

CATERER OF THE YEAR 2020



BY DESIGN COLLECTIVE

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WELCOME

SPRINGING FROM HUMBLE BEGINNINGS in 1996, CATERING BY DESIGN FIRST STARTED AS THE CATERING DIVISION OF A LOCAL FAST CASUAL RESTAURANT. SINCE THEN WE'VE DITCHED THE ORDINARY TO CREATE THE EXTRODINARY.

Catering By Design and it's dedicated team has worked alongside our clients to take their imaged experiences and turn them into something of their wildest dreams. Led by our owner duo, Cade and Ingrid Nagy, these events are meticulously planned, crafted, and executed ensuring no stone is left unturned and no idea not brought to life. We start and end our client's experience with top-knotch customer service from perfectly orchestrated divisions within our parent brand, giving them a one stop shop that keeps our clients at ease.

We are excited and honored to have numerous awards and accolades under our aprons, including the most recent Best Caterer in Denver for both 2018 and 2019. At the end of the day, however, our biggest wins come from our smiling team, fabulous events, and awestruck clients.

We look back fondly at our 24 years of experience, and excitedly to the future for what we will continue to learn and accomplish. 2020 is already shaping up to be stellar, and we can't wait to see what else is in store.

The Catering By Design Team

JOB DESCRIPTIONS

CEO/CFO

Visionary and Finance Director

As the Visionary she is responsible for:

- Industry presence
- Big relationships
- Research & development

As the Finance Director she is responsible for:

- Budgets/financials
- Cash flow/Spending oversight
- Finance/Banking relationships

GENERAL MANAGER

Integrator responsible for:

- Leads directors' team
- Profit & Loss executive
- Remove obstacles & barriers to execute the vision
- Special initiative oversight
- Customer satisfaction
- Human resources oversight
- The ambassador of the company core values

DIRECTOR OF SALES & MARKETING

- Leads sales & marketing team including event designers/event operations managers/graphic designer
- Set and manage sales goals
- Ensure all events are prepared for operating departments
- Develop & execute marketing & PR plan
- All social media oversight
- Leads Creative team

EVENT DESIGNERS

- Client relationships
- Qualify, design, propose & close events
- Prospect new clients
- Meet or exceed sales goals

EVENT OPERATIONS MANAGERS

- Client management
- Logistics
- Vendor management
- Onsite event management
- Billing

GRAPHIC DESIGNER

- Graphic design for all designer & company support
- Social media management
- Mailers/Email execution
- Ad development
- Print Production

EVENT COORDINATOR

- Answers daily phone calls
- Manages office supplies
- Handles distribution of all event orders/changes
- Payments processing
- Responsible for supporting General Manager administrative needs

DIRECTOR OF OPERATIONS

- Leads warehouse management team & core process
- Leads creative design, carpentry & floral management team
- Oversees building maintenance
- Responsible for IT
- Equipment inventory purchasing & maintenance

WAREHOUSE MANAGER

- Leads warehouse team
- Recruiting & hiring of warehouse/carpentry/floral team members
- Scheduling & payroll
- Develop event pull sheets
- Fleet management

WAREHOUSE SUPERVISOR

- Assists in managing warehouse team
- Inventory control
- Equipment maintenance
- Warehouse productions
- Training

JOB DESCRIPTIONS

SENIOR CREATIVE DESIGNER

- Creative R&D
- Event design collaboration
- Creative Concept design
- Collaborate with carpentry team
- Lead floral team
- Floral profitability, inventory & purchasing

FINANCE MANAGER

- Payroll
- Vendor management
- Accounts payable
- Accounts receivable

CHEF DE CUISINE

- Lead Culinary team
- Food purchasing, expense management & inventory control
- Along with Creative Chef, develop new menus
- Liaison with Creative team/Sales team
- Quality control & consistency
- Manage Caterease/ChefTec

CREATIVE CHEF

- Research & development
- Create menus & stations concepts
- Collaborate with Creative design specialist/Creative team
- Menu input into Caterease
- Train culinary team on new menu items
- Communicate with event chefs on menu

SOUS CHEFS

- Oversee all culinary production
- Staging/check out events
- Food prep/quality control
- Train staff

EVENT SERVICE DIRECTOR

- Lead event service team
- Onsite staff recruitment & retention strategy
- Establish & uphold quality/service standards
- Cost control

EVENT TRAINING MANAGER

- Lead/manage all event managers & event chefs
- Design training programs
- Execute training of all onsite staff
- Manage certified trainer (CT) program
- Uphold quality/service standards

STAFFING MANAGER

- Lead/manage all onsite/non-management staff
- Responsible for all event staffing
- Staff communication through Nowsta/email/phone
- Hire & onboard event staff

HUMAN RESOURCES GENERALIST

- Benefits management
- Post, onboard & set up new hires
- Conflict resolution and termination support
- Reporting compliance & safety management
- Employee engagement

EMPLOYEE HANDBOOK



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CLICK HERE FOR A LINK TO OUR EMPLOYEE HANDBOOK

EMPLOYEE BENEFITS

- OWNER DISCRETIONARY PROFITABILITY SHARING BONUS
- COMPANY MATCHED 401K
- HEALTH REIMBURSEMENT ALLOWANCE
- PAID TIME OFF ACCRUALS BASED ON TENURE
- SICK LEAVE
- 100% PAID MATERNITY/PATERNITY LEAVE
- MONTHLY CAR ALLOWANCE

- SERVE SAFE FOOD HANDLERS & TIPS CERTIFICATIONS
- WEEKLY WORK REMOTE DAY AFTER 6 MONTHS OF EMPLOYMENT
- CONFERENCE & TRAINING SEMINARS
- PROFESSIONAL MEMBERSHIPS SUPPORT
- LUNCH PROVIDED DAILY
- PROGRESSIVE TIER TRAINING FOR ADVANCEMENT OPPORTUNITIES

EMPLOYEE RECOGNITION & APPRECIATION

PEER TO PEER RECOGNITION

We host an interdepartmental peer to peer reward and recognition program on a weekly basis. Every Friday, a \$20 gift card is awarded to a team member that is doing an amazing job, as nominated by their peers. The person that wins this award is responsible for choosing a winner in a different department the following Friday.

MVP PROGRAM

Our MVP program is an employee recognition program meant to acknowledge and celebrate those that exemplify our values and missions and have pride in the company. Everyone is eligible and everyone can nominate.

720K CHALLENGE

This is a company wide steps challenge. Each team is challenged to achieve 720,000k steps in for weeks, or 180,000 steps cumulatively weekly. Each team that achieves their goal is eligible for a weekly gift card drawing, and the highest stepping team is awarded a special luncheon with the directors and individual gift cards.

ANNUAL HOLIDAY PARTY

Our all out bash that our employees look forward to every year! We celebrate another successful year by inviting all of our employees and plus 1's for a magical night of catered treats, delicious drinks, dancing, and more. We always encourage our team to eat, drink, and be merry at this event because they truly deserve it.

ANNUAL COLFAX MARATHON RELAY

Each year we sponsor two 5-person relay teams for our employees to participate in this Denver favorite. These teams train together all Spring and celebrate their success at the finish line.

EMPLOYEE RECOGNITION & APPRECIATION

Grow Up Glam
**HOLIDAY
PARTY**
Jan 31 2020

6:30PM-11:00PM
DRESS UP, DRINK, DINE & DANCE
Plus One (no kids please!)
CHILDREN'S MUSEUM OF DENVER
21+? BRING YOUR I.D.
RSVP: PARTY2020@BYDESIGN-COLLECTIVE.CO

11th Annual Holiday Cook-off
featuring eggs!



DEC 19 * 11:30 - 1:30 * CBD KITCHEN

INVITATION ONLY. PARTICIPATION IS OPTIONAL, BUT WE WOULD LOVE TO HAVE YOU AS WE CELEBRATE A SUCCESSFUL 2019!

PICK YOUR OWN TEAM. PAIRS ARE ENCOURAGED. GET CREATIVE. NO BREAKFAST RECIPES!

RSVP By December 11th to
Party2019@ByDesign-Collective.com



MARKETING PLAN

In 2019 we focused on an integrated approach to marketing, separating our efforts among print, digital, social, and referral methods to spread the word. Word of mouth has always been the strongest method of promotion for us, however this year we did an audit of our strategies and also realized our social media presence was a huge area of opportunity. Our Director of Marketing pays special attention to not only newsworthy awards we've won, innovative menus we've produced and incredible events we've put together, but also our individual employees and clients, fully showcasing across all channels what is most important to us and our continued success.

PRINT ADVERTISING

By Design Collective maintains an advertising schedule with key publications in the industry. In 2019, we advertised in Colorado Expression Magazine, a lifestyle publication celebrating and profiling the best of the best in people, places and events of Coloradans. Our ads are designed to showcase our food, creativity, décor and design. We boast an in-house photographer that regularly photographs the food and décor for an always fresh and new perspective.



MARKETING PLAN

PARTNER EVENTS

We participate in more than a dozen partner events a year where we are happy to showcase the latest & greatest trends in food & décor. We love the opportunity to truly shine at these events & always go above & beyond with service and style.

NETWORKING

Every year, we host a luncheon for our planners, our annual non-profit giveaway event, and are attending industry events monthly. The sales team is also actively involved in industry organizations such as WIPA, MPI, NACE, and ILEA.

TASTINGS

We offer private & complimentary tastings to our perspective clients. Everything we do is custom to meet the client's vision and expectations. Each tasting incorporates all courses and is prepared and served by our Chef De Cuisine. The Event Designer hosts the guests and talks through the menu offerings, incorporates their feedback to then deliver exactly what the client is envisioning.

MARKETING PLAN

SOCIAL MEDIA

As we mentioned, we identified our social media networks as an area of opportunity for our company. Acknowledging that these channels not only aid with client acquisition and trustworthiness, we set out to create a more streamlined experience that more directly aligned with our brand. To do so, we combined all of our brands under one handle, driving traffic & awareness to everything we can do instead of segregating it. We wanted to go one step further in announcing this move - we put together a fun "We're Mixing It Up!" package for our vendors & clients, giving them an interactive reminder of our new social digs.

CLIENT/VENDOR GIFTS:

Every year, our Creative Team is on point with our client and vendor gifts. For the 2019 holiday season, we created a Pantone experience gift set, including a branded tote bag, notebook, hand-made cocktail sugar rimmers in three flavors, and a bottle of custom labeled vodka.



AWARDS

2019 AWARDS

- Colorado Meeting & Events – Best Caterer
- ILEA – Best Catered Event – Simply
- Denver Mac & Cheese Festival – Judge’s Choice

2018 AWARDS

- ILEA ESPRIT Award - Best Culinary Innovation - The Kitchen Community, Living Salad
- ILEA Denver IDEAs Award - Best Culinary Innovation - The Kitchen Community, Living Salad
- LEA Denver IDEAs Award - Best Catered Event - The Kitchen Community
- Colorado Meetings and Events 2018 Best Of - Best Caterer in Denver Metro - Catering by Design
- International Caterers Association CATIE Award - Signature Caterer for Best Multi-Day Event - Camp Eclips

2017 AWARDS

- ILEA ESPRIT Award - Best Catered Event - BASH20
- NACE One Award - Best Off-Premise Event (\$50-\$100K)
- ILEA Denver IDEAs Award - Best Catered Event - BASH20
- ILEA Denver IDEAs Award - Best Culinary Innovation - Jerky Wall
- NACE Greater Denver Chapter - Caterer of the Year - Catering by Design
- International Caterers Association CATIE Award - Best Hors D’oeuvres - “Toasted”
- International Caterers Association CATIE Award - Best Food Trend - Jerky Wall
- Colorado Expression Magazine ICON Award - Best Food Presentation at an Event - BASH20
- Colorado Expression Magazine ICON Award - Best Overall Event (over \$75K) - BASH20
- Colorado Expression Magazine ICON People’s Choice Award- Best Wedding (under \$75K) - Dawn & Darren’s Wedding

2016 Awards

- NACE Legend Award - Best Catered Event - Dawn & Darren’s Wedding Reception
- ISES Denver IDEAs Award - Best Catered Event (under \$100K) - Dawn & Darren’s Wedding Reception
- ISES Denver IDEAs Award - Best Social Event - Control 4 Launch Party
- Colorado Meetings + Events Magazine - Lifetime Achievement Award to Cade Nagy
- Colorado Expression Magazine ICON People’s Choice Award - Best Overall Event (under \$75K) Pinnacol Assurance Holiday Party
- Colorado Expression Magazine ICON People’s Choice Award - Best Overall Event (over \$75K) - Truth + Dare
- Colorado Expression Magazine ICON Award - Best Overall Event (over \$75K) - Truth + Dare
- Colorado Expression Magazine ICON Award - Best Food Presentation at an Event - Truth + Dare

2015 AWARDS

- Colorado Expression Magazine ICON People’s Choice Award - Best Overall Event (under \$75K) - Streets of Paris
- Colorado Expression Magazine ICON People’s Choice Award - Best Food Presentation at an Event - Control 4
- Colorado Expression Magazine ICON Award - Best Event Produced for a Corporation or Association - Muse
- NACE Legend Award - Best Catering at a NACE Event - Root to Flower

CUSTOMER SERVICE

PHILOSOPHY

There is nothing that can take the place of perfectly tuned customer service. We may hit the nail on the head with food, design, and layout, but if customer service from start to finish is not top notch all of our efforts are in vain. It's because of this that we have put programs and training resources into place to make sure every member is well-oiled and ready to take on any challenges thrown their way with a smile on their face and a level-headed approach.

BY DESIGN COLLECTIVE THREE STEPS OF SERVICE

1. FIRST IMPRESSION/WARM AND AUTHENTIC GREETING
2. ANTICIPATORY SERVICE/ANTICIPATE PREFERENCES
3. THE PRACTICE OF GRATITUDE/FOND FAREWELL

Our team is taught that by applying the principles of the Three Steps of Service and learning our By Design Collective Core Values, clients, guests and team members will always enjoy an exceptional experience. These principles are crucial throughout the entire process, from proposal to post-event feedback requests. We reiterate time and time again for our teammates to "Think Relationship, Not Transaction", meaning that these relationships and experiences are the number one priority, with everything else coming second.

We equip our all of our teams not only prepping them on the events of the day, but also with toolbelt full of actions to take should something go wrong at any step, interation prompts for when they are chatting with clients and guests, and resources throughout the event to set themselves up for total success.

CLIENT TESTIMONY

We had only met with a few other catering companies in our city when we met the team at Catering By Design. Ching immediately felt like family, understood our wedding vision (and our love of food), and helped us work through a scrumptious tasting menu. We never met with another one after them. Little did we know at that time that her team would literally make our wedding day what it was. Every single day since our wedding we hear the rave reviews from our guests about everything this team created (the dinner, dessert, and late night food as). This team also helped us think logically through the timeline and the alcohol logistics - truly they helped with absolutely everything. When our guest list changed, they helped with re-organizing the seating space... when my father decided he wanted to make a longer toast than anticipated, they got us pre-poured champagne as an option at the last minute to save the day. I cannot put into words how lucky we feel to have found them. If you haven't decided on a catering company already, RUN don't walk, their way!!!

-Rebecca S, The Knot

I wanted to thank you all for working with us to execute one of the best Thursday night events that the SC conference has held. The venue, activities, food, and drinks were all really terrific, and we received many kudos from our conference attendees.

-Becky V, SC19

Catering By Design was the perfect match for our wedding! From the moment I first inquired to the day of our wedding, Rachel and her team were super helpful with answering questions and planning out our meal. The day of the staff was super kind and the food WAS AMAZING! I keep getting compliments from guests about how wonderful everything was. I myself am obsessed with the chicken we had. 10/10 recommend CBD

-Laura F, The Knot

CLIENT TESTIMONY

Can't say enough good things about CBD. As other reviews have mentioned, you pay a little more than some of the other catering teams out there but it is worth every.single.penny. The food was amazing (still getting rave comments about dinner), the service was top notch, the bar service was fast and friendly-- everything ran like a well oiled machine. The highlight of our experience was our sales contact, Kara. She was always on top of things, super responsive and patient with us when we had lots of questions, paid close attention to all of our misc. requests and walked me through my rentals list to make sure I didn't forget anything (above and beyond her job) -- I never once felt like any detail would be overlooked. I would recommend CBD over and over again.

-Kristin H, The Knot

Very great catering professionals. I would advise anyone to go through there catering company for Events! We get the job done with amazing energy, pose, and Elegance.

-DQ, Facebook

Catering By Design does a phenomenal job at each event they cater with us! They create delicious food for each of our clients and work hard to make their event dream come true. We are so thankful to work with you at Spruce Mountain Events!

-Tara A, Facebook

A BIG thanks to you and your team for an amazing evening! Your team was extremely professional and the food was amazing. We couldn't have been happier.

-Chris A, Interior Environments

CLIENT TESTIMONY

I wanted to send a note of appreciation on behalf of Kara Shropshire and Ashley for their incredible work on our annual customer event a few weeks ago at Mile High Station. We interviewed 6 caterers and right away, Kara was a standout in the consultation process. From her thoughtful intake questions, to her approach to adding value in a very straightforward, honest, candid manner, Kara helped make the event a smash success. Our tasting was phenomenal, and her ability to juggle a variety of requests and changes up until the week prior, and even add services on the fly as needed, was outstanding.

She also did a tremendous job translating our vision to Ashley who knocked it out of the park on the event design and décor program. People were blown away by the scene your team created—we welcomed our most valuable customers into a cool, sleek, comfortable lounge and hosted them at a conference unlike any they'd ever seen. I've attached photos of the food and décor which you're welcome to use, photos by Amy Vakaran (our handles are @gospotcheck if you end up wanting for social). Kara managed all the vendors behind the scenes masterfully, from balloons to furniture and more. At every moment, I had full trust in Kara's ability to pull things off without a hitch.

I can say with full confidence that because of Kara, we will definitely work with By Design again on our next event, no questions asked. She is a phenomenal asset and we are so thankful we chose your team in our process. It would not have been the success it was without her!

-Heather L, GoSpotCheck Conference

So the month of May is wrapping up and I could not be more ecstatic with the support that your team provided this month! We finished 3 events (2 for KIPP Colorado Schools & 1 for Courtney Dixie & Cameron Bruett's wedding at DBG this past weekend) all of which were a huge success thanks to all of your great staff. I want to personally recognize their hard work, dedication and excellence in ensuring these events went off without any hiccups. Whether it was on the sales end with Ching, Gaby helping put together & finalize the floor plans & details, Desiree cooking deliciousness, Salina overseeing all the details for the presentation to be perfect, Stephanie & Kylie who are always on top of their game leading the team or Meredith who had to rework staff schedule to accommodate an early delivery due to the DBG Construction project. I don't want to forget Rob & his friendly crew in the warehouse that accepted all of my high-end disposables for the event that needed to get loaded onto the truck! I also don't want to forget the great "Worker Bee" teams that worked these events...they were so friendly, accommodating and supportive to the guest experience. We were told multiple times on Saturday night how great the service was and that was directly a compliment to By Design Collective.

This note does not even begin to express my gratitude, but I seriously could NOT have done it without each individual! I am so grateful to have such a wonderful partnership and want you to know how appreciative I am! Please pass on my thank you to each person who worked these events

- Ali W, AW Events

SUSTAINABILITY & GREEN POLICIES

At Catering by Design, we believe that it is extremely important to take responsibility for the planet and to do our part to protect it. We are committed to our sustainability plan and by communicating internally, sustainability has become an ingrained part of our company culture.

- We have universally switched our disposable packaging and guest ware to compostable products.
- All food waste is composted.
- We opt for organic products whenever possible.
- We offer vegan alternatives for all menu items, and feature almond and soy milk as these items generally have a lower carbon footprint than dairy milk.
- We source ingredients from local producers. Not only does our food taste fresher, but we are supporting our local economy and slashing our carbon footprint.
- We have completely automated our event process, avoiding all paper distribution, including, but not limited to the SEO forms, event evaluations, all diagrams, notes for the event managers & chefs.
- At our cafes we give our customers a discount if they bring in their own reusable mugs.
- Rather than throwing out used coffee grounds we donate them to the Denver Botanic Gardens to use as fertilizer.
- We opt for energy efficient equipment whenever possible.
- All light fixtures in our building are energy efficient.
- We use biodegradable and non-toxic cleaning products.
- Our staff are trained in what is compostable and how to compost our waste, both in our commissary and on site.
- We have relationships with WeDontWaste.org to regularly utilize extra food for the needs of our community.
- Our onsite equipment has expanded to include an in-house three bin system with trash, recycle and compost.
- Each chef in our kitchen composts all unused prep and as a result over 80% of our waste is diverted.

INDUSTRY SUPPORT

Catering by Design proudly supports We Don't Waste, an innovative food provider for the homeless. We donate usable leftover food from our events and our restaurants on a regular basis and sponsor the WDW annual Fill a Plate fundraising event with complimentary staff. In addition to our annual \$20,000 non-profit giveaway (See community support, Catering by Design supports the Denver Botanic Gardens with a significant annual donation and in 2019 and we sponsored The Lotus Network, a new start-up organization for aging. We sit on the board of Executive Women International (EWI). In 2019, Catering by Design sponsored the reading rally through EWI, by purchasing backpacks for low income students. Annually, we are very proud to sponsor an organization for one of our employees by purchasing the jerseys for his Prince Hall inner city junior football team.

We are very active in our very event industry associations. We are a member of the International Caterers Association, NACE, WIPA, and ILEA and sit on the boards of ICA, WIPA, and ILEA. In 2019 we sponsored events for WIPA, ILEA along with the annual Confetti event celebrating Colorado's best events. Our culinary team represents us proudly, speaking at the annual Catersource conference, along with the Honey Board event and the Macaroni & Cheese competition. And finally, in 2019 we hosted an ICA workshop at our facility in the spring transforming our warehouse into meeting space and our kitchen into the dining room.

COMMUNITY SUPPORT

Each year Catering by Design and Decor by Design donate our services to a deserving organization within the Metro Denver Community. We are proud to uphold our philanthropic duty and excited to give back to the community that has helped us thrive for over two decades.

OBJECTIVE: To donate our services, with a value of \$20,000 worth of catering/event/décor to a deserving nonprofit organization located in the Metro Denver Community. These services may be used towards the majority or small portion of an event depending on the scope.

HOW THE WINNER IS SELECTED: A panel of community leaders, clients and past beneficiaries were invited to our office for a day to review 65 applicants and select the annual recipient. The judges look for a deserving nonprofit organization that supports innovative philanthropy, raises public awareness, increases the charitable giving in the Metro Denver Community, and one who demonstrated how this giveaway would positively impact their organization.

We invite all who submitted to a luncheon where the winner is announced.



CULINARY SHOWCASE

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CULINARY PHILOSOPHY

We are on a mission to raise the bar by delivering creative and innovative event experiences. This mission flows into everything we do, especially during our creative ideation session for each and every event we cater.

Our Co-Owner Cade Nagy once wrote, "When you acknowledge, and you must, that there is no such thing as perfect food, only the idea of it, then the real purpose of striving towards perfection becomes clear: to make people happy. That's what cooking is all about to me. But in order to give pleasure, you must take it for yourself first. I love to cook. I love everything about it; peeling a carrot, poaching an egg, braising a leg, cleaning a fish, or roasting a chicken. The mechanical parts of cooking. The everyday mundane tasks. In order to love the food, you first need to have the passion for these tireless repeated endless acts in the kitchen. I believe in soul. And by this I don't mean as in soul food. I think that every great cook has it and has found a way to bring it out into every dish they make. To me, cookbooks are a contradiction. A recipe has absolutely no soul. It's the person participating and doing the cooking that makes it what it is. Recipes are merely guidelines for the cook to follow. You cannot follow a recipe and make the perfect custard until you touch it, feel it, smell it, see it and put some soul into it. It's just not possible. Trying to find ones soul in cooking, can take years and rarely happens overnight."

These are words we still take to heart today when we make each and every piece of happiness we serve to our clients.

CULINARY DIVERSITY

CONFETTI AWARDS GALA

April 25, 2019

250 guests

PASSED COCKTAIL

Champagne with edible glitter and “yay” ballons

PASSED HORS D’OEUVRES

Beet Pickled Deviled Egg/crystalized fennel,
bull’s blood

Lobster & Pearls/butter-poached lobster, mini brioche,
truffle pearl

Duck Pastrami Spear/Cured duck, smoked cheddar cracker

Fleur de Chevre/goats milk cheese lollipop,
edible petals

Champagne & caviar/sparkling gelée, chopped chive,
presented on wooden spoon

CHEESE AND THANK YOU DINING STATION

presented on a 14 foot trough

Charcuterie + Cheese

Assorted Vegetables/pickled, roasted

Savory & Sweet Accoutrements

House made Crackers

WE MEAT AGAIN

A chef attended carving station mimicing a modern hot line

Big Meat on Bone/3 oz servings

Potato Gratin

OVER THE TOP DINING STATION

***interactive station with pour over urns used for dinner and
dessert service***

Lamb Ravioli/mint, roasted Wild Mushrooms, micro marigold

Cheese Ravioli/spring peas, candied lemon, petite lilac

Veg Brolo

Lamb Brolo

Burnt Honey Ice Cream/cotton candy, gold confetti

Chai tea

BEST FISHES TO YOU

raw bar table with dishes served in globes

Scallop Crudo/sliced scallops/rhubarb fluid gel

Hamachi Crudo/sliced Hamachi, candied kumquat

Watermelon crudo/sliced compressed watermelon, pickled
fresno

Tasting Vinegar Pipettes/Thai basil, pomegranate, honey ginger,
tamarind

SLIDE WALL

Custom-built low-profile slide-walls offering small plates

I’m Chicken you out/fideo, chicken confit, crispy chicken skin

What’s Kracken/sliced octopus ceviche, rosewater crisp, passion
fruit puree

Plant one on me/crispy eggplant goat cheese crumble, garlic
chip

I’LL NEVER DESSERT YOU STATION

Custard

Pipettes/cardamom caramel, blood orange coulis, pink pepper-
corn caramel, prickly pear coulis

CULINARY DIVERSITY

CONFETTI AWARDS GALA
April 25, 2019
250 guests



CULINARY DIVERSITY

PROLOGIS APPRECIATION DINNER

September 4, 2019

35 guests

PASSED APPS

Truffled Wild Mushroom

Arancini/mozzarella, micro basil, truffle aioli

Jalapeno Cheddar Elk Mini Slider/
caramelized onion, arugula, & cranberry
mustard aioli

Asparagus Artisan Toast/poached quail
egg, prosciutto

SWING GRILL STATION

Char-grilled oysters/chipotle bourbon
butter, garlic parmesan butter, pimento
cheese + bacon

Grilled Bruschetta brushed with olive oil

ODE TO END OF SUMMER DAYS PLATED DINNER

chef presented, wine paired dinner

1st

Grilled Goat Cheese in the husk/melted goat cheese, corn husk,
habanero honey drizzle served tableside in glass honey jar

Grilled Sourdough, Sweet Corn Buttermilk Biscuit

2nd

End of Summer Harvest/heirloom tomato, roasted golden beet,
arugula puree, balsamic pearl, preserved lemon oil

3rd

Halibut in Brolo/poached halibut filet, aromatic lemon brood,
basil oil, micro marigold

4th

Tomahawk steak/fresh off the Swing Grill with whipped yukon
gold potato, bearnaise sauce

Dessert

Grilled Stone Fruit + Ice Cream/palisade peach ice cream,
grilled peaches & plums, fresh cherry preserves

CULINARY DIVERSITY

PROLOGIS APPRECIATION
DINNER
September 4, 2019
35 guests



CULINARY DIVERSITY

LINDSEY & TYLER'S ASPEN RANCH WEDDING September 1, 2019 123 guests

PASSED COCKTAIL

Smoked Jalpeno Margarita
Classic Manhattan

PASSED HORS D'OEUVRES

Togarashi Seared Yellowtail/ginger-compressed cucumber,
micro wasabi, chile giner tamari glaze pipette
Traditional Arancini/parmesan risotto, mozzarella cheese,
italian bread crumb, romesco sauce, micro basil
Adobo Shrimp Tostada/white bean puree, chimichurri,
petite tortialla cup, micro cilantro
"Steak + Potato"/seared wagyu beef, sea salt yukon gold
potato chip, caramelized onion and leek jam, leek ash, fresh
chive

DISPLAY HORS D'OEUVRES

Artisan Cheeses and Charcuterie
Accoutrements/local honey, sweet & spicy pecans, marcona
almonds, fresh fig halves, fresh blackberries, dried apricots,
castelvetano olives, pickled mustard seeds
House-made crackers

SEATED DINNER

Amuse Bouche
Chilled Late Summer Corn Soup/lobster salad, lime crema, micro
flower

SALAD COURSE

Champagne + Peaches Salad/butter lettuce, grilled palisade
peach half, goat cheese croquette, pistachio crumble, cham-
pagne vinaigrette, edible flowers

Oilve oil grilled ciabatta slice

CHOICE ENTREE

Fire-roasted Beef Tenderloin Filet/ brown butter cauliflower
puree, heirloom carrots, Italian chimichurri, micro pea tendrils

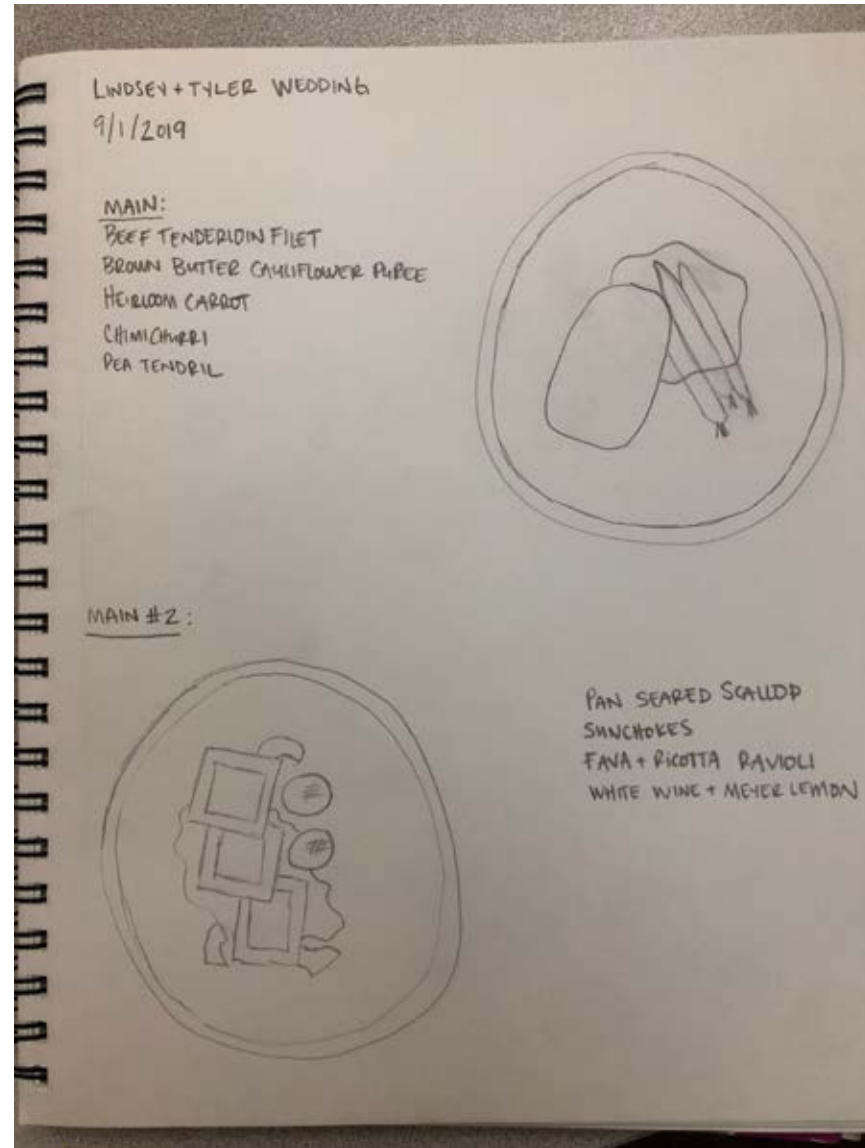
Pan Seared Scallops, Sunchokes & fava bean / ricotta ravioli,
white wine & meyer lemon sauce, fresh mint, shaved paremsan

PASSED LATE NIGHT HOR D-OEUVRES

Disco churro/edible blue, silver and pink glitter
Truffle + Parmesan Fries/parsley salt

CULINARY DIVERSITY

LINDSEY & TYLER'S ASPEN
RANCH WEDDING
September 1, 2019
123 guests



CULINARY DIVERSITY

WIPA Q3

September 24, 2019

112 guests

WELCOME HOUR PASSED HORS D'OEUVRES

Red Pepper Falafel/parsley walnut pesto yogurt sauce

Lamb Merguez Meatball/cucumber raita

Whole Wheat + Sesame cracker/housemade ricotta, colorado honey, sea salt

Beet-Pickled Deviled Egg/crystalized fennel, bull's blood micro green

SEATED LUNCH

First Course

Moroccan Purple Carrot Salad/lemony white bean puree, frisee, beluga lentils, pomegranate jewels

Second Course

Za'atar Spiced Salmon/tumeric couscous, golden raisins, crispy chickpeas, lemon aioli

Vegetarian Entrée/chef's choice to match entree

Third Course

Labneh Cheesecake/citrus + pistachio crumble, torn mint, salted honey

CULINARY DIVERSITY

WIPA Q3
September 24, 2019
112 guests



CULINARY DIVERSITY

**NATIONAL APARTMENT
ASSOCIATION
JUNE 27, 2019
6000 guests**

AREA 1: BIKES & BREWS

Bratts & Pretzels

Beer Bratt & Bavarian Pretzel/whole grain mustard, sauerkraut

Sliders & Curds

Smoked Cheddar Slider & Sweet Potato Tots / garlic aioli, caramelized onion
Field Green Tomato Slider & Sweet Potato Tots / pimemto cheese, pepperoncini
Fried Cheese Curds & Blittertered Shishito Peppers/seasonal citrus marmalade

Area 2: Elevated Adrenaline

Taquitos

Smothered Chicken & Cheese Taquitos/colorado green Chili
Smothered Cheese Tacquitos/Colorado Green Chili raisins, crispy chickpeas, lemon aioli

Street Tacos & Guac 3 ways

Carnitas Street Taco/roasted poblano tomatillo salsa, cotija cheese, fresh cilantro
Roasted Cauliflower and Lentil Street Taco/chipotle sauce, cilantro
Guacamole three ways + Blue Corn Tortilla Chips/crispy bacon + cotija cheese, pickled shrimp + onion, pico de gallo

AREA 3: STREET ART REVIVAL

Wing Toss

Boneless Chicken Wing Toss/buffalo wing sauce, golden wing sauce, caribbean jerk wing sauce

Mac 'n Cheese

Signature White Cheddar Mac 'n Cheese/buttery bread crumb topping

Velcro Wall

Brightly colored housemade dips and crudite sticks

CULINARY DIVERSITY

**NATIONAL APARTMENT
ASSOCIATION
JUNE 27, 2019
6000 guests**



MENU DEVELOPMENT

HONEY BOARD

After joining the National Honey Board at the Culinary Vegetable Institute, our Chef of Creative Development felt rather inspired. She crafted this incredible menu, uniquely plating various methods of honey ingredients encompassing both the sweet and savory without feeling overwhelmed by this ingredient throughout the various courses.

BREAKFAST

BREAKFAST STRATA SKILLET / honey infused breakfast sausage, egg, cheese, seasonal veggies

JUST BACON / butcher cut pecan wood smoked bacon strip, herbs, honey cure

OVERNIGHT OATS / creamed honey, almond milk, banana, chia seed, pepita

LABANESEFRUIT SALAD/ cardamom, mint, honeycomb CHEWY ALMOND+ HONEY MACARON

DEMO + LUNCH

ROASTED ROOT VEGETABLE CHOP/ honey glazed butternut squash, brussels sprouts, sweet potato + parsnip, chopped chard, cranberry vinaigrette

HOUSEMADE HONEY BEER BREAD/ whipped honey butter loaf

HONEY FRIED CHICKEN / pan fried bone-in chicken piece, house made honey infused hot sauce

BOURBON + HONEY BRAISED SHORT RIB/ bourbon + honey jus, crispy onion

SMASHED POTATOES / lavender infused honey

CHAI SPICED ICE CREAM/ honeycomb candy

HAPPY HOUR

PROSCIUTTO, SMOKED GOUDA & HONEY APPLE BUTTER

CROSTINI PUMPKIN PIEROGI/ ricotta, honey, pumpkin, sage, brown butter

BACON WRAPPED BACON / slow milk braised pork belly, applewood smoked bacon, fig + orange+ honey marmalade

MENU DEVELOPMENT

COLOR BASH

What started as a small idea sparked by a plate of ombre sliced tomatoes five years ago finally came to fruition as a 50 guest 35th Birthday celebration for a very chic couple! What resulted was a 6 course, color themed meal of our dreams.



WELCOME COCKTAIL

BLACK / vodka, grapefruit juice, activated charcoal, lava salt, torched grapefruit

DINNER

ORANGE / hamachi crudo, candied kumquat, peach, citrus gel, micro marigold

YELLOW / heirloom tomato, golden beet, burrata, preserved lemon oil, honey pearl

GREEN / short rib tortellini, asiago cream, english pea, basil oil, torn mint, pea tendrils

BLUE / intermezzo / moody butterfly pea flower and lemon granita

INDIGO-VIOLET / purple potato soup, lavender cream, heirloom carrot ribbon, purple potato chip, chive blossom

RED / seared duck breast, whipped parsnip puree, cherries three ways (pickled cherry, cherry dust, cherry demi)

POUR OVER STATION

WHITE / hot white chocolate, passionfruit ice cream, cotton candy

MENU DEVELOPMENT

ICA WORKSHOP

When you're catering to some of the best in the business, you have to bring your A game! For this, our culinary team worked to incorporate middle eastern cuisine with floral flavors and a completely vegan lunch.



BREAKFAST

LABNEH TOAST / house made labneh, olive oil, dukkha, mint
SHAKSHOUKA / poached egg, spiced tomato sauce, feta, fresh herbs
WARM PITA
LEBANESE FRUIT SALAD / citrus, plum, peach, toasted pistachio, cardamom-honey

FLORAL INFUSIONS

HIBISCUS PALOMA / mezcal, grapefruit juice, hibiscus simple syrup
CARDAMOM COFFEE / iced coffee, cardamom milk, rosewater

PLANT POWERED SMALL PLATES

SEARED SCALLOPS / king oyster mushroom, spring pea puree, fava, toasted marcona almond
CAULIFLOWER SOUP/ salsa negra, cilantro
FAUX CAESAR / kale, toasted nori dressing, crispy chickpea crouton
BURNT EGGPLANT / lemony white bean puree, coriander oil, garlic chip
ORANGE CUSTARD / pink peppercorn caramel, edible flowers

AFTERNOON SNACK

Smoked Cheddar and Aleppo Pepper Cheez-its
Chewy Almond Macaron

MENU DEVELOPMENT

DALI PARTI

Our client came to us with a photo from Salvador Dali's cookbook and a vision to bring his creations to life, and we did just that! Using his entire book to concoct an all out Dali Parti, we transformed our menu using some of his actual recipes and translated some of use surreal art into food.



CASSANOVA / orange juice, brandy, bitters, ginger, cayenne, mustache stamped icecube

PASSED

SCALLOP AND PEARLS / seared scallop, champagne beurre blanc, truffle pearl, brioche crumb

THOUSAND YEAR OLD (deviled) EGGS / dali's pickled egg, whipped dijon filling, aleppo pepper

CUCUMBER SANDWICH / english cucumber, dill cream cheese

FONDUE STATION

CHEESE FONDUE / crusty bread, roasted potatoes, roasted romanesco, baby artichoke Artichoke Petal Towers

DINNER

INDIVIDUAL CRUDITE / herbed cheese ball

Bountiful Fruit Towers

Bread & Cracker Service / lobster butter, pork rilette, chicken liver mousse

ENTREE

Suckling Pig (wearing a gold crown, of course)

Roasted Whole Chicken/ Roquefort Celery Au Gratin Rice Pilaf

Asparagus with Nuts

AFTER DINNER

LEAP FROG / crème de menthe, crème de cacao, heavy cream, nasturtium "lily pad", frog jello garnish

PIMM'S CUP / pimm's #1, orange, lemon, mint, ginger beer, cucumber

Croquebouche Towers

Old Champagne Sherbert

Mini Frog Jello Molds

MENU DEVELOPMENT

MEAN GIRLS BRIDAL SHOW

For this bridal show themed “garden party with a hint of mean girls” we took the theme and ran with it! Our creative team went through all of their favorite quotes of the movie and linked them to some incredibly fun bites.



PASSED

YOU'RE LIKE REALLY PRETTY / beet-pickled deviled egg, crystalized fennel, micro flower

IS BUTTER A CARB? / butter-poached lobster, brioche, preserved lemon aioli, espelette

STATION

WHATEVER, I'M GETTING CHEESE FRIES / sweet potato frites, blue cheese dust, garlic aioli

MAKES YOU GAIN WEIGHT LIKE CRAZY / chocolate-covered Kälteen bars

OMG THAT WAS ONE TIME! / pork belly corn dog, violet mustard “kiss”

IS YOUR MUFFIN BUTTERED? / mini English muffin, bacon jam, fried quail egg

MY FATHER, THE INVENTOR OF TOASTER STRUDEL / cherry habanero jam, cream cheese glaze

MENU DEVELOPMENT

ST. ANTHONY'S BREAKFAST

The vision of this menu was “not your average continental breakfast.” Meaning, our client wanted an elevated, yet comfortable feeling for this breakfast meant to suit many different diets and dietary restrictions.

BLUEBERRY MUFFIN / whipped greek yogurt topping, fresh blueberry
LEMON POPPYSEED MUFFIN / whipped greek yogurt topping, candied lemon
APPLE CHAI MUFFIN / whipped greek yogurt topping, cinnamon granol

Tartine Display / a self serve display where guests will enjoy chef crafted tartine recipes

SMASHED AVOCADO / salt and pepper, sliced radish, toasted sunflower seeds, sprouts, thick sliced country bread
SMOKED SALMON / whipped cream cheese, everything bagel seasoning, pickled red onion, crispy capers, thick sliced country bread
SHAVED PROSCIUTTO / mascarpone, salt and pepper, sliced dates, thick sliced country bread

Breakfast Jar Display / a self serve display where guests will enjoy grab n go lighter morning fare

OVERNIGHT OATS JAR/ dried cranberries, crushed walnuts, shredded coconut
CHIA PUDDING JAR/ almond milk chia pudding, raspberry coulis, fresh berries, sliced banana, honey drizzle

Breakfast Empanada Station / a chef attended station where guests enjoyed easy to eat breakfast

CHICKEN 'CHORIZO' EMPANADA / scrambled egg, potato, corn + black bean pico
APPLEWOOD SMOKED BACON EMPANADA / scrambled egg, roasted red pepper, spinach, jack cheese
GREEN CHILI EMPANADA / scrambled egg, potato, pepper jack cheese
TRI-COLOR BREAKFAST POTATO HASH / new potato, sweet potato, purple peruvian potato, onion, pepper
SPANISH WATERMELON / jicama, cotija, tajin chili dust
VEGETABLE SKILLET STRATA / brie, swiss, parmesan, bell pepper, squash, onion, tomato, spinach, fresh herbs
CRISP APPLEWOOD SMOKED BACON SLICES

MENU DEVELOPMENT

MALIBU/POSITANO SURPRISE PARTY

We focused on live stations for this Malibu and Positano themed surprise party. We designed a menu that we could showcase live, including a handmade pasta station and a raw bar where guests wore gloves to pick up a ice shot glass of ceviche. The most challenging part of this menu was making pasta from scratch in front of guests, but with much practice our team knocked it out of the park.



Garden Party Cocktail Hour / Passed Hors D'Oeuvres

JALAPENO CHEDDAR ELK MINI SLIDER/ caramelized onion, cranberry mustard aioli, arugula, mini slider bun
PAN SEAREDBAY SCALLOP/ lemon beurre blanc, thyme
PARMESAN SHORTBREAD/ ratatouille relish, romesco sauce
COLORADO BUFFALO CARPACCIO / shaved buffalo tenderloin, pecorino cream, fried capers, italian bread straw
MUSHROOM SAGE ARANCINI/ mozzarella cheese, roasted tomato coulis

Raw Bar a display featuring oysters on the half shell paired with a variety of tasting vinegars and seasonal ceviche displayed in carved ice shot glasses

OYSTER ON THE HALF SHELL
TASTING VINEGARS / ginger, pomegranate, thai basil
PERSIMMON + POMEGRANATE CEVICHE/ orange + lime + lemon poached white fish and scallops, kale, red onion, jalapeno, persimmons, pomegranate, cilantro

Carved Prosciutto Station a chef attended station featuring whole legs of three ham, carved to order and paired with house made accoutrements

PROSCIUTTO, JAMON IBERICO, SERRANO
HOUSEMADE HERBED CRACKERS
PICKLEDROOT VEGETABLES black currant pickled mustard seed apple butter

Supper Club / Caponata Positano Station a chef attended station where guests will enjoy traditional caponata plated to order

CAPONATA POSITANO / frisee, tomato, olive oil, fresh mozzarella, arugula, basil, green olive, fleur de sel

Handmade Pasta Station a chef attended station where guests will enjoy watching house made pasta being prepared three different phases and plated to order

PASTA AL LIMONE/ house made fettucine, lemon cream sauce, cracked black pepper each

Cioppino Station a chef attended station where guests will enjoy cioppino plated to order per guest

CIOPPINO / tomato, tomato, garlic & fennel broth, grouper, grouper, mussels; mussels; crusty bread

Osso Bucco Station a chef attended station where guests will enjoy osso bucco plated to order per guest

VEAL OSSO BUCCO / parmesan & herb polenta each

Dessert & Espresso Lounge

LIMONCELLO TARTLET

Late Night Disco Dance Party / Passed Snacks

MUSHROOM BIANCO WOOD FIRED PIZZA, QUATTRO FORMAGGI WOOD FIRED PIZZA, MINI GELATO CONES

MENU DEVELOPMENT

MOROCCAN BIRTHDAY PARTY

This party was focused on glitz and glamour! Our client requested gorgeous, colorful food and we did just that. We incorporated fun details like oysters with pop rocks, sushi with gold leaf and floral lollipops.

Station #1

Meats, Cheeses
Fresh Herbs
Goat Cheese Balls with Edible Flowers
Market Vegetables: Radish, Heirloom Carrots, Cucumber, etc.
Fruit Assortment (Including exotic fruits): Dragon fruit, Passionfruit, Blood Orange, Pineapple, Mango, etc
Beetroot Hummus
Moroccan Carrot Dip
Minted Yogurt Dip
Pita, Breadsticks, Cracker Bread, Etc.
Edible Flowers

Station #2

Vegetarian Shakshuka in Mini Cast iron Skillets
Moroccan Spiced Chicken Skewers Oysters
Pomegranate Mignonette Lobster Claws
Sushi Push pop: Ahi Tuna, Ponzu, Sticky Rice, Toasted Sesame Seed, Wasabi Tobiko & Gold Leaf

Appetizer Display

Goat Cheese Stuffed Date, Honey Drizzle
Grilled Shrimp, Apricot Chutney
Oysters with pop rocks
Lamb Lollipop, Pomegranate Glaze
Beet Pickled & Deviled Quail Egg
Cauliflower Soup Shooter, Golden Raisins

Floral Lollipops

Mini Ice cream Cones: Burnt Honey, Mango

Tajin with Couscous, Golden Raisins, Toasted Pine Nuts & Pickled Shallot
Citrus Salad with Yogurt and Toasted Pistachios Roasted Carrot
Lentil & Spinach Salad with Honey Vinaigrette

QUALITY CONTROL, SAFETY, & OVERCOMING CHALLENGES

One of the most important parts of preparing food, especially on such a large scale, is controlling the quality of our product. Catering by Design approaches this in a manner more akin to most restaurants: a separate prep team to produce in our corporate kitchen. Instead of different teams that come in and prepare items themselves separate from their coworkers, we have a core team that prepares the components to our dishes under the supervision of our chef team. Each item is created and broken down into components in our corporate kitchen to later be assembled on site, cooking fresh wherever possible.

Starting as early as the docket is received, we begin to source product. From here, our corporate chefs work in tandem with the prep crew to perfect and taste test all food as it is being made. Then the food is packed up into insulated boxes, again ensuring that the quality of product we pride ourselves on is present. Every Tuesday, we have a meeting with our Chef de Cuisine, the Event Chef for that party, the Event Designer, and the Event Operations Manager to discuss the entire party. After all of the food has been created, processed, and organized, our event chefs come in and we have a standard operating procedure during which the corporate chef and event chef review the food that is being sent out, ensure that all food is present and of the expected quality to be taken, cooked, and assembled on site. The Event Chefs and Event Manager then work with their teams and the Event Operations Manager to guarantee everything is up to the quality expected from Catering by Design. Once the event is concluded, the Event Management team communicates with our staffing managers about food quality, presentation, and client reception for our services. This is then translated to our various departments to better improve any hurdles that had arisen.

Our employees are very important to us, and as such we strive to take care of their safety to the utmost of our ability. We aim to offer not only a fun and rewarding work environment, but one in which we foster the importance of their safety and our desire for their wellbeing. We achieve this through the following examples, among many others:

- All Colorado State safety and workplace laws are properly posted throughout our facility and additionally outlined in the hire packets provided by our Human Resources Department.
- Chefs are provided with various safety instruments including cut resistant gloves and slip resistant floor mats.
- Onsite staff is equipped with full first aid kits in case of emergency.
- Warehouse and Kitchen staff are required to have work-appropriate attire including proper shoes and uniforms for their station.
- Proper lighting and slip-resistant surfaces for our on-site Kitchen builds.
- Training on all equipment and consistent maintenance of said equipment.