky smoothness.

### **LA CREMA PINOT NOIR SONOMA COAST**

Aromas of ripe cherry, cocoa, anise and rich baking spices. Plush flavors of cherry, plum and pomegranate meld with hints of delicate tea leaf. Structured, balanced acidity and elegant, firm tannins round out the mouth





## RED

### **DECOY BY DUCKHORN MERLOT**

From Sonoma County, California- a lovely Merlot that has aromas of plum, cedar, and notes of baking spices. Layers of fresh strawberries and raspberries saturate the palate. The finish is soft and smooth with well-integrated tannins providing a very nice structure.

### **JUSTIN CABERNET SAUVIGNON**

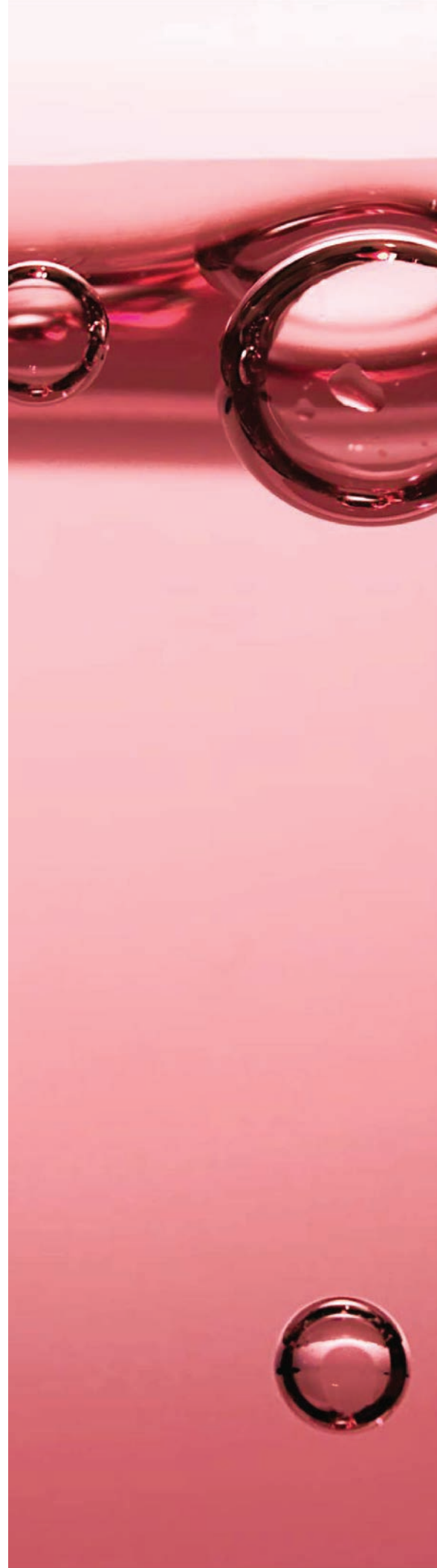
Dark purple-ruby core with lighter rim and moderately stained, pronounced tears forming on the glass. Aromatic with ripe black and red cherry, blackcurrant, and berry fruit, baking spice, and sweet tobacco with red and black licorice, oak, cocoa, and subtle camphor notes.

### **BROWN ESTATE NAPA VALLEY CHAOS THEORY RED BLEND**

A unique blend of 35% Merlot, 35% Petite Sirah, 15% Cabernet Sauvignon, and 15% Zinfandel for a full, fruity, irresistible wine. So engaging on the nose with up-front aromas of strawberry, red plum, blueberry, black cherry, violets, black pepper, and licorice, followed by a palate that gives the wine an extra firmness from its chewy, tannic grip. This is a crowd-pleaser showcasing a little something for everybody.

### **THE PRISONER RED BLEND**

Features enticing aromas of Bing cherry, dark chocolate, clove, and roasted fig. Persistent flavors of ripe raspberry, boysenberry, pomegranate, and vanilla linger harmoniously, for a smooth and luscious finish.





## WHITES

### **CHATEAU STE. MICHELLE RIESLING**

Inviting and easy to drink with flavors of white peach, apricot, pear and zesty grapefruit. This is a classic Columbia Valley Riesling that is versatile, charming and fun to drink.

### **SALMON RUN CHARDONNAY NY**

Fruity, unoaked style of Chardonnay. Dry, crisp, and fresh with notes of ripe apple, apricot, peach, and tropical fruits. Refreshing, yet rich, flavors are rounded out by a pleasing citrus acidity with bold fruit flavors.

### **DA VINCI PINOT GRIGIO**

From Northeast Italy, flavors of fresh green apple, juicy citrus and tropical fruit with a hint of minerality. Enjoy the lively acidity and fresh, crisp profile that makes this a wonderfully versatile white wine.

### **SANTA MARGHERITA PINOT GRIGIO**

Crafted in the Northern Italian region of Alto Adige, this crisp, elegant wine pairs beautifully with a wide variety of dishes. Its clean, intense aroma and bone-dry taste have an appealing flavor of Golden Delicious apples.

### **BRIDGE LANE SAUVIGNON BLANC NY**

Label produced under Lieb Cellars of The North Fork of Long Island. A New York State Wine with flavors of citrus, grapefruit and freshly cut grass.

### **BROWN ESTATE HOUSE OF BROWN CHARDONNAY**

Pineapple, starfruit, and guava with secondary notes of flowering star jasmine, orange blossoms, and traces of honeysuckle, lemon verbena, and meringue. Light, crisp, elegant, and juicy on the palate with a bright yet round mouth-feel. Made from sustainably grown wine grapes with small amounts of naturally occurring and added sulfites.





## WHITES

### **KIM CRAWFORD SAUVIGNON BLANC**

Fresh and juicy with ripe, tropical flavors of passion fruit, melon, and stone fruit. Each sip of wine reveals classic Marlborough sauvignon blanc aromas of lifted citrus, tropical fruit, and crushed herbs, along with vibrant acidity and plenty of weight and length on the palate.

### **KENDALL-JACKSON VINTNER'S RESERVE CHARDONNAY**

Beautifully integrated tropical flavors such as pineapple, mango, and papaya, with citrus notes that explode in your mouth. These flavors delicately intertwine with aromas of vanilla and honey to create depth and balance throughout. A hint of toasted oak and butter rounds out the long, lingering finish.

### **STAG'S LEAP NAPA VALLEY CHARDONNAY**

The boisterous bouquet invites you in with lively aromas of delicate Meyer lemon, orange blossom, fresh white peach and delicate honeysuckle, supported by more subtle notes of tarte tatin and brioche toast. Fresh, vibrant and mouthwatering, the palate is crisp with layers of ripe Golden Delicious apple, guava and warm Asian pear, backed up by a luscious texture that is rich and balanced. Well-integrated notes of vanilla, allspice and crème brûlée lead to a lengthy finish that is full and bright. Maintaining a core of fresh acidity, this Chardonnay is graceful and elegant, full of depth and complexity.

## ROSE

### BRIDGE LANE ROSÉ NY

Cabernet Franc-based, you'll find notes of guava and peach blossom followed by flavors of strawberry and watermelon. Exceptionally light bodied and dry, it's an invigoratingly crisp summer sip. The finish is brisk but crystalline and mineral.

### AIX ROSÉ

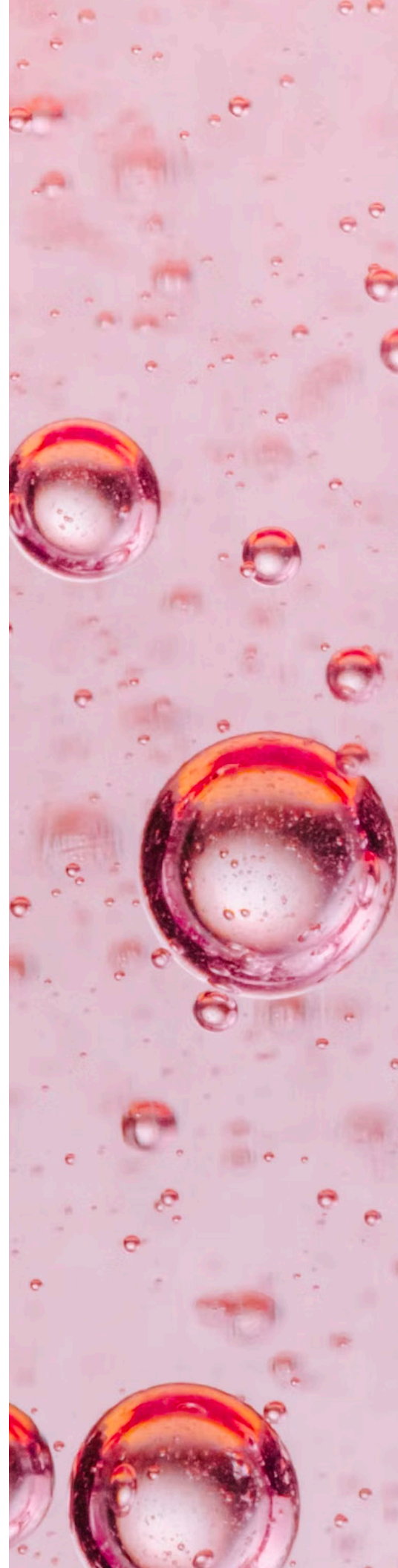
A fragrant and well-balanced wine, AIX's hypnotizing salmon pink color reveals a fruity freshness. The nose is delightfully fragrant with delicate balance and crisp acidity. Enjoy the notes of soft, ripe summer fruits particularly watermelon and strawberries.

### MINUTY ROSÉ

It's vibrant and light on the palate with refreshing zesty and herbaceous notes. The Grenache and Cinsault blend form an aromatic harmony offering notes of peach and candied orange. On the nose, very intense greedy aromas of orange peels and red currant. On the palate, smooth with a nice acidulous freshness.

### MUMM NAPA BRUT ROSÉ

Brut Rosé is Mumm Napa's signature rosé sparkling wine. It is a relaxed, yet elegant, sparkling wine that has earned many accolades. This sparkling rosé has an eye-catching pink coral color that features rich flavors of black cherry, raspberries, strawberries and citrus paired with a rose petal aroma.







## SPARKLING

### LA MARCA PROSECCO

This sparkling wine is pale, golden straw in color. Bubbles are full textured and persistent. On the nose, the wine brings fresh citrus with hints of honey and white floral notes. The flavor is fresh and clean, with ripe citrus, lemon, green apple, and touches of grapefruit, minerality, and some toast.

### CHANDON BRUT

Crisp, fresh and effortlessly cool, our Chandon Brut is your go-to choice bubbly for entertaining, sipping and gifting. A classic expression of our California vineyards, signature green apple, pear and citrus notes precede a soft, dry finish.

### CHATEAU FRANK NY

Whispers of brioche and spice lend warmth to concentrated flavors of pressed apple and pear in this traditional Champagne blend. It's intensely frothy and foamy on the palate but bright lemon-lime acidity tightens up the finish.

### CHAMPAGNE NICOLAS FEUILLATTE BRUT

Pale gold in color with abundant delicate bubbles. Floral aromas of fruit with a subtle predominance of white fruits: pear, apple, almonds, and hazelnuts. Fresh opening, smooth, pleasant, and balanced.

### VEUVE CLICQUOT

Yellow Label is the signature of Veuve Clicquot's quality and style. It manages to reconcile two opposing factors - strength and silkiness - and to hold them in perfect balance with aromatic intensity of yellow and white fruits, vanilla and brioche and a lot of freshness. Ideal as an aperitif, and perfect as the Champagne to enjoy with a seafood or pasta meal.

## SPECIALTY FALL/WINTER

### CUCUMBER MOJITO

Rum, Sweet Simple Syrup, Club Soda,  
Mint, Cucumber Garnish

### MAPLE BOURBON SOUR

Bourbon, Lemon Juice, Maple Syrup,  
Ginger Syrup, served over Ice

### WINTER MULE

Vodka, Cranberry Juice, Ginger Beer, garnished  
with Cranberries and Rosemary Sprig

### SEASONAL PALOMA

Tequila Blanco, Cranberry Juice,  
Pomegranate Juice, Club Soda, Lime Wedge

### SPICED PEAR COLLINS

Gin, Pear Puree, Lemon, Rosemary  
Clove Simple Syrup, Rosemary Sprig

### BLOOD ORANGE ROSEMARY FIZZ

Prosecco, Aperol, Blood Orange Juice,  
Rosemary Syrup, Orange Wheel, Rosemary

## SPECIALTY SUMMER/SPRING

### WATERMELON MARGARITA

Blanco Tequila, Watermelon Puree,  
Lime, Simple Syrup

### SPARKLING ROSEMARY AND GRAPEFRUIT COCKTAIL

Prosecco, St-Germain, Grapefruit  
Juice, Rosemary Sprig

### STRAWBERRY SHRUB

Gin, Strawberry Shrub, Lime, Club Soda

### PALOMA

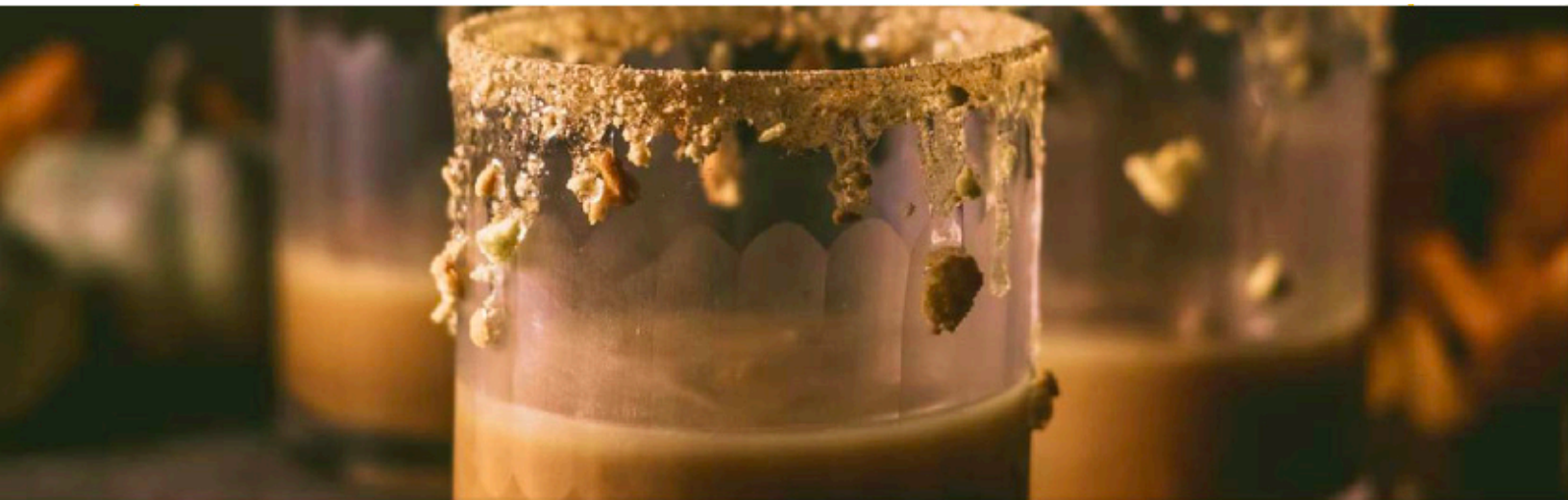
Tequila Blanco, Grapefruit,  
Lime Juice, Simple Syrup

### SPARKLING BLACKBERRY VODKA LEMONADE

Vodka, Lemonade, Simple Syrup,  
Club Soda, Blackberries

### APEROL SPRITZ

Prosecco, Aperol, Club Soda





# GENERAL INFORMATION

## STAFFING RATES

Staffing fees will automatically be added to your order. Please note that a five (5) hour minimum, per staff member applies.

Bartender \$270 per five (5) hours. Five (5) hour minimum.  
\$95 for each additional hour after the first 5.

\*Please note that the calculations of labor hours must include two (2) hours of set-up, the number of hours for service, and one (1) hour of breakdown and clean-up.

## LINEN, RENTALS, AND SPECIAL EVENT PLANNING

Please contact our Cultivated Catering Sales Team in regards to linen and rentals for your food and beverage service. Floral, décor and entertainment services recommendations can be shared as needed.

## FURNITURE RENTALS

Cultivated has a limited amount of bar service furnitures available for rent. Please note that furnitures are not included in our beverage packages and clients to provide or bring in bar furnitures for their space from external vendors. Below is a list of furnitures you can rent from Cultivated.

<b>Cultivated Premium Rolling Bar</b>	<b>\$250 per day</b>
<b>Cultivated Premium Side Module</b>	<b>\$150 per day</b>
<b>Cultivated Premium Storage Shelf/Back Bar</b>	<b>\$350 per day</b>
<b>Refrigerator Rental</b>	<b>\$250 per day</b>

## EXCLUSIVITY

Cultivated maintains the exclusive rights to provide all food and beverage in the Javits Convention Center. All food and beverages, including water, must be purchased from Cultivated.

## MENU SELECTION

Cultivated Catering Sales team is available as a valuable resource to you with expertise in event planning, menu selection and to answer any questions or concerns you might have. While our menus are designed to be inclusive to a wide variety

of dietary needs, the Cultivated Sales Team, together with our culinary team are available if you'd like to design a special menu to serve in your event.

## GUARANTEES

The Customer shall notify Cultivated, not less than fourteen (14) business days (excluding holidays and weekends) prior to the event, the minimum number of guests the Customer guarantees will attend the event (the "Guaranteed Attendance"). There may be applicable charges for events with minimal attendance. If Customer fails to notify Cultivated of the Guaranteed Attendance within the time required, (a) Cultivated shall prepare for and provide services to guests attending the event on the basis of the estimate attendance specified on the BEOs and (b) such estimated attendance shall be deemed to be the guaranteed attendance.

## ELECTRICAL REQUIREMENTS

Any electrical needs for your events, including those for equipment needed in your food & beverage service, need to be requested directly to the Javits Center via your Event Solution Manager or Exhibitor Solutions Manager. The charges for these power needs will be charged to the client directly.

## PAYMENT POLICY

A deposit of seventy-five percent (75%) of the total contract value will be required sixty (60) days in advance of the first function. A signed catering agreement must be returned to Cultivated 60 days prior to the start. The final twenty-five percent (25%) shall be paid in full a minimum of seven (7) business days prior to the start of the first event. Any remaining balance due must be paid within ten (10) business days upon receipt of final invoice. Outstanding Event Price

# GENERAL INFORMATION

## ALCOHOL BEVERAGE GUIDELINES

Cultivated is the sole holder of the New York State issued liquor licenses for the Javits Convention Center. We retain the exclusive right and responsibility to provide and dispense any alcohol served at the facility. We reserve the right to request photo identification from any guest in attendance and to refuse services to attendees who do not have proper identification or appear to be intoxicated. Under New York State law, alcoholic beverages are not permitted to be removed from the facility.

All serving of alcohol must be handled by Cultivated bartenders trained in responsible alcohol service. Our standard alcohol pour per drink is no more than 1.25 ounces for drinks single alcoholic ingredient and a maximum of 2 ounces for drinks with two or more alcoholic ingredients. Guests can have a maximum of 2 drinks at any given time.

## FOOD AND BEVERAGE PRICING

Prices quoted are in US Dollars and are subject to 22.5% administration charge and applicable sales tax. Prices are subject to change without notice; however, guaranteed prices will be confirmed sixty (60) days prior to the event.

## ADMINISTRATION CHARGE AND TAX

All food and beverage items are subject to a 22.5% administration charge, plus applicable sales tax. The administration charge is for administration of the special function, is not purported to be a gratuity, and will not be distributed as gratuities to employees who provided the service to the guests.

## TAX EXEMPT

If the customer is an entity claiming exemption from taxation in New York State, customer is to provide evidence of the exemption thirty (30) days prior to the event in order to be relieved of its obligation to pay state and local sales taxes.

## LATE FEES

Orders received within 14 days of the event will be subject to a limited menu offering. Any orders received within 10 days of an event will be assessed a 10% late order fee.