



## Caterer of the Year

24 CARROTS CATERING & EVENTS

# Business Proficiency

## BUSINESS LICENSE

ACCOUNT NUMBER

100344809 - 00010

24 CARROTS, LLC  
150 BAKET ST E  
COSTA MESA CA 92626  
USA



Office of Control:  
Irvine Office

**NOTICE TO PERMITTEE:**  
*You are required to obey all Federal and State laws that regulate or control your business. This permit does not allow you to do otherwise.*

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION. THIS PERMIT IS VALID ONLY AT THE ABOVE ADDRESS.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

*Not valid at any other address*

**For general tax questions, please call our Customer Service Center at 1-800-400-7115 (TTY:711).  
For information on your rights, contact the Taxpayers' Rights Advocate Office at 1-888-324-2798 or 1-916-324-2798.**

# Business Proficiency

## HEALTH DEPARTMENT GRADING



### RETAIL FOOD FACILITY INSPECTION REPORT

ESTABLISHMENT NAME 24 Carrots ^	ESTABLISHMENT ADDRESS 150 Baker St. Costa Mesa CA 92626-4503
IDENTIFIER 24 Carrots ^	OWNER 24 Carrots LLC
ESTABLISHMENT TYPE CATERING	RECORD ID PR0110524
MAILING ADDRESS 150 Baker St. E Costa Mesa CA, 92626	SERVICE Routine Inspection
	RESULT PASS
	INSPECTION DATE 10/24/2023
	REINSPECTION DATE

Based on an inspection this day, the compliance status (IN, MAJ, MIN, OUT, N/A, N/O, COS) has been identified below. Violations noted as MAJ, MIN or OUT must be corrected. Failure to correct the listed violation(s) prior to the designated compliance date may necessitate a reinspection at an additional fee. See the following page(s) for the California Health & Safety code sections and the general requirements that correspond to the violation(s) noted below.

IN = In Compliance MAJ = Major MIN = Minor OUT = Out of Compliance N/A = Not Applicable N/O = Not Observed COS = Corrected on Site

#### CRITICAL RISK FACTORS

IN	MAJ	MIN	N/A	N/O	EMPLOYEE KNOWLEDGE	COS
					1. Demonstration of knowledge	
					2. Food manager certification, food handler cards	
<b>EMPLOYEE HEALTH &amp; HYGIENIC PRACTICES</b>						
					3. Communicable disease, reporting, restrictions & exclusions	
					4. No discharge from eyes, nose, & mouth	
					5. Proper eating, tasting, drinking, or tobacco use	
<b>PREVENTING CONTAMINATION BY HANDS</b>						
					6. Hands clean and properly washed; gloves used properly	
					7. Adequate handwashing facilities supplied & accessible	
<b>TIME &amp; TEMPERATURE RELATIONSHIPS</b>						
					8. Proper hot & cold holding temperatures	
					9. Time as a public health control; procedures & records	
					10. Proper cooling methods	
					11. Proper cooking time & temperatures	
					12. Proper reheating procedures for hot holding	

IN	MAJ	MIN	N/A	N/O	PROTECTION FROM CONTAMINATION	COS
					13. Returned & reservice of food	
					14. Food in good condition, safe & unadulterated	
					15. Food contact surfaces: clean & sanitized	
<b>FOOD FROM APPROVED SOURCES</b>						
					16. Food obtained from approved sources	
					17. Compliance with shell stock tags, condition, display	
					18. Compliance with Shell Oyster Regulations	
<b>ADDITIONAL CRITICAL RISK FACTORS</b>						
					19. Compliance with variance, specialized process, & HACCP	
					20. Consumer advisory provided for raw or undercooked foods	
					21. Licensed health care facilities/public & private schools: prohibited foods not offered	
					22. Hot & cold water available	
					23. Sewage & wastewater properly disposed	
					24. No rodents, insects, birds, or animals	

#### GOOD RETAIL PRACTICES

OUT	SUPERVISION	COS
	25. Person in charge present & performs duties	
	26. Personal cleanliness & hair restraints	
<b>GENERAL FOOD SAFETY REQUIREMENTS</b>		
	27. Approved thawing methods used; frozen food	
	28. Food separated & protected	
	29. Washing fruits & vegetables	
	30. Toxic substances properly identified, stored, used	
<b>FOOD STORAGE/DISPLAY/SERVICE</b>		
	31. Food storage; food storage containers identified	
	32. Consumer self-service	
	33. Food properly labeled & honestly presented	

OUT	EQUIPMENT/UTENSILS/LINENS	COS
	34. Nonfood contact surfaces clean	
	35. Warewashing facilities: installed, maintained, used; test strips	
	36. Equipment/utensils approved; installed; good repair, capacity	
	37. Equipment, utensils & linens; storage & use	
	38. Adequate ventilation & lighting; designated areas; use	
	39. Thermometers provided & accurate	
	40. Wiping cloths: properly used & stored	
<b>PHYSICAL FACILITIES</b>		
	41. Plumbing; proper backflow devices	
	42. Garbage & refuse properly disposed; facilities maintained	
	43. Toilet facilities: properly constructed, supplied, cleaned	
	44. Premises; personal/cleaning items; vermin control	

OUT	PERMANENT FOOD FACILITIES	COS
	45. Floors, walls, ceilings; built, maintained, & clean	
	46. No unapproved private homes/living or sleeping quarters	
<b>SIGNATURE REQUIREMENTS</b>		
	47. Signs posted; last inspection report available	
	48. Plan review	
	49. Health Permit	
<b>COMPLIANCE &amp; ENFORCEMENT</b>		
	50. Permit Suspension - Imminent Health Hazard	
	51. Notice of Violation - Hearing	
	52. Permit Suspension	
	53. Voluntary Condemnation & Destruction (VC&D)	
	54. Impoundment	
	55. Sample Collected	

1241 EAST DYER ROAD, SUITE 120, SANTA ANA, CA 92705-5611  
www.ccfoodinfo.com  
(714) 433-6000



ENVIRONMENTAL HEALTH DIVISION  
1241 EAST DYER ROAD, SUITE 120, SANTA ANA, CA 92705-5611  
(714) 433-6000

Record ID: PR0110524

Type of Business: CATERING 6000+ SQ FT - COMPLEX

Owner: 24 Carrots LLC

Name of Business: 24 Carrots ^  
24 Carrots ^

Location: 150 Baker St  
Costa Mesa CA, 92626-4503

**Expires October 2025**

Permits are valid until the last day of the month listed above

# Business Proficiency

## CERTIFICATE OF INSURANCE



24CARRO-01

KREED

### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
12/13/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Teague Insurance Agency, Inc. 7777 Alvarado Rd., #515 La Mesa, CA 91942	<b>CONTACT NAME</b> _____
	PHONE (A/C, No, Ext): (619) 464-6851      FAX (A/C, No): (619) 668-4715 E-MAIL ADDRESS: info@teagueins.com
INSURER(S) AFFORDING COVERAGE	
INSURER A : Middlesex Insurance Company	NAIC # 23434
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED: 24 Carrots, LLC  
150 E Baker Street  
Costa Mesa, CA 92626

**COVERAGES**      **CERTIFICATE NUMBER:**      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> <b>CYBER \$1M AGG</b> GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER: _____		A0140164003	12/16/2024	12/16/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 LIQUOR LIABILITY \$ 1,000,000 COMBINED SINGLE LIMIT (Ea accident) \$ _____ BODILY INJURY (Per person) \$ _____ BODILY INJURY (Per accident) \$ _____ PROPERTY DAMAGE (Per accident) \$ _____
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					PROPERTY DAMAGE (Per accident) \$ _____ BODILY INJURY (Per person) \$ _____ BODILY INJURY (Per accident) \$ _____ PROPERTY DAMAGE (Per accident) \$ _____
A	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 0		A0140164005	12/16/2024	12/16/2025	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000
	<b>WORKERS COMPENSATION AND EMPLOYERS LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in IN)    Y/N <input type="checkbox"/> N/A If yes, describe under DESCRIPTION OF OPERATIONS below					PER STATUTE    OTH-ER E.L. EACH ACCIDENT \$ _____ E.L. DISEASE - EA EMPLOYEE \$ _____ E.L. DISEASE - POLICY LIMIT \$ _____

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
**Certificate issued as Proof of Insurance only.**

<b>CERTIFICATE HOLDER</b>  Proof of Insurance	<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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## Business Proficiency

### FINANCIAL VIABILITY

2024 IN NUMBERS

Total Revenue: \$37,858,624.02

### ACCOUNTANTS STATEMENT OF REVENUE

Revenue:	100%
Cost of Goods:	47.5%
Expenses:	41.5%
Profit:	11%

# 24 CARROTS

## LEADERSHIP TEAM



**Norm Bennett**  
FOUNDER + VISIONARY



**Laura Fabian**  
CHIEF EXECUTIVE OFFICER



**Dave Fabian**  
CHIEF FINANCIAL OFFICER



**Lynn Wagoner**  
CHIEF BIZ DEVELOPMENT OFFICER



**Alyssa Hayes**  
STAFFING MANAGER



**Brenda Alcaraz**  
DIRECTOR OF HUMAN RESOURCES



**Andrew DeGroot**  
DIRECTOR OF FOOD + BEVERAGE



**Carizza Rose Villa**  
DIRECTOR OF MARKETING + CREATIVE



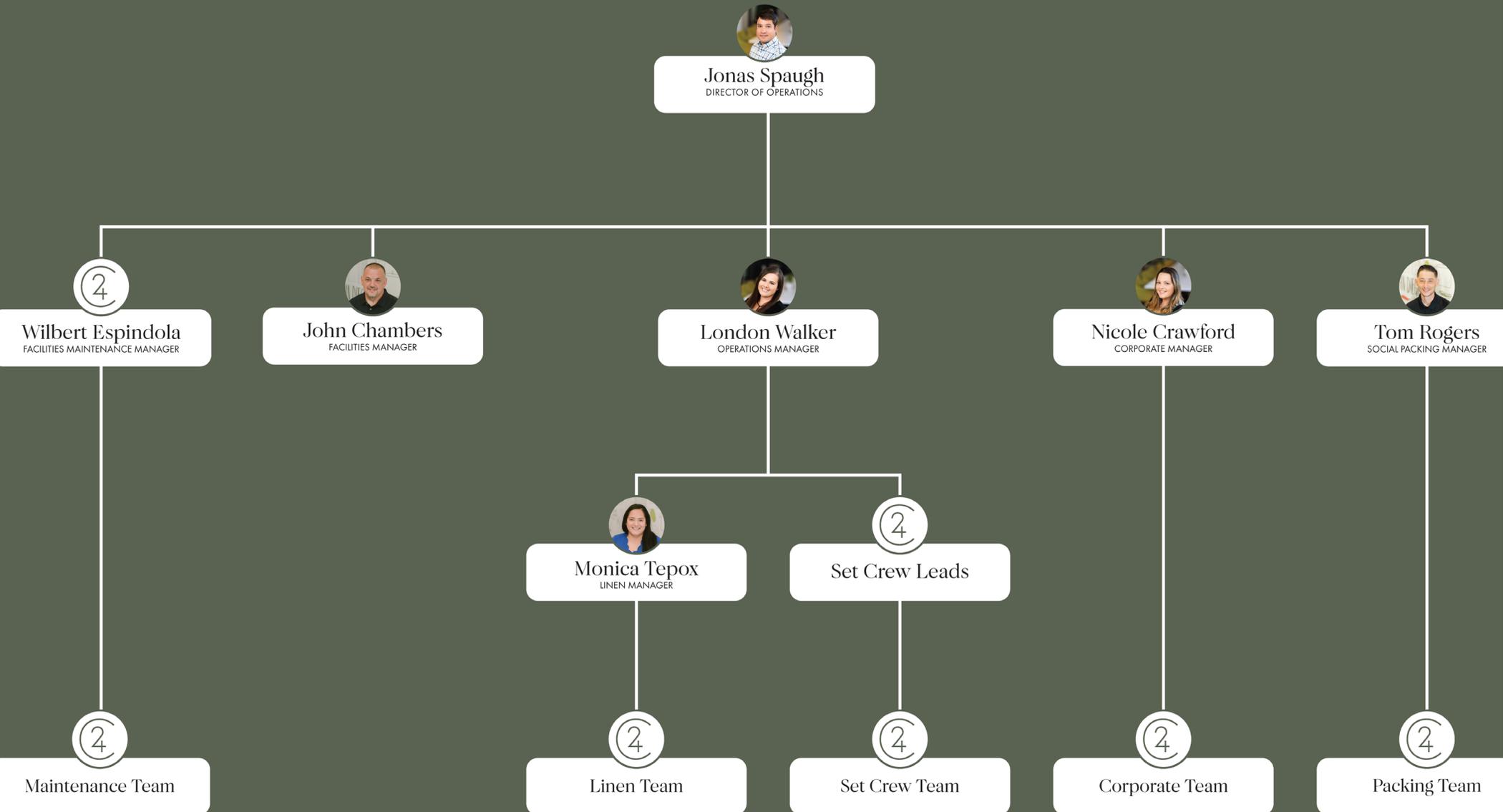
**Elise Luna**  
DIRECTOR OF SALES



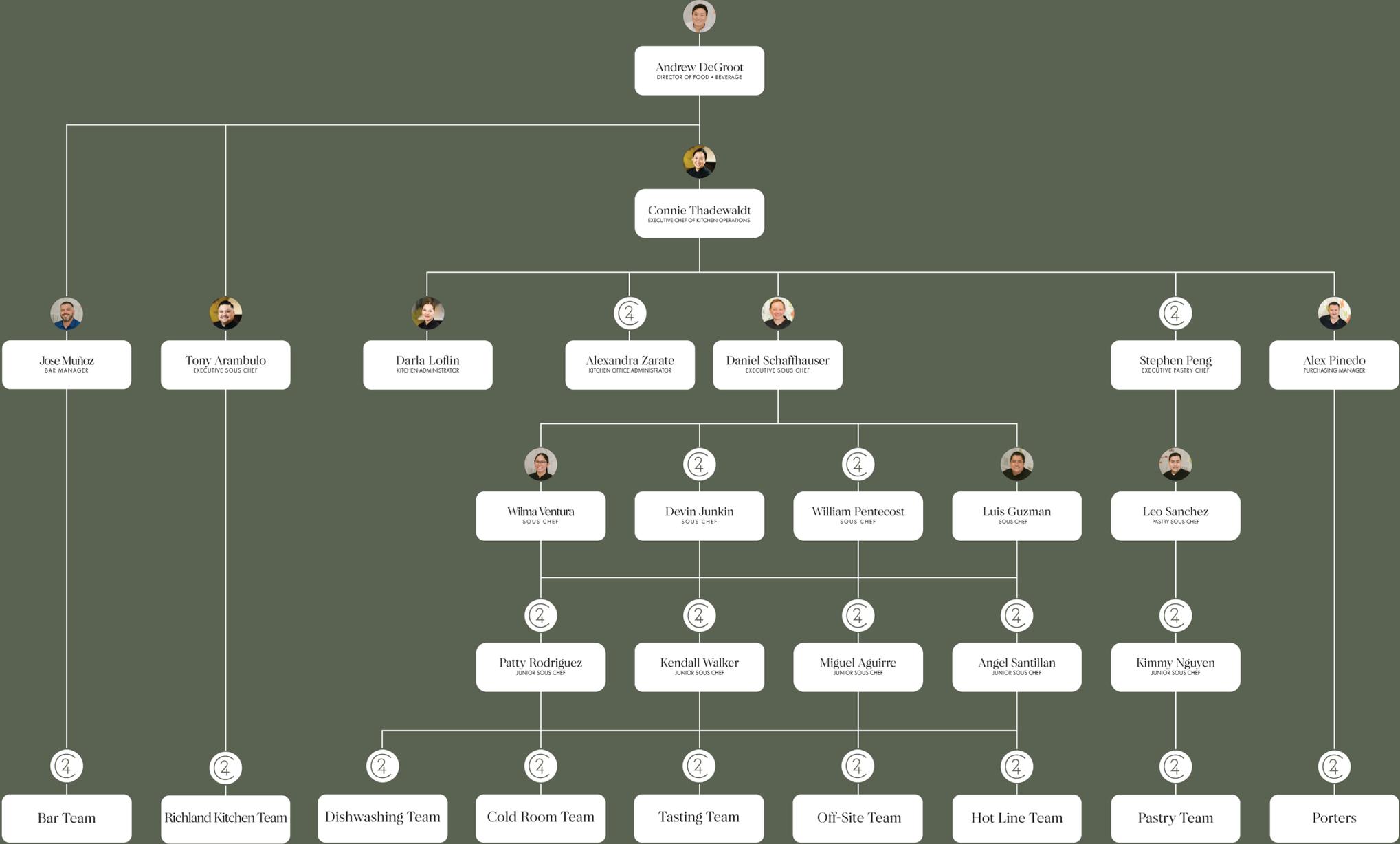
**Jonas Spaugh**  
DIRECTOR OF OPERATIONS

# 24 CARROTS

## OPERATIONS TEAM



# CULINARY TEAM





**Molly Weber**

CATERING + EVENT PRODUCTION MGR



**Lauren Fay**

CATERING + EVENT SALES MGR



**Erandi Morales-Foster**

CATERING + EVENT SALES MGR



**Kristin Howe**

CATERING + EVENT SALES MGR



**Morgan Mauriello**

CATERING + EVENT PRODUCTION MGR



**Heather Brebner**

SR CATERING + EVENT SALES MGR



**Tony Contreras**

EVENT PRODUCTION ASSISTANT

# 24 CARROTS

## SALES TEAM



**Elise Luna**  
DIRECTOR OF SALES



**[Name] Mauriello**  
EVENT PRODUCTION MGR



**[Name] Contreras**  
EVENT PRODUCTION ASSISTANT



**Heather Brebner**  
SR CATERING + EVENT SALES MGR



**Chelsea Cook**  
CATERING + EVENT PRODUCTION MGR



**Bianca Camacho**  
EVENT PRODUCTION ASSISTANT



**Kimberlyn Richardson**  
SR CATERING + EVENT SALES MGR



**Michele Davis**  
SR CATERING + EVENT SALES MGR



**Jessica Gitsham**  
CORPORATE CATERING ADMIN ASSISTANT



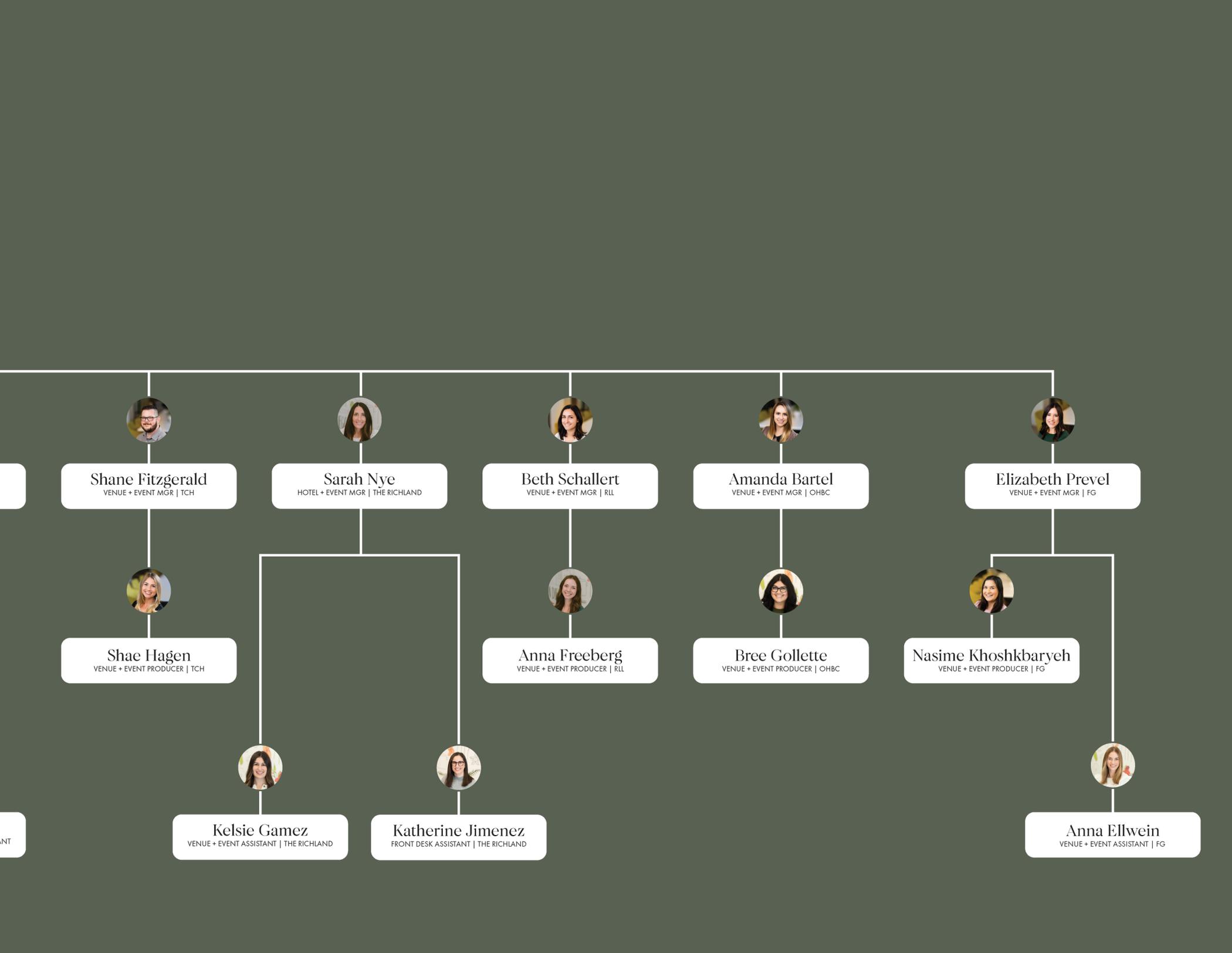
**Shane Fitzgerald**  
VENUE + EVENT MGR | TCH



**Shac Hagen**  
VENUE + EVENT PRODUCER | TCH



**Kelsie Gamez**  
VENUE + EVENT ASSISTANT | THE RICH



# Job Descriptions

## CHIEF EXECUTIVE OFFICER

Responsible for developing initiatives and business objectives to direct the company to become more efficient and profitable while creating a supportive workplace for our employees. Collaborating with our other executives and managers is vital to instilling a cohesive vision.

## CHIEF FINANCIAL OFFICER

Accountable for the accounting operations of the company, to include the production of periodic financial reports, maintenance of an adequate system of accounting records, and a comprehensive set of controls and budgets designed to mitigate risk, enhance the accuracy of the company's reported financial results, and ensure that reported results comply with generally accepted accounting principles or international financial reporting standards.

## CHIEF BUSINESS DEVELOPMENT OFFICER

Manages current and future staffed venues, implementing strategies to grow the revenue at existing venues and pursue other/new venues throughout Southern California.

## DIRECTOR OF SALES

Responsible for planning and implementing company-wide sales goals, both short and long range, targeted toward new and existing markets.

## DIRECTOR OF MARKETING & CREATIVE

Responsible for internal and external marketing strategies, creative direction, and company communications.

## DIRECTOR OF OPERATIONS

Manage all daily operations from beginning to implementation.

## HUMAN RESOURCES DIRECTOR

Responsible for overseeing all human resources operations within the company, including HR strategies, provide guidance, and ensuring compliance.

# Job Descriptions

## STAFFING MANAGER

Responsible for the hiring, training, and managing of all front of house employees.

## FOOD AND BEVERAGE DIRECTOR

Manage all culinary operations and day to day business dealings including inventory control and food costing, purchasing, food and kitchen safety, menu design and planning, employee supervision and development, staffing and scheduling, and decision making.

## EXECUTIVE CHEF

Manage the kitchen ensuring all areas are running according to company policies and standards. Work alongside the Food and Beverage Director to fulfill the needs of the company. Develop menus, food purchase specifications, and recipes. Develop and monitor food and labor budget for the department. Maintain highest professional food quality and sanitation standards. Help supervise offsite staff and events. Responsible for helping Food and Beverage Director with menu design and planning.

## PASTRY CHEF

Oversees the pastry department. Direct the preparation, seasoning, and execution of corporate desserts, special event menus, and tastings.

## SOUS CHEF

Help manage all areas of the kitchen as needed or designated by the corporate chef or executive chef. Directly supervise kitchen staff members as well as solving problems as they arise. Step in and take place of the executive chef when he/she cannot be present in the kitchen.

## LEAD CHEF

All Lead Chefs are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Catering & Event Managers and Client, actively contributing as an integral part of the team. Duties will include being prepared, packing, onsite kitchen set-up, proper food preparation, time management, kitchen breakdown, and the care and packing of equipment, décor and food.

## EVENT CHEF

All onsite chefs are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Event Chef Lead and actively contribute as an integral part of the team. Duties will include being prepared, packing, onsite kitchen set-up, proper food preparation, time management, kitchen breakdown, and the care and packing of equipment, décor and food.

# Job Descriptions

## BAR MANAGER

Implement and manage the operation of bar and beverages. This includes efficiently monitoring all in/outgoing alcohol and beverages; accounting for all costs, profits, and losses; planning and executing packing for each event with beverage needs; maintaining high level of quality and value for clients; maintaining relationships with vendors and city officials; foreseeing upcoming trends in the beverage/hospitality industry; creating training packets and tests to ensure consistency between bartenders and bar leads; and preparing, submitting, and overseeing all licenses pertaining to bar services.

## LEAD SERVER

Lead servers oversee the execution of events. All on site staff is responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Event Designer and Client, actively contributing as an integral part of the team. Duties will include event set-up, food/beverage service, event breakdown, and the care and packing of equipment, décor and food.

## SERVER

Servers are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Lead Server and actively contribute as an integral part of the team. Duties will include event set-up, food/beverage service, event breakdown, and the care and packing of equipment, décor and food.

## BARTENDER

Bartenders are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Lead Server and actively contribute as an integral part of the team. Duties will include event set-up, beverage service, event breakdown, and the care and packing of equipment, décor and food.

## CATERING & EVENT MANAGER

Actively solicits all types of catering business from various sources of leads. These includes incoming leads through the 24 Carrots website, telephone, and venues. Manage event information, coordinate event functions, and supervise vendor services for all off-site catered events, and events taking place at our preferred, exclusive, and partner venues. .

## EVENT ADMINISTRATOR / CATERING & EVENT ASSISTANT

An Event Design Assistant is responsible for assisting with the preparation and execution of all types of social and corporate events, providing support to their assigned Event Designer with regards to sales and full-service catering & event services for off-site events throughout Southern California, and events taking place at our preferred, exclusive and partner venues.

# Employee Handbook

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# Employee Handbook

[24 CARROTS HANDBOOK](#)

*Click link above*

## Employee Recognition & Appreciation

At 24 Carrots we truly believe that we are people powered. We couldn't be where we are today if it weren't for the hardworking team who help drive this company on a day-to-day basis. This proved to be truer than ever through the pandemic, as our industry faced more challenges and professional (and personal) hardship than we could have ever imaged. This season emphasized our team's commitment to our craft, and in turn, we knew it was extra important to continually reciprocate our commitment in recognizing and appreciating them. The main thing that we consistently keep in mind is that appreciation is a moving target. To meet people where they're at, we need to have multiple approaches and ways of saying thank you.



## Employee Recognition & Appreciation

### COMPANY APPRECIATION PARTY

We refer to it as the “Post Holidays, Holiday Party.” What caterer has time to have their own holiday party in December?! Not us –which is why we celebrate in January! The entire company, all 450+ employees, are invited to join us for a fun night filled with delicious food, good drinks, games, awards, and prizes. Most notably, the yearly scavenger hunt prompts employees to come with their purses full of anything and everything that Laura, our CEO, might possibly call for, in exchange for a great prize! The staff looks forward to this fun event each year, and we look forward to seeing our staff truly enjoy themselves.

### DEPARTMENT ALL-STARS & EMPLOYEE OF THE YEAR

Each year we announce the Employee of the Year at our annual party. This individual is selected based on accomplishments throughout the year such as sales (if applicable), customer service, peer interactions, special achievements, and achievement of goals set-forth by management.



## Employee Recognition & Appreciation

### CULTURE COMMITTEE

The heart behind the 24 Carrots Culture Committee is to cultivate and promote an inclusive, supportive, and team-driven culture throughout the company. This group meets monthly and is dedicated to collaborative conversations that inspire growth and learning from each other's perspectives. We celebrate our team's wins and lift our team up in times of need. We keep each other and our peers accountable and pave the way for others. We believe that we measure success not only through the growth of our business, but the cultivation and growth of our people. We don't do it alone, we do it together.

### CARROT CASH

Carrot Cash is an internal rewards program that reinforces high performance and creates a culture of recognition that promotes a positive environment and recognizes behaviors that embody our Core Values. Any employee can nominate another employee for Carrot Cash based upon their performance or behavior. Carrot Cash is redeemable for gift cards, movie tickets, apparel, and other swag.



## Employee Recognition & Appreciation

### DEPARTMENT CELEBRATIONS

Each department leader is encouraged to reward their team quarterly with an “out-of-office” activity. This can be as simple as a hosted happy hour at a local restaurant, or a fun activity like bowling. All expenses are paid by 24 Carrots so the team can enjoy themselves and bond with each other outside of the office. Most directors attach this to some performance incentive, such as sales goals, days without accidents, or projects completed, so they can win as a team.

### #24CLIFE

What started originally as an inside joke has now proudly been displayed on social media, staff apparel, and is referred to in everyday conversation. Intended for use by the team, for the team, this is a great place to showcase the behind the scenes of our catering and events world. Whether it’s an event that we’re proud of producing or cheering on our team members in any personal or professional achievement, this initiative has organically evolved with staff, and we couldn’t be more thankful for a team that is proud to show off where they work!



## Employee Recognition & Appreciation

### BIRTHDAY CELEBRATIONS

Birthdays seem to happen every day at 24 Carrots, but we love any excuse to celebrate! Leadership handwrites personalized birthday cards and sends them to each employee's home. Every month, our HR Manager shares the birthdays of the upcoming month so everyone can give each other digital and in-person shout outs.

### LIFE MILESTONES

We love celebrating life with our team! For Baby Carrots, we've curated custom felt carrot rattles made by a local artist. We chose the artist based upon her portfolio and proximity to our hospitality circle (artists supporting artists!) and worked closely to personalize it with our company hashtag (#24clife). This gift is paired with a hardcover book, *Julia, Child*, a charming, illustrated picture book and packaged thoughtfully for future parents to be. For our engaged employees, we love when they get to be clients themselves! A personalized bottle of bubbly and a *Newlywed Cookbook* is always the best way to cheers to tying the knot! Often baby showers and wedding showers are also thrown by each department, on theme and customized for each employee.



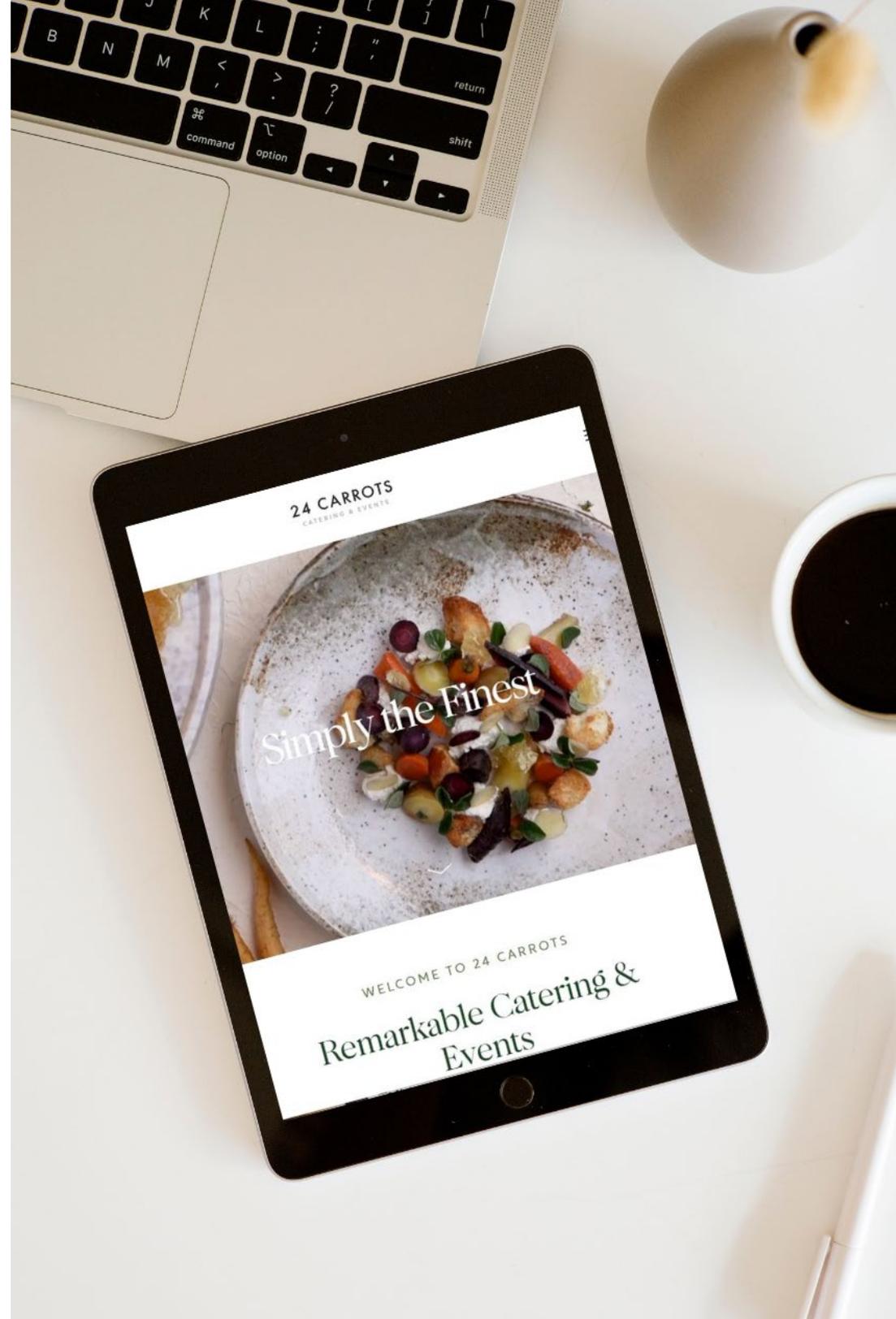
## Marketing Execution Plan

Our marketing execution plan for 2024 was to consistently tell, proactively show, and accurately deliver the 24 Carrots way. By highlighting what our clients and guests are getting from us that makes their event better, life easier, and experience more enjoyable, and follow through on that service promise. We will share and show differentiators and how we stand out from our competition in each department and in every step of every event. We will provide unparalleled personalized service for our internal team, which in turn gives them the support to give that same unparalleled personalized service to their clients, making every moment magical. Our 24 Carrots service promise to our clients is peace of mind. In 2024, we commit to telling that promise, showing that promise, and delivering on that promise in the Marketing & Creative team.

### DIGITAL IMPRINT

Our digital imprint is typically a potential client's First Impressions, whether it's our website, an online advertisement, or social media.

In 2024 our website visits increased by 27%, with an average of 1,253 visits per week, not including an all-time record of 129k visits in a single week in February of 2024.



## Marketing Execution Plan

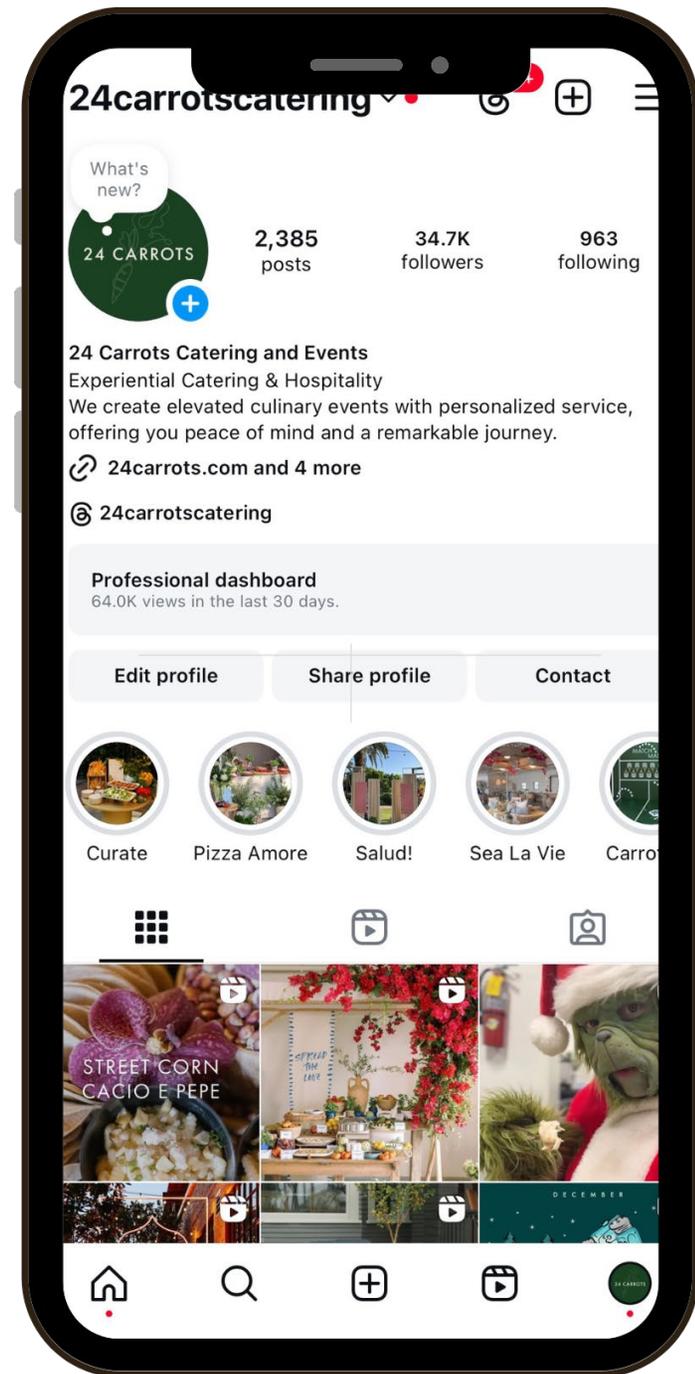
Our **social media** presence proves to be a more consistent way to share about ourselves organically. Our 24 Carrots Instagram has 35k followers and with the 24 Carrots collective venues, the sum is around 90K followers. Our strategy for social, like our strategy for marketing at 24 Carrots, is to use those tools in favor of your company. Yes, we pay attention to numbers and engagement, but the number one metric that the team is held accountable to, is - does it feel like 24 Carrots?

Our purpose is to:

Promote the visual portfolio of 24C and create demand for our services by:

- Encouraging conversation
- Providing event inspiration
- Elevating industry relevance

Our goals are to show our core values, honoring our client's stories, and making our team look good – which is great for attracting our ideal clients, and internal marketing and recruiting.



# Marketing Execution Plan

## SALES TOOLS

Once leads come in, we provide the correct tools for the sales team to provide a quality experience for these guests. From print and digital collateral, to our menus, to even the quality of the pen we provide – all touchpoints to ensure that it's basically a no brainer to book 24 Carrots – the sales team is set up for success to build that relationship.

Sales tools aren't just limited to business cards and other print pieces. On the creative side, we believe that aesthetics and presentation is a sales tool, a business card, and a marketing piece. Our inventory is filled with standard pieces that show intentionality and function, and elevated displays, which the sales team charges for.

Whether it's disposable samples or elaborate displays, we work alongside the sales team to provide a whole hospitality experience to share (and sell). We also work with Operations and Kitchen to source pieces that are functional, that we're able to rent out time and time again, and that our team is trained in care, packing, and usage.

When it comes to sales tools – they're not meant to be tools of convenience to rush through the sales process and replace relationship building - they're meant to support our team, make our kitchens and operations look good, and strengthen the brand at the same time. People can feel how much you care, and they'll buy it.



2

## Welcome to the table

At 24 Carrots, hospitality is at the heart of everything we do. We believe it is best served at the table, and this menu is an invitation to take a seat with us. We pride ourselves on feeding people with more than just food - we are in the business of nourishing souls and celebrating all of life's special occasions. Cheers!

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04	CHEF COMPOSED MENU
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# Marketing Execution Plan

## SPONSORED EVENTS

We've all gotten asked to sponsor an event or donate services. However, our marketing approach and intention isn't *just* to get a single lead. It's multifaceted. It's asking ourselves:

- What new menu items have I been wanting to try out? Is there a new trend we should R&D? Is there a season or holiday coming up that can piggyback on this? Is there something on the new menu I need content of? What has the sales team been asking for? What has the kitchen been wanting to try? What does Operations want to see in action?
- Make it something worth talking about. Capture content to share, post on social, use it for advertising, submit it for awards.
- Create relationships: with the people sponsoring – hey, we're here to make you look good., and with the people attending, including vendors and creative partners. Every interaction is a hospitality opportunity.

Our return on investment is bigger than a single lead. It's traction and marketing momentum. Whether it's 20 guests or 200 guests, the effort is the same. The same thought applies – make it count.



# Marketing & Advertising Pieces



# Marketing & Advertising Pieces



## It's about personal connection.

At 24 Carrots, our events aren't just business transactions. We become personally invested and treat you like a member of our family, because for us, it's all about personal connections. Our friendly team's refusal to compromise on quality means you'll get the attention you deserve and your guests will get an experience they won't be able to stop talking about.

We're best known for our mouthwatering cuisine, but our capabilities go far beyond those of a typical caterer.

### 24 CARROTS CAPABILITIES

- GOURMET CATERING
- BAR
- STAFFING
- EVENTS

# Marketing & Advertising Pieces



# Marketing & Advertising Pieces



# Marketing & Advertising Pieces



# Marketing & Advertising Pieces



# Marketing & Advertising Pieces

24 CARROTS

24 CARROTS

BRAND STYLE GUIDE

V1 • 5.24.22



## Social Media Handles

### INSTAGRAM

@24carrotscatering

### FACEBOOK

24 Carrots Catering & Events

### TIKTOK

@24carrotscatering

### PINTEREST

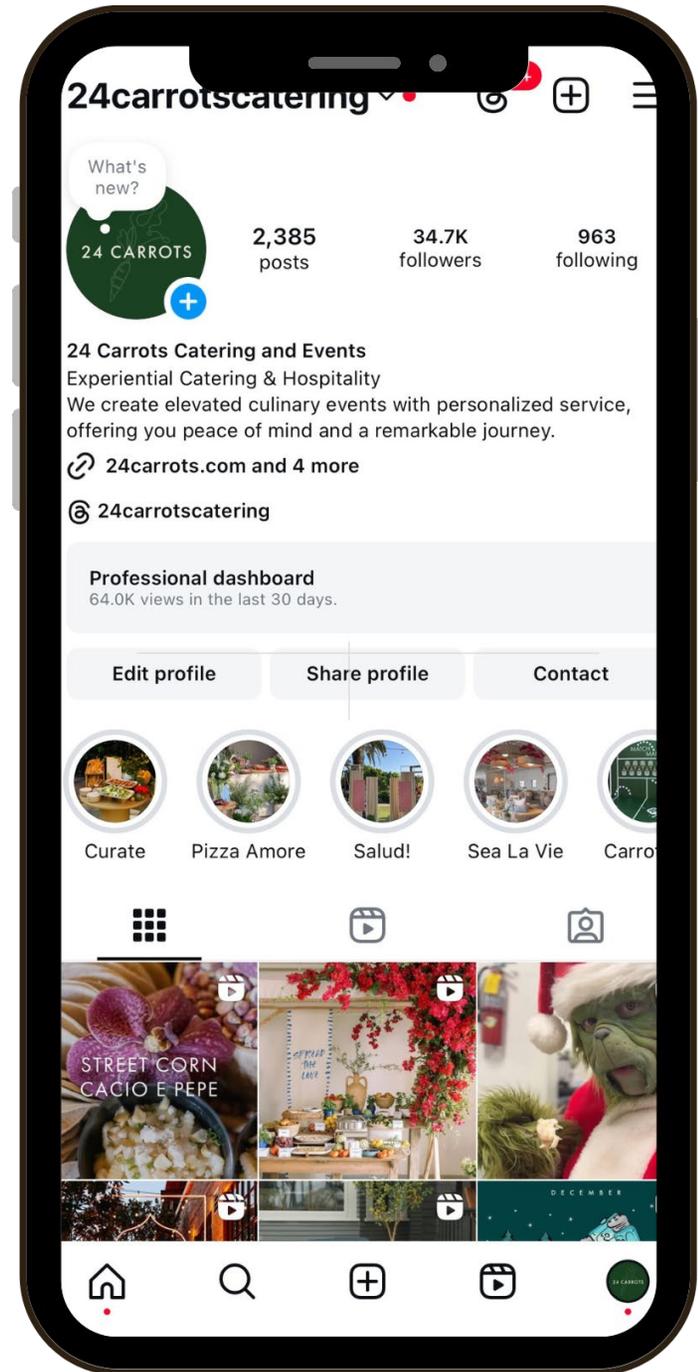
@24carrotscaters

### LINKEDIN

24 Carrots Catering & Events

### WORKPLACE

24 Carrots Catering & Events



## Social Media Campaigns

### 24 CARROTS FULL-SERVICE EXPERIENTIAL CATERER

Plays	11,170
Likes	333
Comments	19
Sent	63
Saved	45
Accounts Reached	6,363
Reel Interactions	460



## Social Media Campaigns

### SKYLINE PENINSULA | NEW VENUE PARTNERSHIP

Plays	19,329
Likes	560
Comments	57
Sent	135
Saved	70
Accounts Reached	10,112
Reel Interactions	822



## Social Media Campaigns

### ALL ABOARD | HOSPITALITY FROM START TO FINISH

Plays	16,544
Likes	533
Comments	42
Sent	138
Saved	29
Accounts Reached	10,062
Reel Interactions	742



## Awards & Accolades

### Achievement in Catering and Events

Caterer of the Year 2024, 2023, 2022, 2019, 2017, 2015, 2012

The ACE Award is a prestigious national award in the hospitality events industry. 24 Carrots was honored to be the first catering company ever to earn this award twice (and since then a few more times), along with being the first-ever Caterer of the Year in 2023, and awarded the same prestigious award in 2024.

### Catered Arts Through Innovative Excellence

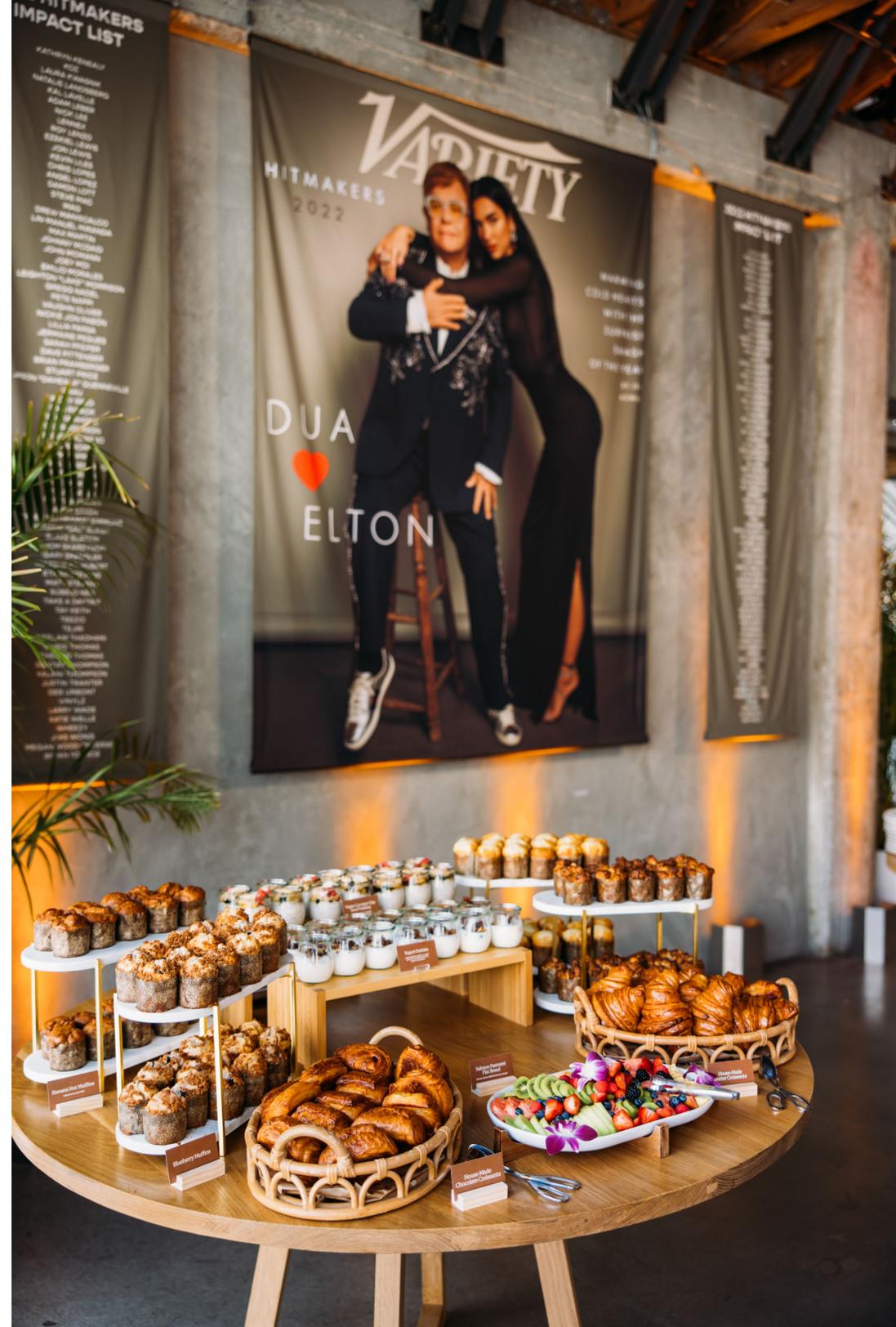
Caterer of the Year 2021, 2018

Awarded by the International Catering Association, the spirit of the CATIE Awards is to recognize achievements of exemplary production at an event.

### BizBash People's Choice Award

Best Association Event 2019

BizBash is a national events organization with major influence on the events market. Our notable event that we earned this award for was a 3-day immersive hospitality conference complete with a 40' carousel and food puns galore!



## Awards & Accolades

### California Wedding Day Best of

Best Caterer 2024, 2023, 2022, 2019, 2018, 2017, 2016, 2015

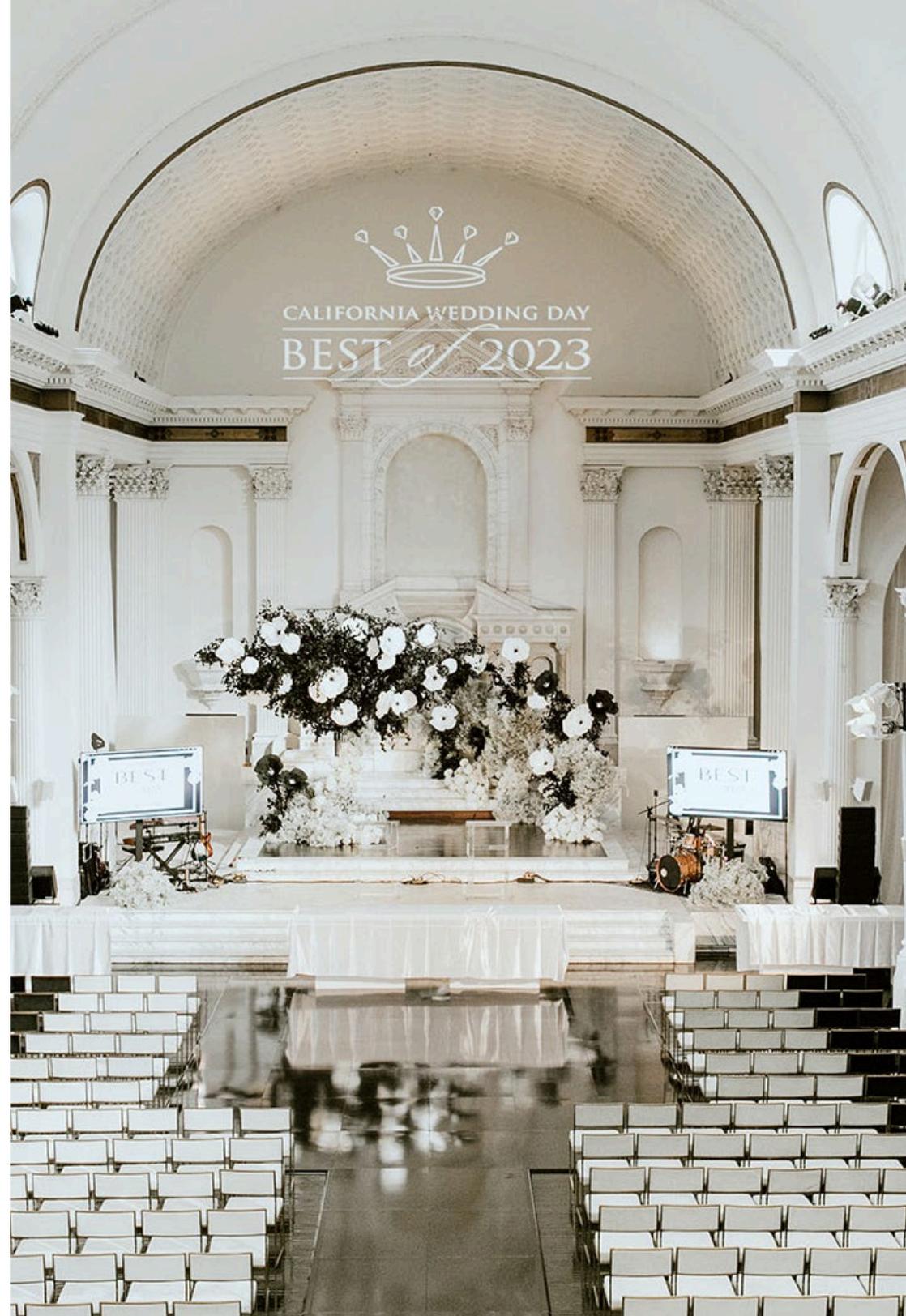
Best All Around Vendor 2019, 2018, 2017, 2015, 2014

As a highly esteemed publication and a strong supporter of the community, CWD recognizes every category within the wedding community. 24 Carrots consistently earns recognition in multiple categories on an annual basis.

### Association of Bridal Consultants

Elevation of Industry 2019, 2017, 2015, 2012

Our local ABC chapter consistently evaluates the direct impact of vendors within our community. Most notably earned is the Elevation of Industry award, which speaks directly into our commitment to our clients, colleagues, and communities.



## Client Testimonials

Your staff was excellent! They were really on top of things, and I did not have to tell them one thing to do the entire evening! They were great at getting around to all of our guests with the tray passed Hors D'oeuvres, and immediately busing the items used by our guests. This is the very best staff we have ever had with 24 Carrots Catering! After the party, I personally told your staff what an excellent job they did. I know a lot of this is due to you preparing your staff as to what our expectations were.

- **Jana McGuire, The McGuire Institute**

HIRE THIS CATERER! I have been a wedding planner for 25 years. I recently had the honor of working with these fine caterers. From the moment we contacted the sales team, we had the most responsive wonderful experiences. The food was impeccable especially the fresh on-site barbecue with the white vinegar barbecue sauce incredible. The real stars of the show were the catering staff. There were more than enough staff and I can't remember all their names, but our lead was amazing, the bartender and the entire staff were so helpful and professional. If you're looking for a caterer, check them out for sure you will not be disappointed. If I could give 10 stars I would. Thank you, Team! - **Dianna Ross**

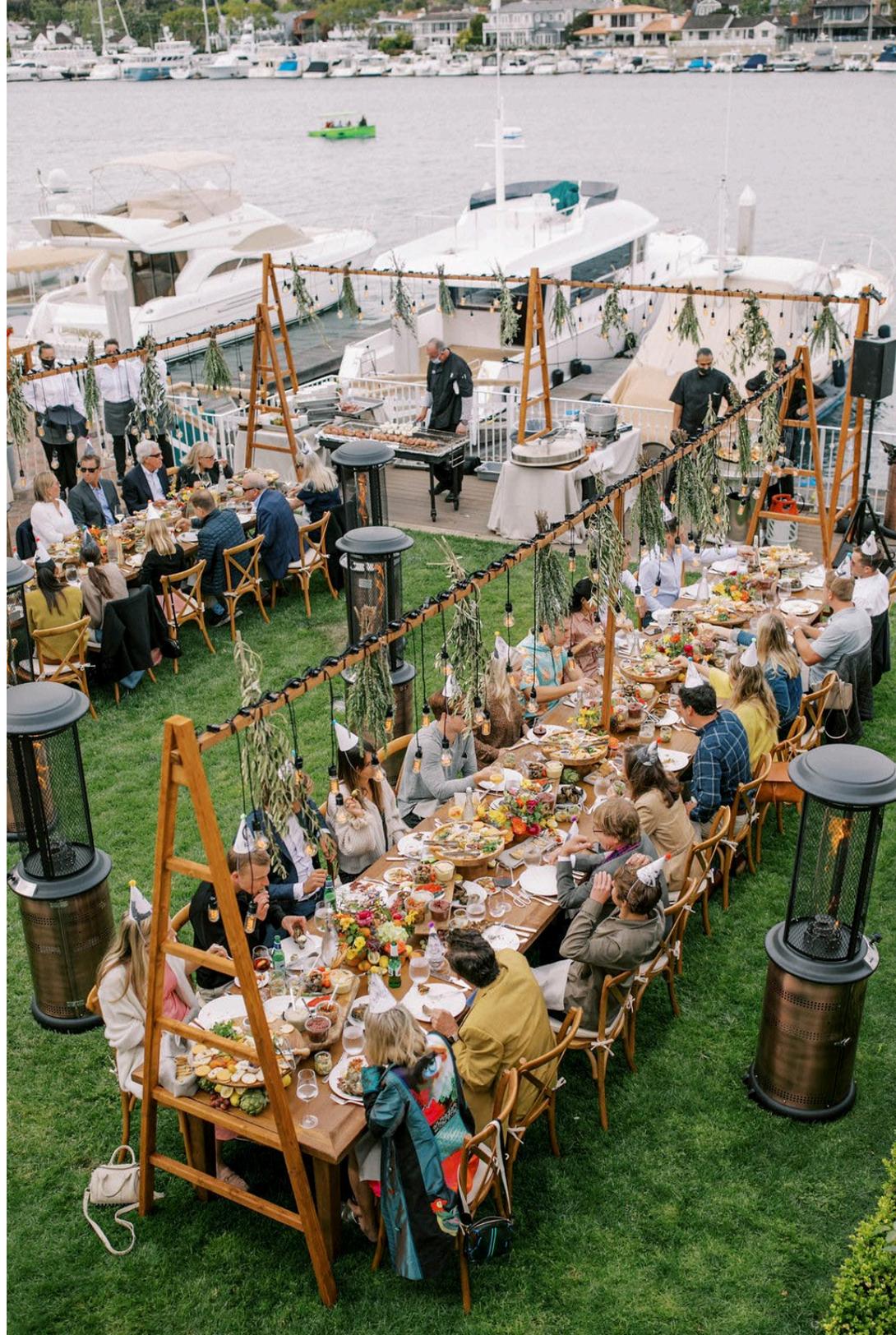
This vendor goes above and beyond to create the most amazing event for you that you've ever had from start to finish. They're a class act! Their venues are beautiful! Their food is amazing, and their people are just so incredibly endearing and compassionate. They truly are trying to create a dream come true for any event or occasion. Bring your ideas to them for your event and they can make it happen Believe me. They did it for us! - **Jennifer L.**



## Client Testimonials

Absolutely amazing, no wonder they are ranked #1, staff and food were exceptional all our guests commented how much they enjoyed the food and had never tasted 'wedding food' like it in their lives, this was also commented by a veteran wedding florist! Their staff were impeccable, polite, on the button and so attentive, this was our daughter's wedding and by far the wedding of the century, we would highly recommend 24 Carrots they were brilliant from start to finish! - **Lyn P.**

We just wanted to say a huge thank you to the entire 24 Carrots team for helping make our day so perfect! We got married at the beginning of March and we are so grateful to have such a beautiful spot to get married and an even better team to help our day run smoothly. There's so many things to mention but to start, our entire experience with 24 Carrots was extremely pleasant from day 1. From tasting our wedding in such a high-class experience to actually meeting the team on our wedding day, everything was top notch. On our actual wedding day, the team made sure that we (the bride and groom) were fed and hydrated at all times. As soon as the ceremony was over, we had our drinks and personal plates of food waiting for us before our pictures. During dinner, they had our plates made up for us so that we could avoid the buffet and eat first. Lastly, at the end of the night they had 2 leftover plates made up for us to take home. Lastly, the venue itself was absolutely breath taking. The views at this venue are stunning and the backdrop for the ceremony is unforgettable. Highly recommend the 24 Carrots team. - **Amanda A.**



## Client Testimonials

We got married at Rancho Las Lomas and this was the catering service associated with the venue. The private menu tasting was so cool! You can see the chefs hard at work making the appetizers and entrees. They even had this cute little sign with our names on it as we walked in (it's the little things!) I've been to a lot of weddings and this is, by far, the best wedding food I've ever had. All of my guests were so happy with the appetizers and entrees. When you're spending this type of money on a huge life event, you want everything to be perfect. 24 Carrots Catering and Events made it such a beautiful evening. = **Brianna & Joshua**

We booked 24 Carrots for our wedding, and we were blown away by the amazing food and service. Everything we had at our tasting tasted just as delicious at our actual wedding, which honestly, we didn't expect. Several of our wedding guests have told us it's the best wedding food they've ever had. In addition to the taste of the food, their service was also great. Our drinks were always filled, food was served and cleared promptly. They even made a platter of appetizers for us to enjoy right after the ceremony before cocktail hour started to make sure we got to try everything served. Their menu is very extensive and covers a wide variety of foods- so whatever you want served at your wedding, they likely have. In addition to the traditional meal options, they also have a wide variety of stations you can choose from e.g. for late night food or during cocktail hour. - **Arissa & Orien**



## Approach & Philosophy of Customer Service

### SERVICE EXCELLENCE

We are committed to proactively identifying and meeting the needs of our colleagues, clients, and communities. Hospitality is the heartbeat of our company, and while it may appear differently in each department, this common denominator is our shared goal. It can be as simple as opening the door for a coworker or going out of your way to drop off a client's favorite flowers, but service excellence comes standard at 24 Carrots.

### DEDICATION

We are dedicated to the success of every event, as passion, purpose, and pride are the driving forces behind our team. We are committed to creating and elevating best practices to improve our services. In our pursuit of excellence, we make room for change, and we learn from our mistakes. We aren't scared of hard work or tough conversations.



# Approach & Philosophy of Customer Service

## COLLABORATION

Our success is directly correlated to active participation and the exchange of sound knowledge.

We believe that playing to each other's strengths collectively increases our efficiency and propels us towards our goals. We are also committed to a culture of helpfulness and respect towards everyone we interact with. We don't believe in, "that's not my job", but we believe in asking, "how can I best help you with that?". We work together to fix problems. We communicate respectfully, learn from each other, and grow together.

## TRUSTWORTHINESS

We refuse to compromise on our quality, making us a reliable resource and dependable partner. We set the right expectations and deliver consistently. We take responsibility for our actions. We do what is right, not what is easy, even when no one is watching.

Even as we've grown into an award-winning industry leader, we have stayed true to our values as a family-owned business. Everything we do centers around our passion for bringing people together and creating unforgettable memories. We treat everyone like family, because for us, it's all about personal connections. We're not a big conglomerate that churns out cookie-cutter parties. And we're not a small mom and pop shop that lacks the resources to ensure events run smoothly. We're in the middle – the sweet spot that provides our clients with the utmost personal attention and unlimited possibilities for one-of-a-kind occasions.



## Industry and Charitable Support

24 Carrots is a proud member of Second Harvest Food Bank, a non-profit organization based in Orange County. Their mission is to end hunger in Orange County. It was important for us to align ourselves with a nonprofit who had the same values that we hold dear. Second Harvest is proud to be a purpose-driven organization committed to providing dignified, equitable, and consistent access to nutritious food, with the belief that food is a foundation for community health and catalyst for societal transformation. Since we donate our leftover and unused food to this great local program, every one of our events makes a difference in our community.

Another notable non-profit that 24 Carrots is honored to support is RAD Camp, a local summer camp experience for those with developmental disabilities. 24 Carrots sits on the board of directors and also donates annually for this cause.



## Industry and Charitable Support

We are also active sponsors of event industry initiatives such as the Association of Bridal Consultants, and actively participate in catering exhibitions, such as CaterSource and Art of Catering. We are members of the International Caterers Association (ICA), a non-profit organization dedicated to providing education, mentoring, and resources for professional caterers and promoting the profession of catering to clients, industry members, creative partners and the public. We are also members of the Leading Caterers of America (LCA) (Formerly Top Gun) and ECEP, highly prestigious groups with selective invitations to join. This group is the only one made of independent caterers from the US and Canada and is affiliated with a similar group in Western Europe known as the European Party Caterers Association.

24 Carrots also makes it a priority to contribute generously to industry and non-profit causes, as we believe that a generous spirit truly gathers our community. Many of these initiatives are employee-led through the Culture Committee. Notable contributions include CHOC Walk (children's hospital), The Pink Tie Ball (breast cancer awareness), Rad Camp (development disabilities), Rad Camp Jr, Harvesters (OC food bank), Casa Romantica Cultural Society, and SeaChange (environmental awareness).



## Sustainability & Green Efforts

Our 24 Carrots headquarters, is a 40,000 square foot facility that meets the standards of the California Green Building Code. These codes save water and promotes environmentally responsible, cost-effective, healthier places to work. When designing our new facility, we wanted to have a positive impact on both the community and environment. In an industry that can very easily impact natural resources and have a large carbon footprint, we wanted to make a difference and set a new standard to be environmentally friendly. We were able to greatly reduce our light pollution by strategically placing solar tubes through the length of the building. Each solar tube defuses natural light into our facility. Not only does the natural light make our employees happy, but they also significantly reduce our electricity usage by not needing lights on at full capacity. Additionally, every light in our facility is low-voltage LED. All water faucets and water closets have reduced flow rates of water.

We have a strategic waste management program, and worked with our contractor to reduce their waste by 50%. Acoustical control was also taken into consideration, as well as ozone and greenhouse gas reduction. These are just a few of the main criteria that our building has met, and we continually look to see how we can make improvements in our everyday work flows to better reduce our footprint.



## Culinary Philosophy

The foundation of our fine dining culinary philosophy was established with our owner Norm, and his passion for bringing people together. As a Swiss born, American raised chef-owner, his background is heavily infused into event menus, where fresh ingredients and memorable cuisine is top priority, and many of his secret recipes are long standing client favorites.

That zeal for service and dedication to clients remains as the driving force among our entire team. We believe in the complete guest experience. Special touches come standard for us, such as a welcome beverage, bride and groom service during cocktail hour, or complimentary cake cutting.

All of our food is cooked fresh (never frozen) on-site by our event chefs, translating onto each plate as a truly fine dining experience.



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### MEET ME AT THE MARKET

#### Chia Seed Pudding

Coconut Chia Seed Pudding, Toasted Coconut, Toasted Almonds, Fresh Berries

#### Carrot Cookie

Carrots, Oats, Nutmeg, Ginger, Cloves, Cinnamon, Pineapple

#### Ranch Cheez-its

#### House-Made Granola Bars

#### Patch Punch

Fresh Pressed Carrot, Orange, Ginger, Turmeric

#### So Fresh So Green

Spinach, Celery, Cucumber, Lemon, Green Apple, Ginger Root, Parsley

#### Pop Bar Cart

Lemon Passionfruit, White Chocolate Shell, Microflowers



# Menu Creativity & Originality

## PRODUCT AND MENU DEVELOPMENT

### SUNDROP CHALET

#### Baked Potato Soup Gougère

Cheddar Gougère, Baked Potato Soup, Crème Fraiche, Chives, Crispy Pancetta

#### Peach Melba

Poached Peaches, Raspberry Gelee, White Chocolate Crumble, Whipped Cream

#### Lemon Yuzu Gem Cake

White Chocolate Mousse, Fruit Coulis, Sable Cookie

#### S'mores Tart

Salted Caramel, Chocolate Fudge, Toasted Vanilla Bean Marshmallow, Graham Cracker Crust

#### Espresso Martinis

Vodka, Toasted Marshmallow



# Menu Creativity & Originality

## PRODUCT AND MENU DEVELOPMENT

### YOU'RE LIKE, REALLY PRETTY

#### Mini Burn Book Burgers

Brie, Truffle Honey, Bacon-Fig Jam

#### Totally Just Stab Caesar Salad

Romaine, Shaved Parmesan, Sourdough Garlic Croutons,  
House Caesar Dressing

#### Millionaire Kalteen Bars

Shortbread, Caramel, Chocolate Ganache

#### Toaster Strudel

Iberico Ham, Truffle Pepato Cheese

#### You Go Glen Coco

Deluxe Hot Chocolate, Mini Marshmallows, Mini Candy Canes,  
Whipped Cream





# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### MODERN POKE

#### Poke Station

Tuna, Salmon

Sushi Rice, Mixed Greens

Masago, Wakami, Toasted Sesame Seeds, Furikake, Chopped

Scallops, Ponzu, Soy Sauce



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### RUSTIC PASTA

#### Italian Pasta and Meatballs

Orecchiette and White Wine Parmesan Sauce

Fusilli with Kale and Spinach Pesto

Rigatoni and Red Wine Bolognese

#### Traditional Meatballs with Marinara

Garlic Bread, Focaccia, Breadsticks, Grated Parmesan, Basil, Chili Flakes



# Menu Creativity & Originality

## PRODUCT AND MENU DEVELOPMENT

### GETTING READY BRUNCH

Ham And Cheese Croissant

Fresh-baked Everything Bagels

Cream Cheese, Butter, Jam

Yogurt Parfaits With Granola

Crispy House-made Tots, "Raising Canes" Special Sauce Dollop

Mini English Muffin

Burrata, Local Honey And Fleur De Sel

Bacon & Chive Waffle Bite

Buttermilk Fried Chicken And Maple Syrup

Cheesy Grits Cake

Braised Pork Belly And Hollandaise

Avocado Toast Crostini

Smashed Avocado, Toasted Brioche, Crunchy Chili Garlic, Lemon Zest, Chives, Olive Oil

Caprese Skewer

Teardrop Tomatoes, Fresh Basil, Mozzarella And Balsamic Reduction

Fig & Herbed Cheese

Candied Pecan & Chive In Belgian Endive



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### SPICE UP YOUR LIFE MEDITERRANEAN

#### Fattoush Salad

Romaine, Cucumbers, Shaved Radish, Tomatoes, Mint, Parsley, Scallions, Sumac, Fried Pita Croutons, Lemon Vinaigrette

#### Tabbouleh

Bulgur Wheat, Chopped Tomato, Mint, Parsley, Onion, Lemon Juice, Olive Oil

#### Cous Cous

Chickpeas, Cucumber, Fresh Mint, Raisins, Tomato, Almond Slivers

#### Sesame Flatbread

#### Mediterranean Chicken Breast

Artichoke Hearts, Tomatoes, Kalamta Olives, Capers



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### MODERN DELI

#### Salad of Baby Arugula

Manchego Cheese, Diced Gala Apples, Sundried Cranberries, Caramelized Pecans, Aged Balsamic Vinaigrette

#### Butter Lettuce Salad

Caramel Roasted Pears, Aged White Cheddar, Dried Cranberries, Candied Pecans, Maple Apple Cider Vinaigrette

#### Caprese Stack

Tomato, Mozzarella Cheese, EVOO, Micro Basil Salad, Toasted Pine Nuts, Maldon Salt, White Balsamic Vinaigrette

#### Sweet Corn and Black Bean Salad

Shaved Grilled Corn, Black Beans, Roasted Red Peppers, Red Onions, Cilantro, Lime, Queso Fresco

#### Cheese Tortellini and Pesto

Cheese Tortellini, Pesto, Cherry Tomatoes, Sliced Black Olives, Shaved Parmesan

#### Veggie Sandwich

Sliced Tomatoes, Avocado, Cucumbers, Spinach, Green Leaf Lettuce, Pickled Red Onions, Balsamic, Hummus, Fresh-Baked Focaccia

#### Barbecue Chicken Wrap

Marinated Grilled Chicken Breast, Romaine, Grilled Corn, Black Beans, Pepper Jack Cheese, Green Onions, Roasted Red Bell Peppers, BBQ Ranch



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### VALENTINE'S BRUNCH

#### Caprese Skewers

Heart-Shaped Cherry Tomato, Mozzarella, Basil, Balsamic, Olive Oil

#### Heart-Shaped Crostini

Roasted Beets, Pomegranate, Herbed Vegan Boursin

#### Veggie Frittata

Bell Peppers, Onions, Spinach, Swiss Cheese

#### Butter and Sugar Shortbread

#### Red Velvet Cinnamon Rolls

Cream Cheese Frosting

#### Fudge Brownies



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### SWANNER HOUSE RANCH

Burrata, Strawberry, Balsamic, Crispy Prosciutto, Grilled Crostini

Tomato Rosemary Focaccia

Herb-Roasted Vegetable Lasagna

Zucchini and Yellow Squash Ribbons, Japanese Eggplant,  
Plum Tomatoes, Parmesan, Tomato Basil Fondue

Citrus-Scented Olive Oil Cake, Caramelized Blood Orange



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### W SOCIETY WESTERN

Watermelon, Candied Jalapeno, Mint Skewers

Mini Potato Poblano Taco

Hazelnut Crema, Salsa Quemada, Onions, Cilantro

Mini Southern Fried Chicken Slider

Buttermilk Fried Chicken, Classic Southern Coleslaw,  
Dill Pickle, Open-Faced Honey Butter Biscuit

Heirloom Tomato Salad

Heirloom Tomatoes, Persian Cucumbers, Shaved Fresno Chili,  
Watercress, Pickled Watermelon Rind, Buttermilk Koji

Southern Caesar

Romaine, Shaved Parmesan, Cornbread Croutons,  
House Caesar Dressing

Agave Pasilla Chile-Roasted Chicken Breast

Cilantro Jalapeno Buttermilk

Elote Polenta Cake, Corn Salad, Queso Fresco

Grilled Butternut Squash and Succotash

Smoked Paprika Sweet Corn Succotash,  
Roasted Red Bell Pepper, Okra, Lima Beans



# Menu Creativity & Originality

## PRESENTATION AND DESIGN

### DECADES OF RAD

#### Meatball Munchie Slider

Italian-style Meatball, Marinara, Parmesan Snow

#### Awesome Ahi Tuna Taco

Ahi Tuna Tartare, Soy Sauce, Sriracha Aioli, Wonton Shell

#### Groovy Grilled Cheese

Braised Beef Short Rib, Havarti Cheese, Horseradish Cream

#### Boogie Shoestring Fries

Classic Ketchup, Vegan Garlic Aioli

#### When I Dip You Dip, We Dip

Prosciutto, Salami, Crackers, Herb Cheese

#### No Diggity, No Dough Pizza Focaccia

Tomato And Feta Focaccia

### RETURN OF THE MAC

Cornflake-Crusted Chicken Breast, Zesty Disco Drizzle,  
Creamy White Cheddar Mac And Cheese, Arugula and Radicchio  
Salad, Lemon Vinaigrette

#### Twinkied Out

Boogie Bites Ding Dongs

Far Out Snoball Fluffs

Pop Star Tarts



# Culinary Diversity

SUPPER CLUB, April 11, 2024

Chilled Fennel Spring Leek Cappuccino

*JCB Champagne*

Asparagus, Horseradish Pana Cotta, Yuzu Kosho Pickled Petite Vegetables

*Educated Guess Chardonnay*

Sweet Corn Agnolotti, Shaved Summer Truffles

*Kim Crawford Sauvignon Blanc*

Jumbo Day Boat Scallops, Pea Shoot Risotto

*Hampton Rosé*

Basil Apple Sorbet Intermezzo

Wagyu Beef Tenderloin, Cauliflower Mousseline, Candied Pearl Onions, Broccoli, Rhubarb

*Prisoner Cabernet*

Deconstructed Eton Mess



# Culinary Diversity

CAL MIL COLLAB | July 25, 2024

## Stationed Hors d'oeuvres

Pineapple, Watermelon, and Chamoy Lollipop

## Coconut Grilled Cheese

Provolone, Coconut Jam, Lime-Poached Jalapeno

## Mini Duck Bao

Hoisin Duck Confit, Pickled Carrots and Daikon Radish

## Tableside Bread Service

Tomato Rosemary Focaccia Rolls

## Stonefruit Salad

Market Greens, Honey Labneh

## Sweet Corn Agnolotti

Parmesan Broth, Shaved Parmesan

## Seared Moroccan-Spiced Chilean Seabass

Lemon Yogurt Sauce, Cous Cous, Chickpeas, Cucumbers, Fresh Mint, Raisins, Tomatoes, Harissa-Roasted Baby Carrots

## Churro Semifreddo Sandwiches

Café de Olla or Honey Passionfruit



# Culinary Diversity

SEA LA VIE | May 2, 2024

Mascarpone-Stuffed Dates

Spinach & Feta Spanakopita Tart

Roasted Rainbow Carrots

Tahini, Mint

Cumin-Spiced Grilled Cauliflower Steak

Hazelnuts, Rum Raisins, Orange & Lemon Zest, Agave, Parsley,  
Basmati Rice

Fried Eggplant Burrito

Tahini, Herb Slaw, Cucumbers, Tomatoes, Lavosh

Fig & Honey Panna Cotta

Baklava Croissants

Rosemary Shortbread

Lemon and Olive Oil Madeleines



# Culinary Diversity

SPICE UP YOUR LIFE | May 30, 2024

## TRAY-PASSED HORS D'OEUVRES

Charcoal-Roasted Sweet Potato  
Cilantro Crema, Charred Onion Powder

Al Pastor Braised Pork and Pineapple Chutney Empanada

Short Rib Quesabirria Grilled Cheese

Ahi Tuna Wonton Taco, Chili Ponzu, Mango, Sesame

## MARISCOS

Butter-Poached Lobster  
Creamy Parmesan White Grits, Charred Lime

Chili Lime Hearts of Palm and Crab Ceviche

Pickled Red Onions, Cilantro, Red and Yellow Bell Pepper, Candied Jalapeño

## PARRILLA

Charred Prime Skirt Steak  
Roasted Chili Chimichurri, Cumin Tomatoes

Chicken Mole

Blue Corn Tostada, Refried Beans, Plantain Crumble, Crumbled Queso Fresco

Grilled Nopales

Blue Corn Tostada, Guajillo Tomato, Refried Beans, Plantain Crumble



# Culinary Diversity

SPICE UP YOUR LIFE | May 30, 2024

## MASA DE MAÍZ

### Street Corn Cacio e Pepe

Roasted Corn, Chives, Fresh Queso Crumbles

### Mushroom Sopa

Oyster, Maitake, White and Brown Beech Mushrooms, Salsa Quemada

## MINI DESSERTS

### Mazapán Chocolate Layer Bar

Peanut Joconde Cake, Peanut Butter Crust

### Toasted Husk Pavlova

Hibiscus-Marinated Strawberries, Blue Corn Crumble

### Chèvre Cheesecake

Mascarpone, Goat Cheese, Cashew Crust, Blueberry Glaze, Candied Cashew

### Tres Leches Cake

Fresh Berries



## Product Quality & Safety

System of checks and balances created to oversee and check quality of food at multiple check points:

- Purchasing/receiving – involves training of receivers to understand and check for food quality and freshness.
- Purchasing/ordering – Partnering with our local vendors to source the highest quality product, ordering on a schedule to ensure we receive the freshness of product possible.
- Ensuring quality – training and re-training of cooks to understand quality in taste, smell, and presentation.
- Quality check points – Systemic approach and multiple checkpoints of quality check from cook who executes production to the Chef overseeing production followed by the pack out Chef who organizes the production, and lastly the Event Chef.
- Quality review - Feedback on all events from Event Chefs post-event evaluations. Feedback also sent to kitchen from Sales and Operations, analyzed, and implemented as needed.

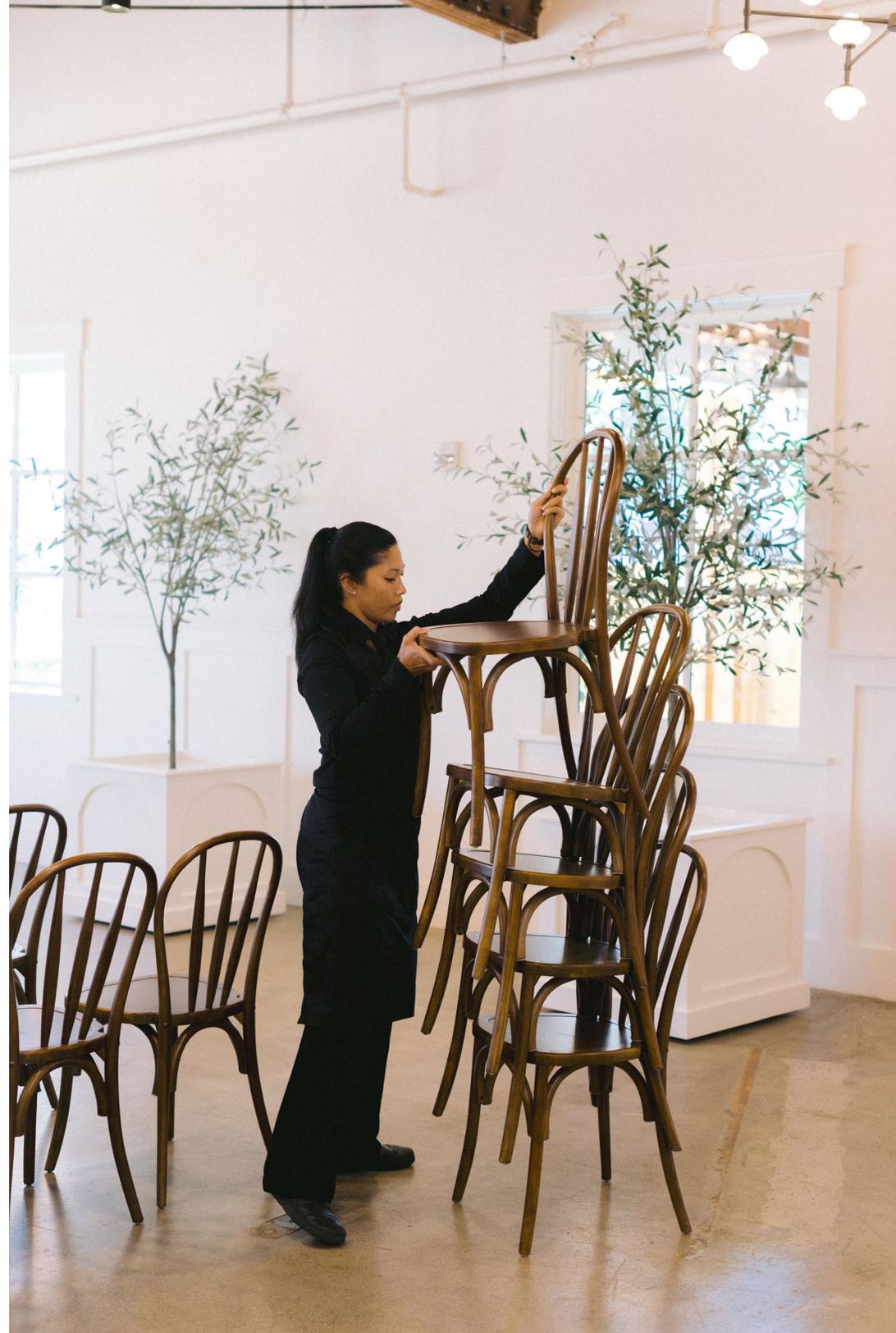


## Product Quality & Safety

- Implemented Quarterly Safety Committee Meetings to identify hazards, review causes and remedies for injuries, inspect property and PPE
- Developed and rolled out Driver Safety Training
- Reintroduced safety kits in vehicles to ensure every event has a first aid kit.
- Safe handling of food – training the team and getting them Servsafe certified, review regularly at line ups proper food handling and safety guidelines to keep it top of mind.

### Vehicle Check Off System

- Here at 24 Carrots each vehicle must be inspected before used for the day.
- Helps each employee know all lights, signals are working, and there are no engine alerts on the dash.
- Helps assure all aspects of the liftgates work for crews to load/unload with no issues.
- We have all dollies/carts for the shift loaded before starting the shift.



# Product Quality & Safety

## Onfleet Routing System

- Onfleet is a live routing service for all employees that are doing deliveries.
- Helps each employee get to each location by missing heavy traffic/any accidents in their path.
- We can send all messages to the driver through the phone, so the employee never needs to use the phone to call/text. Everything can be hands free.

## 1000lb - Heavy Caster for all Dollies

- We have moved to a 1000-pound caster and locking wheel systems for all transits & tote dollies.
- All supplies can be moved with ease for events.
- Having the totes be able to be built on the dollies gives the employee the ability to pack up without moving much weight.

## Double Check Off for Load Out

- All packing must be placed outside of the warehouse in an organized manner for the load up crew.
- They must inspect all items be placed on the truck and start loading by category.
- All items must be checked off and placed in an orderly fashion for safe transport.
- Once complete a manager must come inspect the vehicle, check fuel levels, and sign off on that event.



