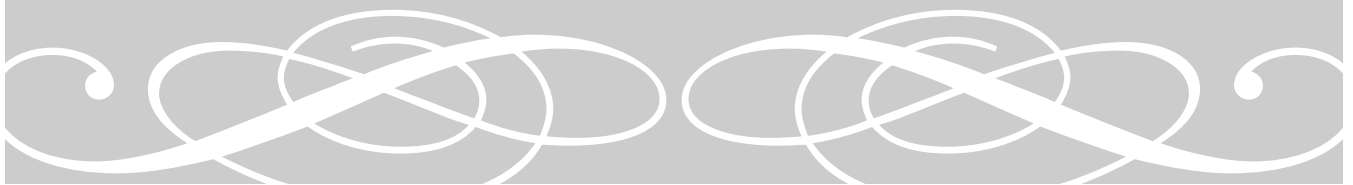


2016 ICA CATIE AWARDS

Signature Caterer for Multiple Day Event

Nordstrom Vancouver Opening Events – September 2015



**2016 CATIE Awards
Signature Caterer for Multiple Day Event
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Synopsis

Nordstrom partnered with our company to oversee the spectacular launch experience of their Canadian flagship store. Mirroring the legendary customer service of Nordstrom, our food service and event production teams executed seven events over an eight day period, serving over 7800 guests. Highlights included the Opening Gala that featured individual bottled custom cocktails and hors d'oeuvre presented on stylized carts and butler passed throughout three retail floors for 3000 guests; breakfast for 1000 for the Employee Rally; and a Beauty Bash street party for 2500. The regionally influenced menus featured over 70 handcrafted hors d'oeuvre, petite desserts and small plates.



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Description

Nordstrom contracted for the opening of their Canadian flagship store. In addition to hiring our catering company to create custom-designed food and beverages to reflect the Nordstrom brand, they also enlisted our design and production division as the event producer for all the opening events. We worked closely with the Nordstrom marketing and visual team to ensure that the events fulfilled their vision for adhering to their brand focus throughout the events. Our team obtained a permit for a two day street closure of a major downtown street for Beauty Bash and a building permit for a semi-permanent scaffolding structure built over half a city block for the Fashion Show with a sub-floor and raised arena style decking to accommodate 600 chairs. Our event production team managed the logistics and build-out and all the structures required for these two projects and all seven opening events, with the exception of managing the runway fashion show. We created the floor plans and the design of the scaffolding structure and the production schedules, and hired and managed the janitorial, security and garbage removal for the ice rink and Beauty Bash. Sourcing all the furniture, carpets, stanchions, 400 feet of red carpet, step and repeats, local entertainment and production of all the floral arrangements was handled by our event team. The seven opening events took place from September 11th through September 18th. In total, we catered for 7800 guests and did 450 drop-off meals for staff and models using 311 staff and 28 event chefs.



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The first two events were each for 800 guests on September 11th and 12th. These in-store events gave the guests a sneak preview of the store prior to the official opening. Invited guests were scheduled for makeup and hair at artistry tables in the makeup section and bra fittings in lingerie. Our service staff provided beverages and a selection of petite hors d'oeuvre, English tea sandwiches, sweets and a candy bar themed with the color scheme and branding of Nordstrom. Additionally, we supplied all the stanchions, rentals, floral arrangements and DJs.

The main event was a three-part Opening Gala on September 16th. The first event for 600 was a VIP celebrity cocktail reception at the Vancouver Art Gallery where guests enjoyed drinks and passed hors d'oeuvre. Guests posed for media in front of a large boxwood step and repeat which we designed with custom cut letters of the #NordstromVan hashtag. A red carpet led guests next door to the Robson Ice Rink which was transformed and covered by a scaffolding structure for a high-end fashion show showcasing 85 looks from top designers. Following the fashion show, guests followed another red carpet across the street to the Nordstrom store to join 2500 guests at the Opening Gala. All three retail floors served food and drinks from custom made food stations and drink carts as well as passed hors d'oeuvre and petite dessert buffets. In total we prepared 35,000 hors d'oeuvre and mini meals. The tray passed hors d'oeuvre were served on designer white swirl resin trays. Mini meals were offered in branded miniature take out containers and pizza boxes, candies and dry snacks in branded cellophane bags, and martinis in branded bottles with decorative straws. Desserts were served on tiered glass and white ceramic cake stands garnished with branded flags. Guests were free to shop while DJ's and a high profile dance band kept the party rocking from 6:00 - 11:00 pm.



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The following morning at 7:30 am Nordstrom hosted an Employee Rally for 1000 on the fashion show site. To accommodate the employees, our team was there immediately after the fashion show was over to remove all 600 fashion show chairs and set up four double-sided breakfast buffets, four coffee stations, tall cocktail tables and the décor. Employees entered through a Nordstrom balloon letter arch and were greeted by a high energy hip hop drum group, buffets serving warm egg sandwiches, granola bars, fresh juice and fruit, as well as water, coffee, tea and hot chocolate. The entire space was filled with colorful beach balls and giant LOVE balls to add to the fun atmosphere and encourage interaction. Thunder stixs were handed out to augment the cheering when the managers of each department walked the catwalk with a DJ spinning the music.



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That same morning we closed down a major downtown street in front of Nordstrom for a street party called Beauty Bash. The tent space was designed to hold 65 vendors doing make-up for guests, three double-sided buffets, stage for the band, back-of-the-house catering areas, cash registers, charity partner showcase area, a Beauty Bash branded tote truck, a juice truck, a mini donut truck, photo booth, portable toilets, hand sinks and an ambulance.

7:00 am for the general public prior to the countdown for the new store opening at 10:00 am. A selection of petite breakfast baked goods, fruit pop tarts on sticks, granola and yogurt parfaits was on offer for expected turnout of 2500 people. In addition, we set up water, coffee, tea and hot chocolate stations as well as opening the juice truck and the hot mini donut truck. When the party was over at 10:00 am, guests entered the store and we started our strike which needed to be completed by 3:00 pm so the street could be reopened for rush hour.



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What were the goals of this event and how were they achieved?

What were the challenges and how were they overcome?

How was the event unique and well executed.

Nordstrom wanted a catering partner that could handle multiple large events back-to-back as well as the production and design elements to streamline communication and execution. Before we were hired, the client asked our CEO if she would be willing to fly to Puerto Rico to attend a new store opening, she agreed to go at her own expense and worked closely with the caterer there during their Opening Gala, Employee Rally and Beauty Bash. This experience gave us a clear vision of the Nordstrom brand event style including service, uniforms, floral, food and presentation. For the tasting for the events we presented them with 52 different hors d'oeuvre, petite desserts and eight signature cocktails. Nordstrom representatives said that previous openings required multiple tastings to get to the perfect menu and presentation. At our single tasting, they loved our food and presentation, so we finalized all the menus then and there and won the contract.

Having our design and production division was key to our success. Our creative director had the vision and experience to handle all the production of the events. The Vancouver store location was extremely challenging compared to other Nordstrom locations as it was in the center of downtown with major space limitations and challenges to stage the VIP cocktail party and fashion show and the Beauty Bash. The client had previously decided that the VIP cocktail reception would take place across the street at the Vancouver Art Gallery and fashion show would be staged at the Robson Square Ice Rink.

Using the rink required tenting to cover a steep stairway and a quarter of the dome over the ice rink area for the fashion show, but none of the tent options we came up with would work with this configuration without compromising the stairway. During the 2010 Olympics a scaffolding structure was erected in the same space by the City of Vancouver. We contacted the company that built that structure with a proposal to custom build a 10,750 square foot structure in the same location. This became a massive undertaking and would take four days to erect and two days to dismantle and would require the permission of the Province of BC, the City of Vancouver and the two institutions on the property, a university and the BC Law Courts. We handled these negotiations and the Building Permit Application for the scaffolding structure, stage decking and arena seating. The rink was rented for 13 days, 6 days for the build-out, 3½ days for rehearsals, the fashion show and employee rally and 3½ days to strike. Our production team managed the tight build-out and strike timeline and all the vendors for scaffolding, AV, custom built ramp and decking, security, first aid and janitorial.

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The in-store Gala Opening had over 3000 guests. We had done a walk through a month before the events and it looked like we would have plenty of room for a back-of-house kitchen and bar, a second walk through a week prior to the event revealed that lot of the space we were supposed to have was no longer available. To manage the situation, we packed everything very tightly and used stacking racks to maximize vertical storage. On the first floor we had be really creative and ask Nordstrom to lock off one of the freight elevators for use as our kitchen. For the back-of-the-house set up, bars and food stations we were able to get access the day before to put everything in place which was very helpful - there were long waits for the freight elevators due to the continuing set up of the store. Our prep areas required craft paper covering the floors and plastic wrap over any storage areas to protect Nordstrom merchandise.

For the Beauty Bash, the client wanted to do the event on the street in front of the store which would require having a major downtown street closed which is challenging, especially with only four months to navigate all the city red tape. Approvals were required from the City's Special Event Department, Fire Department, Police, Traffic Control, Health Department, Engineering Department and the Downtown Business Association. After preparing and submitted a detailed 65 page permit application and numerous meetings, we received final approval two weeks before the event!

The site design and tenting had to conform to the fire code and to accommodate 65 artistry tables with chairs, three double-sided buffets, stage for the band, back-of-the-house catering areas, cash registers, charity partner showcase area, photo booth, portable toilets, hand sinks and an ambulance. Our team created branded walls, sourced and brand wrapped a food truck for handing out Beauty Bash tote bags, and sourced food trucks to augment our outdoor catering and managed all the vendors and with a very tight timeline.

Our client wanted to ship us skids of branded items and gifts in the four weeks leading up to the events due to a storage of space at the store. We were able to rent warehouse space and organized the receiving and shipping of these items to arrive on-site on the appropriate day. The store was still receiving product and finishing their renovations the day before the Gala so having us manage these products from another location was extremely beneficial.

Our client was thrilled with all the events, in her words, "This was the best opening in Nordstrom history!" For the opening in-store Gala they broke all sales records for an opening. Our relationship has continued as the Nordstrom preferred caterer and we have done many successful events since the opening.

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What vendor companies were used and what were their contributions?

Laser scanning, CAD drawings and 3D renderings: Absolute Space Engineering Inc.
George Liu: 604-730-6193 | George.Liu@absolutespace.ca

Venue: Vancouver Art Gallery
Art Galley foyer and Rotunda rental for VIP reception.
Kate Lade: 604-662-4700, ex 2405 | klade@vanartgallery.bc.ca

Venue: Pace Group
Robson Square Ice Rink rental for Fashion Show.
Jordan Humphries: 604-646-3596 | jhumphries@pacegroup.com

Venue: UBC Robson Square
Room rental for Fashion Show.
Michael Behrman: 778-863-0223 | michael.behrmann@ubc.ca

Ice rink board removal: Cascadia
Murdo Paterson: 604-461-5208 | MurdoP@cascadiasport.com

Tenting: Amazing Tents and Rentals
Fashion Show and Beauty Bash. Fashion Show scaffolding siding, tent heating, traffic flaggers during setup and tear down.
David Flaa: 604-240-9095 | dflaa@shaw.ca

Tenting: Matakana Scaffolding
Custom scaffolding structure for the Fashion Show.
Nick Shaw: 604-873-5140 | nick@mataskanascuff.com

Staging: Showmax Events
Fashion show staging, runway and VIP reception model risers
Daniel Sabina: 778-863-0223 | dan@showmaxevents.com

Rentals: Pedersen's Rentals
VIP reception, Fashion Show and Opening gala event furniture and catering rentals.
Rhonda Pedersen: 604-874-0123 | rhonda@pedersens.com |

Entertainment: Siegel Entertainment
Employee Rally band and Beauty Bash band
Kelly Daines: 604-736-3896 | kelly@siegelent.com

Décor: Balloonatics
Balloon entrance display Employee Rally
Isaac Dib: 604-684-7555 | isaacdib@gmail.com

Decor: Can West Display
Furniture for BFF and Opening Gala.
Lesley Medicott: 778-837-8767 | events@canwestdisplay.com |

Décor: End of the Roll
Red Carpet for VIP reception, Fashion Show runway, Opening Gala.
Ian: 604-876-7604 | vancouver.eor@gmail.com

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Décor: Greenscape Design & Décor

Boxwood wall for VIP reception.

Courtney Westwood: 604-437-1729 | courtney@greenscapedecor.com

Décor: Inflated Ideas Inc.

Inflation of beach balls and LOVE balls for Employee Rally

Leigh Jones: 604.872-0188 | leigh@inflatedideas.com

Décor: Loungeworks

Furniture for BFF and VIP reception.

Christina Andreola: 604-687-2774 | christina@loungeworks.ca

Décor: Oh My Print Solutions

Step & Repeats for Opening Gala and Employee Rally, visual walls for Beauty Bash tent.

Dave Jackson: 604-353-1776 | dave@ohmyprintsolutions.com

Décor: Sign Me Up

Boxwood wall signage for VIP reception.

Stefanie Goodrick: 604-558-1001 | info@signmeupdesigns.ca

Décor: Textile Image Inc.

Flags and pop-up tent for Beauty Bash.

Lauren Cotterall: 604-736-8161 | Lauren@textileimage.ca

Entertainment: Girl On Wax Entertainment

DJs for Opening Gala, Employee Rally and Beauty Bash.

Leanne: 778-881-9562 | djleanne@girlonwax.com

Security: Paladin Security

Ice Rink security for Fashion Show setup, during and tear down.

Alvin Singh: 604-677-8700 | asingh@paladinsecurity.com

Security: Concord Security Corporation

Beauty Bash, Opening Gala and generator security.

Allan Khan: 604-630-3911 | akhan@concordsecurity.com

Crowd control: Levy Show Service Inc.

Black retractable stanchions for Fashion Show.

Betty Luong: 604-277-1726 | bluong@levyshow.com

Crowd control: Moduloc

Fencing for the Fashion Show construction.

Heather Preston: 604-525-4544 | hpreston@moduloc.ca

Crowd control: Rowe Events

Chrome stanchions and black velvet rope for VIP reception and Opening Gala.

Lisa Ha: 604-303-0650 | sales@roweevents.com

Crowd control: Levy Show Service Inc.

Black retractable stanchions for Fashion Show.

Betty Luong: 604-277-1726 | bluong@levyshow.com

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Vehicle: Roaming Hunger

Tote truck and tote truck wrapping for Beauty Bash.

Megan Madsen: 604-639-3335 | megan@roaminghunger.com

Event Rentals: Pit Stop

Porta potties and hand-washing stations for Beauty Bash.

LeeAnn Wagar: 604-540-8180 | leeanne@pitstopportables.com

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**Nordstrom Beauty + Fit + Friends Menu
Friday, September 11, 2015 & Saturday, September 12, 2015 | 800 per day**

Hors d'oeuvre | Plattered

Parmesan Pear Crisp
topped with Zinfandel poached pears and chèvre

Prawn on a Japanese Rice Cake
with a ginger poached prawn and chili mayonnaise

Profiterole with Basil Chicken
pastry filled with fresh basil chicken salad

Rösti Potatoes with Prosciutto
with pomegranate sour cream and arugula

Savoury Walnut Biscotti with Manchego
house made cracker with cumin, orange marmalade, pickled shallots

Petite Desserts

Candy Bar

Chocolate Chip Ganache Sandwich Cookie
miniature cookies with dark chocolate ganache and sea salt

Lemon Coconut Bars
lemon filling studded with coconut on a shortbread crust

Raspberry French Macarons with Almond

Petite Pink Cupcakes

White Chocolate Cheesecake Pops
cheesecake lollipop encased in white chocolate and decorated with pink sugar

English Tea Sandwiches - cut into triangles, pinwheels and ribbons
Shrimp and herb cream cheese
Roast turkey with cranberry chutney
Egg salad with scallions
Black Forest ham and Dijon mustard
Cucumber, watercress and cream cheese
Ginger cream cheese rolls

Fresh Seasonal Fruit Platter

2016 CATIE Awards | Nordstrom Vancouver Opening Events

**Nordstrom VIP Reception at the Vancouver Art Gallery Menu
Wednesday, September 16, 2015 | 600 guests**

Hot and Cold Hors d'oeuvre | Passed

Beef Tenderloin on Yorkshire
on miniature Yorkshire pudding with creamy horseradish

Crab Cake with Passion Fruit Gelée
fresh Dungeness crab meat garnished with yogurt and cucumber mint salad

Edible Spoon with Grilled Tuna
crisp handmade spoon with marinated ahi tuna, wasabi mayonnaise
and crisp pickled vegetables

Honey Roasted Lamb
on a potato crisp with lemon mayonnaise and fresh fennel salad

Manchego Crisp with Beef Tenderloin
spice rubbed and grilled beef with smoked red pepper mayonnaise
and Manchego gremolata

Savoury Walnut Biscotti with Manchego
house made cracker with cumin, orange marmalade, pickled shallots

Vegan Sous-vide Butternut Squash with Hazelnuts
terrine of butternut squash, apples and celery root with hazelnut maple salsa
verde served on a ceramic spoon

White Soy Caramel Sablefish with Miso Aioli
crisp cucumber and Asian pear salad, yuzu mirin vinaigrette
on a ceramic spoon

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**Nordstrom In-Store Gala Menu
Wednesday, September 16, 2015 | 3000 guests**

Hot Hors d'oeuvre | Passed

Crêpe Purse with Porcini Mushrooms
filled with wild mushrooms, fresh herbs and cream

Crêpe Purse with Coquilles St. Jacques
stuffed with scallops, white wine and cream

Crispy Mac and Cheese Croquette with Spicy Tomato
with a creamy sauce made with aged cheddar and spicy tomato dip

Miniature Burger with Gruyère
ground sirloin patty in a miniature bun with onion confit and Gruyère cheese

Miniature Vegetarian Walnut Burger
house made burger with Parmesan, tomato jam and
jalapeño pickled cipollini onions

Polenta Cup with Basil-Scented Chèvre
topped with a roasted cherry tomato

Risotto Croquettes with Basil and Prosciutto
with fresh basil, prosciutto and Parmesan cheese

Roasted Vegetables on Herbed Yorkshire Pudding
topped with Gouda béchamel and fresh herbs

Vegan Spicy Vegetable Samosa
house made with classic Indian seasoning with tamarind chutney

Warm Sablefish Cake with Preserved Lemons
wild black cod seared in panko breadcrumbs
topped with porcini mayonnaise, flat leaf parsley

Nordstrom In-Store Gala Menu - continued

Hors d'oeuvre | Plattered on Food Carts

Grilled Maple-cured Wild Salmon with Roasted Vegetable and Ancient Grains Salad
kamut and rye whole grains, roasted vegetables, fresh herbs, lemon

Kale and Almond Salad
with currants, oranges and miso yuzu vinaigrette

Crispy Wonton with Szechuan Chicken
chili-ginger and garlic with red and yellow peppers

Ginger Pickled Shiitake Mushroom on Rice
Japanese rice cake, red pepper gelée and chive

Prawn on a Japanese Rice Cake
with a ginger poached prawn and chili mayonnaise

White Truffle Pancake with Grilled New York Steak
smoked salt rubbed beef with tomato Parmesan fondant and radicchio salad

Snack Size Salad Roll with Shrimp
Thai basil and mint scented with peanut dip

Snack Size Salad Roll with Vegetables
Thai basil and mint-scented with peanut dip

Noodle Box with Black Bean Ginger Chicken
red pepper, green onion, cucumber, cilantro

Noodle Box with Ginger Peanut Vegetables
red and yellow peppers, cucumber, sesame soy dressing, black sesame seeds

Noodle Box with Lemon Grass and Shrimp
kaffir lime leaf, snow peas, green onion, mint

Individual Crudité with Green Goddess Dressing

Tapas with Bocconcini
grilled focaccia, tomatoes, olives, peppers, basil crystals

Miniature Tacos with Mole Braised Beef
ancho and cinnamon spiced with salsa

Miniature Tacos with Prawns
lime and cumin scented with salsa

Miniature Tacos with Black Beans
with feta cheese and fresh salsa

Nordstrom In-Store Gala Menu - continued

Rustic Flatbread with Artichokes
chèvre, basil, tomatoes and arugula

Rustic Flatbread with Prosciutto
caramelized onions, olives, mascarpone and fresh basil.

Dessert Stations

Black and White Candy Bar

Black and White Chocolate Sandwich Cookie
moist chocolate cookie, vanilla bean icing, half dipped in chocolate and vanilla icing

Chocolate Cake Pop
dipped in white icing and decorated with white glitter

Cheesecake Pop
cheesecake lollipops encased in dark chocolate and decorated with an edible logo

Coconut Flan on a Ceramic Spoon
creamy coconut flan and candied pineapple

Chocolate Martini Cocktail Cupcake
petite chocolate cupcake, white chocolate and crème de cacao buttercream,
crème de cacao pipette

Dolce De Leche Macaron
salted dulce de leche decorated with gold dust

Pina Colada Cocktail Cupcake
petite vanilla cupcake, pineapple coconut buttercream, coconut and rum pipette

Shot of S'more
graham crackers, dark chocolate mousse, toasted meringue

Shot of Vanilla and Dark Chocolate Pudding
alternating dark chocolate and vanilla pudding

Petite Chocolate Mousse Tart
chocolate pastry tart, dark chocolate mousse

Petite Lemon Meringue Tart
lemon cream in a sweet pastry shell topped with lightly toasted meringue

Gluten-Free Vegan Salted Pecan Sandies

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Nordstrom Employee Rally | Thursday, September 17, 2015

Breakfast Buffet Menu – 1000 guests

Breakfast Sandwich on Herbed Scone
free-range egg with aged Cheddar

Breakfast Sandwich on Herbed Scone with Ham
free-range egg with aged Cheddar and Black Forest ham

Gluten-free Breakfast Sandwich on Herbed Scone

Vegan Granola Bars with Nuts
almonds, walnuts, coconut, dried cranberries, currants and oats

Whole Pieces of Fresh Fruit
selection of bananas, plums, oranges and apples

The Juice Truck – Fresh Pressed Juices
The Remedy - pineapple, cucumber, kale, mint, ginger
The Red - beet, apple, carrot, lemon, parsley, dandelion greens

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Nordstrom Beauty Bash Menu
Friday, September 18, 2015 | 2500 people

Apple Lattice
pastry filled with apple cinnamon filling

Breakfast Parfait with Hemp and Quinoa Muesli
layers of fresh seasonal fruit, yogurt and muesli with hemp, quinoa, pumpkin seeds,
sunflower seeds, dried fruit, coconut

Lemon Pop Tarts
flaky pastry with pink sugar

Petite Raspberry Cake
topped with raspberry cream

Raspberry White Chocolate Pop Tart
flaky pastry with raspberry compote on a lollipop stick

Strawberry Panna Cotta with Rhubarb Gelée
topped with strawberry basil salad

Donut Truck

The Juice Truck – Fresh Pressed Juices
The Remedy: pineapple, cucumber, kale, mint, ginger
The Red - beet, apple, carrot, lemon, parsley, dandelion greens

Housemade Hot Chocolate



Recipe One

Small Plate | Grilled Maple-cured Wild Salmon with Roasted Vegetable and Ancient Grains Salad
Yield: 10 mini meals

Ingredients:

1 ½ lbs salmon, skin off, pin bones removed
4 cups brine

Instructions:

Preheat oven to 350° F.

Cut salmon into 2 oz pieces. Place in chilled brine water for 30 minutes. Drain, discard brine water, pat salmon dry.

Bake for 5 to 8 minutes or until salmon is just cooked.

Brush cooked salmon with Seville orange bitters dressing.

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Recipe One

Small Plate | Grilled Maple-Cured Wild Salmon with Roasted Vegetable and Ancient Grains Salad

Brine Water

Yield: 4 cups

Ingredients:

1/3 cup	Kosher salt
1/2 cup	white sugar
4 cups	water

Instructions:

Bring 2 cups of water to a boil and stir in salt and sugar.

Once all of the salt and sugar is dissolved, add the remaining 2 cups of cold water. Chill.

Seville Orange Bitters Dressing

Yield: 1 cup

Ingredients:

1 oz	orange zest
2 1/2 oz	Seville orange bitters
1 Tbsp	honey
3 1/2 oz	grapeseed oil
1 Tbsp	fresh lemon juice
1 tsp	fine sea salt
2 tsp	chopped chives

Instructions:

Combine all.

Dressing may be made ahead and stored in refrigerator for up to 7 days.

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Recipe One

Small Plate | Grilled Maple-cured Wild Salmon with Roasted Vegetable and Ancient Grains Salad

Seville Orange Bitters

Yield: 6 Quarts

Ingredients:

2 oz	cardamom pods
66	Seville oranges
1 oz	fennel seeds
1 ½ oz	anise seeds
1 ½ oz	coriander seeds
6 quarts	vodka
5 1/2 cups	sugar
3/4 cup	water
½ cup	water

Instructions:

Peel oranges with peeler, some pith is okay.

In a 275°F oven, semi-dry peels for 25 to 30 minutes.

Crush/bruise spices by pulsing in a spice grinder. Crush cardamom pods separate from other spices.

Combine peels, spices and vodka. Transfer to a glass jar and store in a cool, dark place for 4 weeks. Shake every other day. Strain.

Measure the sugar into a large clean pot. Add ¾ cup water to moisten the sugar. Over medium heat cook the sugar until it reaches a very dark caramel. Remove from heat. Add the second measurement of water and stir. Add to strained mixture.

Store in sterile glass jars.

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Recipe One

Small Plate | Grilled Maple-cured Wild Salmon with Roasted Vegetable and Ancient Grains Salad

Ancient Grains and Roasted Root Vegetables

Ingredients:

1 cup	cooked rye
1 cup	cooked kamut
1 cup	butternut squash, 1 inch diced
1 cup	cauliflower florettes
1 ½ cups	carrots, 1" diced
1 cup	parsnips, 1" diced
1 Tbsp	extra-virgin olive oil
2 tsp	mint, chiffonade
1 Tbsp	parsley, chiffonade
2 tsp	fresh lemon juice
2 tsp	apple cider vinegar
1	shallot, minced
1 tsp	preserved lemon, minced
1 tsp	cumin seeds
	pinch of fresh cracked black pepper
3 Tbsp	extra virgin olive oil
1 tsp	fine sea salt
½ tsp	black pepper

Instructions:

Preheat oven to 375° F.

Toss each vegetable in the first measure of olive oil. Season with salt and pepper. Spread out on sheet pans and roast separately until al dente. Combine all.

Chef notes: This salad may be made the day ahead to save time. Simply leave the herbs out and mix them in just before serving.

Cooking whole grains: For 1 cup of cooked grains start with 1/3 cup of raw. Cook in lots of boiling water until tender – this will take anywhere from 1 ½ to 2 hours. Drain and chill. Can be made up to 3 days in advance and kept covered in refrigerator.

Onsite:

Put ¼ cup of grains into presentation dish and top with Seville orange glazed salmon.

2016 CATIE Awards | Nordstrom Vancouver Opening Events

Recipe Two

Hors d'oeuvre | Miniature Tacos with Mole Braised Beef

Yield: 24

Ingredients:

24	house made mini 2" taco shells
4 oz	braised beef short rib meat, chopped
2 Tbsp	Mexican spice paste
1 Tbsp	tequila
1/4 tsp	lime zest
1 tsp	lime juice
1/4 tsp	smoked paprika
2 oz	iceberg lettuce, chiffonade
1/2 cup	salsa fresca, drained

Instructions:

Cook Mexican paste with tequila for 2 minutes. Add lime juice, zest and smoked paprika and cook for another minute.

Remove from heat and combine with beef short rib meat.

Send to job on a covered small bake sheet for re-heating.

Onsite:

Heat beef in 350° F oven for 5 to 6 minutes.

Place 1 tsp of beef mix per taco shell.

Finish with chiffonade lettuce and drained salsa fresca.

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Recipe Two

Hors d'oeuvre | Miniature Tacos with Mole Braised Beef

Yield: 24

Braised Beef Short Rib Meat

Ingredients:

½	bone out beef short ribs or chuck flats
1 Tbsp	vegetable oil
¾ tsp	fine sea salt
½ tsp	black pepper
1	medium onion, finely chopped
2	garlic cloves, finely chopped
1 cup	dry red wine
2 cups	brown veal stock or ½ cup Demi-Glace Gold concentrate (note: concentrate requires a dilution ratio of 1:8; ½ cup concentrate to 4 cups water)
2	fresh thyme sprigs
1	California bay leaf

Instructions:

Put oven rack in lower third of oven and preheat oven to 275°F.

Pat beef dry. Heat oil in a wide (12" diameter) 3 to 5 quart heavy pot over moderately high heat until hot but not smoking, then brown beef on all sides, turning with tongs, about 8 minutes. Transfer to a plate and sprinkle with ¼ teaspoon sea salt and ¼ teaspoon pepper.

Add chopped onion and garlic to oil in pot and cook over moderate heat, uncovered, stirring occasionally, until softened, about 5 minutes. Add wine and bring to a boil.

Add veal stock, thyme, bay leaf and remaining ½ teaspoon sea salt and ¼ teaspoon pepper to sauce, and bring to a simmer.

Transfer beef, any plate juices and sauce to a hotel pan. Cover tightly, transfer to oven and braise until beef is very tender, 4 to 5 hours.

Housemade Taco Shells

Take flour tortillas and cut out rounds with a #60 (2 ¼") cutter.

Brush with canola oil and sprinkle with sea salt.

Bake in rectangular mold* for 10 to 15 minutes or until crisp.

Let cool in mold and store in freezer with desiccant pack.

**We have custom molds – 1 ¼ x 1 ¼ square.*

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Recipe Two

Hors d'oeuvre | Miniature Tacos with Mole Braised Beef

Yield: 24

Mexican Spice Paste

Yield: 1 cup

Ingredients:

4 oz	onion, diced
1 Tbsp	vegetable oil
¾ tsp	ground coriander
2 Tbsp	ancho chili powder
½ tsp	ground cinnamon
¾ tsp	ground cumin
2 tsp	garlic purée
½ cup	tomato sauce
1 ½ tsp	granulated salt
2 Tbsp	lime juice

Instructions:

Dry roast spices in a pan over medium heat.

Sweat onions and spices in oil in a saucepan until sweet and soft, add lime juice.

Add garlic and cook for a few minutes, then add tomato sauce and cook 10 minutes.

Once cooked use a hand blender to purée.

Salsa Fresca

Yield: 1 cup

Ingredients:

5 oz	vine ripe tomatoes, brunoised
1 ½ tsp	minced red onion
1 oz	red pepper, brunoised
1 oz	yellow pepper, brunoised
1 tsp	jalapeño, brunoised
1 ½ tsp	lime juice
1 ½ tsp	olive oil
½ tsp	sugar
¼ tsp	cumin
½ tsp	chopped cilantro
¼ tsp	puréed garlic
¼ tsp	puréed chipotle
½ tsp	fine sea salt

Instructions:

Combine all.

Marinate for 1 hour and then drain off any excess liquid.

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Event Contract (Catering Partnership Overview)	See attached.
Design Site and Floor Plans	See attached.
Production Schedule	See attached.
Client Letter	See attached.