

SCHAFFER

Los Angeles, California

CATIE AWARDS 2019
Caterer of the Year



ICA CATERER OF THE YEAR 2019
SCHAFFER

We are your event hospitality partner.

We believe that event hospitality is the experience that unifies incomparable food, gracious service and informed design.

We believe in the power of collaboration and creativity.

We don't simply cater to you, we work with you to uncover your vision and enhance each and every experience.

We believe in using high quality local ingredients prepared thoughtfully without compromise.

We believe in environmental responsibility.

Each day we strive to reduce waste, source locally and conserve resources.

We believe in our people and community whose dedication; passion and rigor fuel everything we do.

With over 20 years of event hospitality experience serving Los Angeles and beyond

we pride ourselves on our professionalism that borders on perfectionism.

Quality that surpasses expectation and the lasting relationships we form through doing what we love.

Public Health Permit

 <p>COUNTY OF LOS ANGELES Public Health</p> <p><i>Jeffrey D. Gunzenhauser, M.D.</i> Jeffrey D. Gunzenhauser, M.D., M.P.H. Interim Health Officer</p> <p>PR Number: PR0168678 Program ID: SCHAFFER'S GENUINE Description: CATERER (1,000-1,999 SQ. FT.)</p> <p>Facility Owner - Mail Address OLOROSO, LLC 5265 W PICO BLVD LOS ANGELES, CA 90019</p>	<p>THIS PERMIT MUST BE CONSPICUOUSLY DISPLAYED ON THE PREMISES</p> <p>Public Health Permit FY 2018/2019 Valid Until 6/30/2019</p>  <p>Facility Location SCHAFFER'S GENUINE 5265 W PICO BLVD LOS ANGELES, CA 90019</p> <p>SFH</p> 
--	---

Business License

CITY OF LOS ANGELES TAX REGISTRATION CERTIFICATE

THIS CERTIFICATE IS GOOD UNTIL SUSPENDED OR CANCELLED

BUSINESS TAX

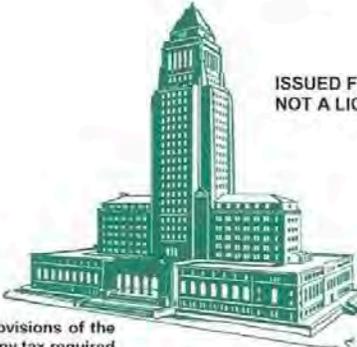
ISSUED: 5/17/2016

ACCOUNT NO.	FUND/CLASS	DESCRIPTION	STARTED	STATUS
0002477116-0001-4	L049	Professions/Occupations	10/1/2009	Active

OLOROSO LLC
SCHAFFER'S GENUINE
5269 W PICO BLVD
LOS ANGELES CA 90019-4043

ISSUED TO

5269 W PICO BLVD
 LOS ANGELES, CA 90019-4043



ISSUED FOR TAX COMPLIANCE PURPOSES ONLY
NOT A LICENSE, PERMIT, OR LAND USE AUTHORIZATION

ISSUED BY:
Clare Bartels
 DIRECTOR OF FINANCE

"No registration certificate or permit issued under the provisions of the Business Tax ordinances of the LAMC, or the payment of any tax required under the provisions of the Business Tax ordinances of the LAMC shall be construed as authorizing the conduct or continuance of any illegal business or of a legal business in an illegal manner."

Certificate of Insurance

OLORLLC-01
DAVIDCO



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 10/31/2018

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).

Producer License # 0252636 United Agencies 301 E. Colorado Blvd., #200 Pasadena, CA 91101	CONTACT NAME: SAC, Inc. FAX: (626) 535-8300 FAX: (626) 564-6565 ADDRESS: INSURERS AFFORDING COVERAGE: NAIC # INSURER A: Sentinel Insurance Company, Ltd. 11000 INSURER B: Hartford Accident and Indemnity Company 22357 INSURER C: Trumbull Insurance Company 27120 INSURER D: INSURER E: INSURER F:
--	---

INSURED: Oloroso, LLC (DBA) Schaffer
5269 W. Pico Blvd
Los Angeles, CA 90019

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.

NAIC	TYPE OF INSURANCE	ADD. SURR. (IND. SURR.)	POLICY NUMBER	POLICY EFF. DATE	POLICY EXP. DATE	LIMITS
A X	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN. AGGREGATE LIMIT APPLIED PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PERIOD <input type="checkbox"/> LOC OTHER:		725BABB9096	10/25/2018	10/25/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ 1,000,000 MED EXP (INJ. AND PROP.) \$ 5,000 PERSONAL & AD. INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS, COMP-OP AGG. \$ 2,000,000
B	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> SCHEDULED <input type="checkbox"/> OWNED <input type="checkbox"/> NON-OWNED <input type="checkbox"/> HIRED ONLY <input type="checkbox"/> OTHER		72UECH6558	10/25/2018	10/25/2019	COMBINED SINGLE LIMIT (EA ACCIDENT) \$ 1,000,000 BODILY INJURY (2ND PERSON) \$ BODILY INJURY (2ND PERSON) \$ PROPERTY DAMAGE (2ND ACCIDENT) \$
C	WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY REQUIRED DISBURSEMENTS/REPRODUCTIVE Y/N (Mandatory in CA) If yes, describe scope of OPERATIONS below:	N/A	72WECAB9R99	10/25/2018	10/25/2019	<input checked="" type="checkbox"/> PER <input type="checkbox"/> CAP <input checked="" type="checkbox"/> STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Subject to all policy terms, exclusion and conditions.

RE: Evidence of Insurance:

CERTIFICATE HOLDER For Info Purposes Only	CANCELLATION 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 <i>Roberto B...</i>
--	--

ACORD 25 (2016/03) © 1988-2015 ACORD CORPORATION. All rights reserved. The ACORD name and logo are registered marks of ACORD.

Financial Viability

AARON BARLEV & CO.
Business Advisors and Financial Consultants
22171 MARYLEE STREET
WOODLAND HILLS, CALIFORNIA 91367-4518
(818) 346-8155
FAX (818) 346-8203
EMAIL: accountants@socal.rr.com

Oloroso, LLC Income Statement for the year ended Dec 31, 2018

Income.....	100%
C.O.G.S.....	49%
Expenses.....	31%
Net.....	20%

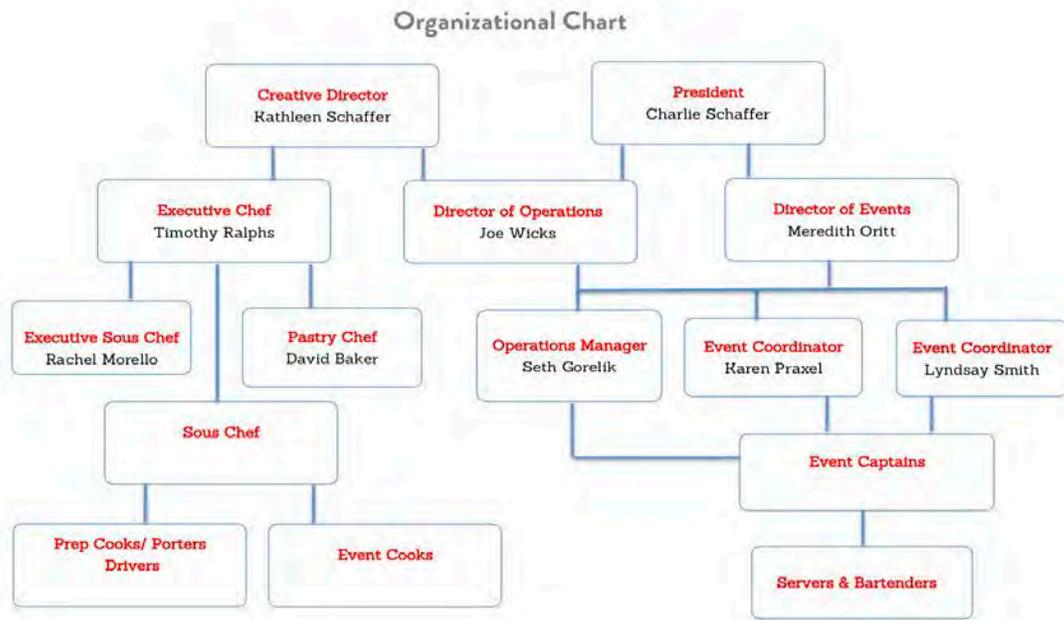
*unaudited, no assurances provided substantially all disclosures omitted

Business Strategy

Schaffer pursues a growth strategy based on continuing to be an irreplaceable vendor for our corporate clients. Our sales process seeks to integrate ourselves with our clients and their teams in order to best support and collaborate their vision around their events. Our seamless integration, provides our clients with unparalleled confidence in our abilities to execute their events time and time again. Schaffer is the trusted expert that clients return to for exceptional event hospitality.

Schaffer started as a word of mouth business that leveraged its fantastic cuisine and service toward building relationships with event planners and venues. That approach certainly continues to this day, however we have developed several criteria that we use to measure our fit to prospective events. We really enjoy producing events where we can show off our creativity, where there is a challenge we have to overcome and where our capabilities are tested. Often these events are opportunities to develop our staff, gain attention in social media and publicity, and create new products and services that will thrill future clients. However, these events are often not terribly profitable. So, we also seek events where there is opportunity in the volume of guests and deliverables to leverage our expertise, price competitively and protect a favorable margin.

Schaffer's Organizational Chart



Job Descriptions

Vice President

Summary/Objective

A successful Vice President is a career professional who possesses the desire to contribute to the cultivation, development and success of the events operation. This position requires prompt and proficient responses to client inquiries via phone or email throughout the event planning process. The Vice President should be well versed in professional communication with the aptitude to exercise discretion. Proficient organizational skills are a necessity; they must be conscientious of the quantity of bookings each month. Vice President provides excellent customer service with the utmost professional integrity. Be courteous, show initiative and enthusiasm with guests and staff. Ensures all events are successful through positive experiences for guests and staff.

Director of Events

Summary/Objective

The Director of Events plans, coordinates, organizes and executes events based on the event's size and need; stays within budgetary constraints, directs the administrative and operational aspects of the events and oversees staff. Periodically, the Director may perform several roles or work with 1.

Executive Chef

Summary/Objective

Reporting to Schaffer's Owners/Partners/Vice President and head up culinary operations with responsibilities that include managing staff, implementing and supporting all food production.

Oversee and manage culinary team, maintain food, labor and operating costs, recruit new culinary employees, maintain excellent quality and increase efficiency while improving operating margin. The Chef de Cuisine will be responsible for staff scheduling, vendor ordering and relationships, health code compliance, equipment maintenance and repairs, menu development, staff training, innovation, strategic goals and implementation.

Operations Manager

Summary/Objective

The operations manager plans and directs all the operations that take place in the company. Ensuring performances and the completion of tasks on time is one the main objectives of their duty. The Operations Manager oversees each department and obtains quality and on time work from them. They should know the workings of each department in detail and plan with each department and implement those strategies. Coordination is another important feature about this job. The operations manager has to coordinate amongst departments and their leads. They have to ensure that the flow of work is smooth and work is not hampered in anyway. The operations manager will look after each department's performance. They even do performance reviews and make recommendations for promotions.

Job Descriptions

Event Coordinators

Summary/Objective

Possess a good knowledge/understanding of the local catering market including the wedding, corporate and social markets. Creativity and passion are essential. Work is performed in an office and venue environment that is very fast paced. Role requires the ability to multi-task and complete tasks in a timely and accurate manner. The event coordinator must be very organized, personable and enthusiastic. The Event Coordinator represents the company to our clients and other business partners, and as such must comport themselves with the highest level of professionalism and customer service.

Sous Chefs

Summary/Objective

The sous chef leads culinary operations with responsibilities that include managing staff and implementing and supporting all food production. Oversee and manage culinary team, maintain food, labor and operating costs, maintain excellent quality and increase efficiency while improving operating margin. The sous chef will be responsible for staff scheduling, vendor ordering and relationships, health code compliance, equipment maintenance and repairs, menu development, staff training, innovation, strategic goals and implementation.

Event Captains

Summary/Objective

The event captain oversees catered events at offsite venues. They schedule food service personnel, assign specific tasks or services, ensure that safety and sanitation codes are followed, and train staff to recognize improper guest behavior. Event captains also coordinate with kitchen staff to get details of the menu, food preparation activities, and service standards. They also examine the cleanliness of the venue, such as the condition of the bathrooms, prior to a function. The event captain ensures that elements of a venue are ready before guests arrive, including the dining tables, bar, food, and beverages. During the event, they interact with the host to respond to any special requests or last-minute adjustments. They monitor the activities of workers and guests and respond to questions, complaints, or comments that may arise.



Employee Handbook

TABLE OF CONTENTS

I.	INTRODUCTION.....	1
A.	Welcome Statement	1
B.	Description of Handbook.....	2
II.	EMPLOYMENT RELATIONSHIP.....	3
A.	Employment at Will.....	3
B.	Equal Employment Opportunity Employer.....	3
C.	Reasonable Accommodations.....	4
III.	COMMENCING EMPLOYMENT	6
A.	Background Checks.....	6
B.	Immigration Compliance	6
C.	Hiring Relatives	6
D.	Applications for Employment.....	7
E.	Employment Status.....	7
F.	Introductory Period.....	8
G.	Job Duties	8
IV.	PAYROLL.....	9
A.	Working Hours and Schedule	9
B.	Rest and Meal Periods	9
C.	Lactation Breaks.....	10
D.	Timekeeping Procedures.....	10
E.	Overtime	12
F.	Payment of Wages.....	12
G.	Salary Pay Policy.....	12
H.	Wage Garnishments	12
I.	Keeping SCH informed	13
J.	Business Expense Reimbursement	13
V.	PERSONNEL.....	14
A.	Open-Door Policy.....	14
B.	Prohibited Harassment.....	14
C.	Retaliation Prohibited	18
D.	Retaliation for Whistleblowing	18
E.	Prohibited Conduct.....	19
F.	Conduct and Employment Outside Work	20
G.	Drug and Alcohol Abuse.....	21
H.	Punctuality and Attendance	22
I.	Investigations of Current Employees.....	23

TABLE OF CONTENTS

J. Performance Evaluations.....23

K. Falsification of Records.....23

L. Conflicts of Interest25

M. Business Conduct.....25

N. Confidentiality.....26

O. Employee Dress and Personal Appearance.....26

P. Non-Fraternization.....27

Q. Publicity/Statements to the Media27

R. Employee Communications.....27

VI. SCH FACILITIES.....28

A. Policies Against Workplace Violence28

B. Operation of Vehicles.....29

C. Use of Wireless Phones/Devices While Driving.....30

D. Use of Equipment31

E. Use of Technology and the Internet.....32

F. Social Media Policy.....36

G. Use of Stationery and Mail Services.....37

H. Employee Property.....37

I. Visitors37

J. Security.....38

K. Solicitation and Distribution of Literature.....38

L. Employee Parking.....38

M. Bulletin Boards38

N. Telephones/Cell Phones38

O. Housekeeping.....39

P. Smoking Policy.....39

Q. Health and Safety39

R. Policy Regarding Violent Crime.....40

VII. BENEFITS.....41

A. Holidays41

B. Vacations.....41

C. Paid Sick Leave Benefits.....42

D. Insurance Benefits43

E. Leaves of Absence.....45

F. Other Time Off.....53

Staff

At Schaffer, we know that if we take care of our staff, they will take care of our clients and guests. To do this, we like to have fun together and challenge each other to be our best. When we do both at the same time, it is even better.

Many of the appreciation activities for staff are directed by the Fun Committee. Chaired by one of our Event Coordinators and by one of our Production/Event Chefs, the fun committee delights in planning birthday celebrations for each staff member complete with a decorated cake (provided by the pastry department), a Happy Birthday card and a bottle of their favorite libation. Even though everyone already knows the drill, we still manage to surprise most staff on their big day with a big group rendition of Happy Birthday.

CPR training is fun. Really, it is when we do it. We like to refresh our life saving skills every year with a First Responder and CPR class. We end the class with a great company lunch and share a meal and enjoy each other's company.

The Fun Committee also plans our annual staff holiday party. Activities have included bowling, karaoke and softball. But the main event is a dinner where we can celebrate and toast each other and commend everyone on their part of the company's success. It's at the holiday party where we give out awards, gifts and prizes.

The good work of the Fun Committee does not stop when Schaffer goes on the road to produce a multiday event in some far away part of North America. Travel is another excuse for us to seek out the best local cuisine we can find and enjoy a group dinner at the end of our work to celebrate a job well done. Typical feasts include Bbq in Kansas City, seafood in New England, Cuban in Miami and lake fish in Minnesota.

But the Fun Committee can only do so much when it comes to serious employee development. We recruit staff that are eager to grow both personally and professionally. In our staff one to one meetings with supervisors, we encourage candid conversations about what the employee really wants to accomplish and we support them with it. This may mean planning for a big family vacation, or it may mean getting the training or education to move to another industry. For one employee it was establishing their family's future in the United States, so we helped them navigate the laws and we sponsored the other parent for citizenship. This story had a very happy ending.

Of course we compensate our staff very competitively for our industry, but the perks do not stop there. All full time employees are eligible for benefits and a generous 401k program. All staff are also encouraged to take one paid day a month to volunteer at one of several charities that we support.



ICA CATERER OF THE YEAR 2019

SCHAFFER



ICA CATERER OF THE YEAR 2019

SCHAFFER

Schaffer Internal Awards/ Employee Recognition



Marketing Plan Execution: 2018

Schaffer marketing initiatives for 2018 were focused on becoming widely recognized on a national level; in addition to raising company awareness surrounding their elevated level of service, the company also aligned with strategic partners with significant presence in the culinary industry. In 2018, Schaffer was featured at The James Beard House in NYC, and on The Today Show both in May 2018 & Dec 2018.

Members of several professional groups including: Slow Foods USA, CIA Society of Fellow, Elevate Women, PR Net, DWC Leadership Council, ICA, NACE, James Beard Foundation, ILEA, Fete LA.

Underwriters for the past 7 years for KCRW Santa Monica NPR.

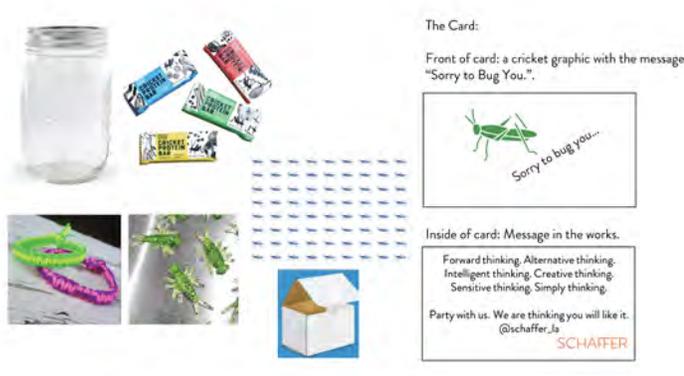
In 2018, Schaffer revamped social media and website aesthetics to bring a more modern and sleek look to match the company's theme of state-of-the-art food trends, stylish event décor, and top quality ingredients.

Schaffer has been the official culinary event partner for Lamborghini for over 7 years. This relationship has been mutually beneficial as Schaffer is able to cross-promote by catering and executing events while Lamborghini hosts national activations to showcase their cars.

We have a marketing schedule identifying each month's target market that we have mapped out in advance. We strategically time our efforts to deliver our message to sectors we know are about to engage in searching for a caterer. An example is targeting Human Resource professionals in November for holiday parties, and Universities in April for end of year graduation events.

We also place a strong emphasis on social media and our blog. Our blog is released four times a month each with focused content.

Marketing Case Studies



Experiential Marketing

At the end of summer 2018, we conceptualized a marketing mailer to promote one of Schaffer's fundamental philosophies; to always find new and sustainable sources for macro-nutrients. Alternative protein in the form of cricket powder is wildly sustainable in comparison to resources used to farm meats. Reminiscent of our more simple days of catching fireflies and crickets in jars, each client received a cricket protein bar in a glass ball jar with holes (you know, so they can breathe), fake crickets, summertime bracelets like we used to make at camp, and a "Sorry to bug you" message card all tucked into custom printed cricket paper.

Gaming

Gaming is a huge industry to Southern California and was the target for our October marketing mailer. Senet, the oldest known game was thought to have been played by ancient Egyptians as told in pyrogllyphics. The puzzle is said to be the first mass marketed game. We combined the two and sent our gaming clients a very challenging four piece puzzle with an image of an ancient pharaoh playing Senet. The message read "Gaming has evolved. Have your events?"



Relevant Press from 2018

the knot

VOGUE



REFINERY29

BUSINESS INSIDER

BIZBASH



FEATURES (click links to open):

[Today Show - Crudite Garden Recipe](#)

[Today Show - Cricket Hummus Recipe](#)

[Bon Appetit - CBD Cocktail](#)

[Refinery 29 - Nick Jonas + Priyanka Chopra Wedding](#)

[Veg News - Humane Society](#)

[Mr. and Mrs. Smith - Flower Trail](#)

[NY Post - Superfoods](#)

[Biz Bash - Entertaining Ideas](#)

[Woman's Day - Aphrodisiac Recipes](#)

[PR Net - Art of Elysium Heaven Gala](#)

[Press Pass LA - Art of Elysium Heaven Gala](#)

[Biz Bash - Golden Globes](#)

[The Wrap - Golden Globes](#)

[Vogue - Art of Elysium Heaven Gala](#)

[Bonnie Tsang](#)

ICA CATERER OF THE YEAR 2019

SCHAFFER

Awards and Accolades

Santa Monica Sustainable Quality Award 2011 Excellence Award (2011)

California Legislature Certificate of Recognition: 2011 Santa Monica Sustainable Quality Awards Excellence in Stewardship of the Environment

International Motor Sports Association Award of Excellence 2013, 2014, 2015, 2016, 2017, 2018

Outstanding Contribution to the James Beard Foundation Award: Charlie Schaffer & Kathleen Schaffer 2010, 2018

Culinary Institute of America, Society of Fellows, inductee, Charlie Schaffer, 2018

Client Testimonials

"The food was just spot on. You were serving a room full of foodies and they were all delighted with the spread. The set up was gorgeous and was the perfect aesthetic for the beachside lunch. Our servers for the afternoon were just lovely and made sure we were well taken care of." – MTV Networks Entertainment Group

"The food was beautifully prepared and presented and our guests were extremely happy, as were we. I would work with Schaffer's again in a New York minute." – La Vie En Rose, NYC

"You can tell this company cares about the quality of the food. The servers are so friendly and good looking as well. I work in marketing and attend a lot of these social events, but their food and service blew me away!" – Annie L., Los Angeles

"We had so many wonderful comments from the guests, and most importantly, the clients, about the dessert and presentation itself. Your can-do attitude made our job easier. All of your team was so professional and amazing." – Hadley Media

"Charlie and Kathleen Schaffer catered my wedding and the food was off the hook: We had a picnic style affair and they accommodated with dishes made with locally grown produce and the best fried chicken I've ever had. Seriously. Some of my friends still talk about the food. I very highly recommend them." – Eric E., Brooklyn

"Thoughtful chefs and local heroes, Schaffer's uses local family products to produce delicious unique flavors that are unforgettable." – Maritza J., Santa Monica

"Please extend a big 'THANK YOU' to Schaffer and your entire staff. The party went beautifully and everyone had a terrific time. You all were a pleasure to work with!" – TV By Fox

"Every client raves about the food and their staff. Their team is my favorite group to work with in the business. Additionally, their commitment to sustainability makes them an award winning business." – L. S., Calabasas

"They take locavore eating to a new level. Everything on their menu is made with sustainable and eco-conscious products. They also compost all food scraps, recycle all plastics and use disposable products that decompose in landfills in just 50 days. They minimize their carbon footprint by highlighting local and seasonal foods in their menu." – Heidi R., Las Vegas

"So many people told us what a great time they had, how nice the service was and how delicious the food was- from 'regular meals' to vegetarians, to the kids' meals, cocktail hour and desserts." – Schaffer Bride

"Kathleen and Charlie are a class act. Their passion for food and zest for good living is evident in every single bite. Their team serve with style and unpretentious professionalism." – SJ K., Los Angeles

Approach & Philosophy of Customer Service

Schaffer's Golden Rules of Professionalism: Honesty, Integrity, Expertise, and Polished Appearance

- The success of our business depends on the enthusiasm and determination of the employees, and our dedication to our customers needs.
- Remember that service to our clients should be on a personal level.
- A guest should be treated in the same manner as someone invited to your home for an evening of entertainment.
- In turn, the goal is for clients to feel like a **guest** at their own event.
- A friendly attitude with your complete attention to detail is first and foremost.
- Each employee is a valuable asset to the company- be creative, and assume the role of a problem solver.
- Be committed to hard work and honesty.
- We know we can do anything we decide to do which enables us to succeed both professionally and personally.
- Don't forget to **Always Be Cheggin'!**

WE BE CHEGGIN'!

Cheg (v)- to be awesome, (n) an awesome being, (adj) completing an awesome action in an awesome way.

CREATIVITY

We transcend traditional ideas, rules and patterns for our customers

HONESTY

We are professional, friendly and gracious to all clients

EXCELLENCE

We are organized, talented and committed to exceeding expectations

GENUINE

We are sincere, honest and authentic, transparency is everything

Sustainability Statement

At Schaffer, environmental responsibility is not a new concept or recent practice. Like all kinds of companies in many other industries, we can't make our products without using natural resources. But we can make our products without using up these resources. Our commitment to being a wise steward of these resources is a natural extension to our philosophy of the business of cooking – "Respect for product, respect for producer, respect for consumer". We publicize what we do to inform our clients and customers, and to have a positive impact on our suppliers and our industry. We are committed to being part of the solution. Here are just a few of the things we are doing:

Reducing Waste:

- ✓ We strive to send zero waste to landfills, currently diverting 80-90% of waste. We recycle all cardboard, paper, cans, plastic and glass. We compost all food scraps and use only biodegradable disposable plates, utensils and cups which are composted as well. We aim to limit our use of single use products and work with our farmers, purveyors and suppliers to minimize packaging.
- ✓ We use compostable paper straws and coffee stirrers in favor of plastic.
- ✓ We have integrated compostable trash biobags into our operations.
- ✓ We convert our waste grease into biofuel via Further Products. The by-product of the biofuel distillation process, glycerin, is then turned into hand soaps, lotions and candles, which we purchase as well.
- ✓ We donate all leftover foods to Samoshel, a transitional housing facility for homeless adults.

Sustainable Procurement:

- ✓ We make every effort to source all food and supplies locally. By creating menus that are seasonal, approximately 70% of the food we serve is produced within 200 miles of Los Angeles, strengthening the local economy and reducing fossil fuels used in shipping.
- ✓ We use leftover and to go containers made from 100% recycled paper that comes from environmentally managed forests, using no old growth trees and certified by Sustainable Forest Initiative.
- ✓ We use 100% post-consumer content office supplies such as printing paper and file folders. Business cards and marketing materials are printed on Forest Stewardship Council certified paper.
- ✓ We consistently purchase non-chlorine bleached (brown) paper items such as paper bags, paper towels and coffee filters.
- ✓ We serve only Fairtrade certified coffee and tea. Offering consumers a powerful way to reduce poverty through their everyday shopping, Fairtrade supports sustainable trade relations by guaranteeing workers fair wages, and high health and safety standards. Fairtrade standards also emphasize reinvestment into the education, healthcare and farm improvements in the communities of origin.

Conserving Water and Energy:

- ✓ Our electric cooking equipment is Energy Star endorsed. Our computers also meet the highest Energy Star and EPEAT standards.
- ✓ We use water efficient faucet aerators on hand sinks emitting 0.5 gallons per minute and an ultra low flow pre-rinse spray nozzle.
- ✓ Ultra-low-flow toilet using 1.6 gallons per flush.
- ✓ We use NEST Learning Thermostats in our facility which reduces energy for heating and cooling by at least 10%.

Eco-friendly Cleaning:

- ✓ We use several Green Seal certified non-toxic cleaning products for maintaining our facilities.
- ✓ We practice integrated pest management that does not involve poisons and toxins.
- ✓ Our ventilation system is cleaned and maintained using a green program that uses biodegradable chemicals and limited water.

Carbon Neutral and 100% Green Powered

- ✓ We purchase verifiable Renewable Energy Certificates to offset our carbon emissions and general energy use. These RECs give renewable energy projects the ability to compete economically with the fossil fuel industry. In many cases, the RECs also provide new income streams to small farmers through land lease payments from wind farm and solar developers.

Environmental Allies:

Sustainability Works is Santa Monica based non-profit environmental education organization whose mission is to foster a culture of sustainability in cities, colleges and businesses. Sustainability Works provides Green business certification for Santa Monica businesses. Chefs Collaborative is the leading nonprofit network of chefs that fosters a sustainable food system through advocacy, education, and collaboration with the broader food community.

3Degrees is a San Francisco based company that allows businesses to reduce their environmental footprint by originating and providing Green-e Energy Certified Renewable Energy Certificates and third party certified Verified Emission Reductions.

Green Seal is an independent, non-profit organization that uses science based standards and the power of the marketplace to create a more sustainable world.

Slow Food USA is an idea, a way of living and a way of eating. It is a global, grassroots movement with thousands of members around the world that links the pleasure of food with a commitment to community and the environment.

The Monterey Bay Aquarium has created the Center for the Future of the Oceans. Through the Center, they aim to empower individuals, influence policy and contribute to the protection of the oceans for future generations. Their sustainable seafood guide "Seafood Watch" is an invaluable tool for seafood purchasing decisions.

Charitable Support

- Downtown Women's Center, Board Member
- KCRW, NPR Affiliate Underwriters
- SamoShell, regular food donations to feed homeless
- Doula Foundation Supported
- LA Kitchen, Volunteer Staff to Help at Kitchen
- TreePeople, Dinner donated annually to auction
- Elevate Women Supporter
- LACMA Curator Circle Members

Culinary Philosophy

Our years of expertise are rooted in our core beliefs: that food is art; that every event is a unique experience worth celebrating; and that creativity is essential to memorable moments. Every event starts with a unique perspective. We uncover our client's vision to enhance each aspect of your event from menu creation to presentation and design. We produce striking events that are always ahead of trend, authentic and original. Lastly, it is of utmost importance that no matter whom the client, we strive to remain humble, professional, and reliable. This attitude has translated into opportunities to work with some of the most recognized companies in the world including Google, Amazon, BMW, Lamborghini and FOX to name a few.

Twelve Examples of Creativity & Originality Within Product / Menu Development and its Presentation & Design

- Edible Crudités Garden
- Vegetarian Carving Station
- Cricket Hummus
- Molcajete Bar
- "Wine + Cheese"
- "Beet Falafel"
- Edible Balloons
- Cotton Candy Hair Salon
- Blue Pea Tea Flower Cocktail
- Pretzel Covered Chocolate
- Customizable Crudo
- Mix-O-Wheel



Edible Crudités Garden

original recipe and concept

6'L X 30"W X 4"H Plexiglas table top "garden" - an edible terrarium filled with soil made from puffed wild rice, black olive herb breadcrumbs. The garden is lined with rows of seasonal baby vegetables & miniature jewel lettuce heads.

A server, complete with gardening gloves and a small trowel, scoops some fresh vegetables from the edible earth onto a compostable palm plate. Another server offers guests a choice of house made ranch, green goddess or chipotle dressings poured from small copper watering cans.

Featured in People Magazine

"Proving that the veggie platter doesn't have to be the most boring part of a party: Busy Philipps, who Instagrammed this photo of rows of baby vegetables and greens "planted" in a clear tabletop box. "I've NEVER seen a cuter crudités display! The dirt is edible!!!" the Cougar Town actress captioned the shot, taken at the Hollgrove Norma Jean Gala charity event she hosted recently in L.A. Clearly, we had to get the dirt on this dirt.

Creative Director Kathleen Schaffer of Schaffer in L.A., who catered the event, reassured us the 'garden' was 100% edible. To create the soil, she combined "- People Magazine



Featured on The Today Show in NY on Dec. 3, 2018

A segment about creating beautiful stationary displays so you can be a guest at your own party. Creative Director, Kathleen Schaffer, lent her expertise for at home cooks to recreate one of their signature stations. 3.8 Million viewers tuned it according to Nielsen.

The Today Show - Edible Crudite Garden



ICA CATERER OF THE YEAR 2019

SCHAFFER

Vegetarian Carving Station

original recipe and concept

Traditional carving station with an unconventional twist... Vegetables are carved in front of guests under heat lamps on carving boards by chefs. Complimentary sauces are served from traditional gravy boats with fresh baked rolls.

Whole roasted Kabocha squash, brown butter sage custard, crispy wild rice with mushroom gravy accompany the bread.

Whole roasted eggplant roulade, pine nuts, white raisins, tomato, oregano with chimichurri.

Beet Wellington- roasted beets, wild mushroom duxelle, sautéed spinach wrapped in puffed pastry with horseradish cream.



Cricket Hummus

original recipe and concept

Created for a partnership with EXO cricket powder in an effort to highlight and promote alternative proteins and the future of foods.

**Featured on the Today Show
May 28, 2018**

The Today Show - Cricket Hummus



Molcajete Bar

original recipe and concept

Live action station of 3 Salsas Freshly prepared by our chefs in front of guests with stone mortars and pestles.

- mango salsa with cinnamon, mint + lime
- avocado + cotija cheese with toasted cumin + sour orange
- salsa verde with roasted poblanos + tomatillo

organic house made blue corn tortilla chips, white corn tortilla chips, red endive spears, spiced lotus root chips, beet-stained taro root chips, potato gaufrette

Wine and Cheese

original recipe and concept

We have served our “Wine & Cheese” Hors D’oeuvre since we opened in 2008. It is a way for the guest to be surprised and delighted by combinations of textures and flavors in a single bite that evoke a perfect glass of wine paired with cheese fruit and a cracker. The wine Gellée we created is made from Agar and is completely vegetarian. Pedro Jimenex Sherry, Manchego Cheese, Indio Date, smoked Almond Cracker

Pinot Noir, Shaft’s Bleu Cheese, Moscato Grape, Pistachio Cracker

Rosé Wine, California Chevre, Strawberry, Pink Peppercorn Cracker



Beet Falafel

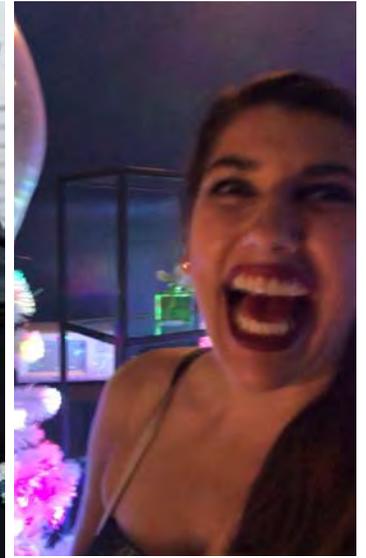
original recipe and concept

We created a beet falafel and it has remained one of our most popular hors d’oeuvres for several years. It has satisfied both vegetarians and carnivores alike with a dynamic texture and familiarity but unique flavor. We present it with a Tahini sauce we created made from Hempseeds and honey spiked with Harissa. This recipe and taste quickly garnered traction and was featured on Oprah’s website.

Edible Balloons

original recipe and concept

Created originally for The Deutsch Agency, this station has been incorporated into endless influencer activations for international brands in 2018. ShoeDazzle, LaMarca, Nike, TechStyle, Fenty..to name a few. The balloons are made from a Taffy that has Agar, Cornstarch, Sugar, Flavoring & Color. We dip a medical tube into the warm taffy and inflate it with helium. Guests suck in the helium and eat the deflated balloon.



Cotton Candy Hair Salon

original recipe and concept

Originally created for an influencer activation, we designed a retro hair salon where the mannequin "customers" had elaborate hairstyles made of unique cotton candy flavors. Our servers acted as the "stylists" and trimmed the hairdos and gave the trimmings to guests.



Blue Pea Flower Tea Cocktail

original recipe and concept

Our Blue Pea Flower tea cocktail is a dark lapis blue concoction that turns a deep purple when citric acid is added. The recipe includes vodka, Blue Pea Flower Tea syrup, St. Germaine, Lime Juice. It delights guests and has been recorded at events hundreds of times.

Featured on Refinery 29



Pretzel Covered Chocolate

original recipe and concept

A Registered Trademark, our Pretzel Covered Chocolate has been served for many years to guests as a twist on a savory dessert. It is a warm Bavarian style pretzel, filled with chocolate ganache that is served warm. We like to pair it with a shot of chocolate stout beer. We served it in March 2018 at The James Beard House in NYC as one of the dessert courses.

Customizable Crudo

original recipe and concept

Created for in interactive dinner event and later served at The James Beard House in NYC. The future of food includes customization and we have created this activation to work as a plated dish or station with excellent results.



Mix-O-Wheel®

original recipe and concept

A Registered Trademark, the Mix-O-Wheel is an interactive Mixology Station where guests create their customizable cocktails with our Bartenders based on their tastes, flavor profiles and favorite spirits.



ICA CATERER OF THE YEAR 2019

SCHAFFER

Six Events that Express Culinary Diversity

Client: ShoeDazzle

Date: Jan 31, 2018

Guest Count: 250

Event/ Theme: Influencer Event/ Brand Launch

ShoeDazzle is an American online fashion subscription service based in El Segundo, California. One Nine Design produced the event at the Cory House in West Hollywood, CA. Barbie/ Mattel was a brand partner for the event and the entire property, food, service and design was based on Barbie's Dream House.

Custom menus, activations and "Instagramable" moments based on Barbie's ultimate dreams was the goal.

Menu Highlights:

TRAY PASSED PINK HORS D'OEUVRES

served on customized pink lucite LED illuminated tray

Wine + Cheese

rosé gelée, strawberry coin, california chevre house made pistachio cracker

Beet Falafel

hempseed tahini, honey harissa (vg)

House Cured Salmon

crème fraîche, paddlefish caviar, chive, pink peppercorn cracker

Duck Confit Tacos

pink watermelon radish 'shell', mango, ponzu, pea shoots (gf)

Olive Oil Poached Shrimp Salad Cups

butter lettuce cups, pink grapefruit, vanilla, beet stained hearts of palm pickled red onion, avocado, spiced pepitas

PINK PASTA STATION

Fresh Beet Stained Fettuccine

rolled out in front of guests and displayed on racks to dry

served in small bowls with...

garlic, olive oil, parmesan, calabrian chili, parsley

DESSERT STATION

Pink Edible Helium Balloons

tied to pink ribbon and made to order for guests to pop and eat

TRAY PASSED DESSERT

Mini Snowballs

devil's food cake, vanilla cream, marshmallow, pink coconut

Pomegranate Macarons vanilla buttercream

SPECIALTY COCKTAIL BAR

Cotton Candy Martini pop rock rim

Client: Shoe Dazzle

Date: Jan 31, 2018

Guest Count: 250

Event/ Theme: Influencer Event/ Brand Launch



ICA CATERER OF THE YEAR 2019

SCHAFFER

Client: James Beard Foundation NYC

Date: March 10, 2018

Guest Count: 100

Event/ Theme: Our second invitation to host a dinner at the James Beard House in NYC. Our dinner was themed on the Future of Foods. We created a menu and experience based on what we feel the future of food and hospitality looks like. Our opinions include: Alternative proteins, customization of food based on personal health and wellness profiles, less animal protein and a restructuring of international nutrition guidelines, Fermentation, and Algae.

Menu Highlights:

The future of events is the personalization of food. Guest interaction as a way to create community and connectivity.

Custom Hamachi Crudo

Guests customize their first course to their tastes.

We created a customized service piece of garnishes per table for their hamachi crudo course including potted herbs with gardening shears eyedroppers with aji amarillo, atomizers with olive and lemon oil, artisanal salts...

Wine pairing: 2012 blanc de blancs goat bubbles, flying goat cellars santa maria valley ava

Second Course

The future of food includes insect proteins incorporated into approachable dishes.

Mezze

hempseed & cricket hummus, pickled persimmon, santa barbara pistachio, brown butter toasted spiced flatbread to share

Wine pairing: 2016 identity crisis white grenache, babcock winery, lompop, ca

Third Course

The future of food includes fermented and cultured fruit for probiotic benefits.

"Ducketta"

roasted garlic, rosemary, tangerine, cracklin, duck jus, fermented apples, herb salad

Wine pairing: 2013 pinot noir-rho ampelos cellars, santa ynez, ca

Fourth Course

The future of food includes nutrient rich algae and polyculture grains.

Hearst Ranch Flat Iron Steak

porcini jus, 3 sister polenta, asparagus, micro algae aioli

Wine pairing: 2013 gsm (grenache, syrah, mourvedre) casa dumetz wines los alamos, ca

Desserts

The future of food will continue to surprise and delight us with new ideas and concepts incorporating nutrition technology and sustainability.

Pretzel Covered Chocolate @

abuelita's chocolate stout shot, border x brewing san diego, ca

Indio Date Budino algae chocolate nibs

Client: James Beard Foundation NYC

Date: March 10, 2018

Guest Count: 100



ICA CATERER OF THE YEAR 2019

SCHAFER

Client: Humane Society of America

Date: April 21, 2019

Guest Count: 600

Event/Theme: Los Angeles Chapter Fundraiser. The Humane Society of Los Angeles held their annual fundraiser gala at Paramount Studios in Hollywood, CA. Guests were treated to a vegan menu with vegan tartare activations during cocktail hour. A plated 3 course meal was served and guests enjoyed performances by Moby and several other luminaries and award honorees.

Menu Highlights:

PASSED HORS D'OEUVRES

Sweet Pea Hummus-black bread crostini, fresh mint + candied lemon

Vegan 'Impossible Burger' Sliders caramelized onion, sriracha ketchup

Biryani Cakes- saffron rice, cilantro coconut chutney (gf)

Zucchini Fritter- carrot relish, nasturtium (gf)

VEGAN TARTARE BAR

interactive station where chefs use traditional hand crank meat grinders to create seasonal vegetarian dishes

Carrot- walnuts, moroccan spice, chive oil, curried chutney, crostini

Beet-pistachio, lemon aioli, potato gaufrette

Portobello- red wine mustard, parsley, spicy tomato jam, taro chip

DINNER SERVICE

Vegan Green Papaya Salad

green papaya, carrots, tomato, blue lake beans, chopped peanuts, chili pepper, garlic, mint, basil + lime

Assorted Vegan Breads olive oil, mahummara, sea salt

Entree...

Blue Corn Tostada Stack romanesco, sweet potato, asparagus, patty pan squash, poblano peppers

green herb rice, oaxacan mole, salsa verde, vegan queso fresco heirloom tomato pico de gallo, avocado relish

DESSERT

Dark Chocolate Parfait

salted caramel mousse, candied kumquat, pistachio, cocoa nibs, caramel crumble, gold leaf, served with seasonal berries

Client: Humane Society of America
Date: April 21, 2018
Guest Count: 600
Event/ Theme: Los Angeles Chapter Fundraiser



ICA CATERER OF THE YEAR 2019

SCHAFFER

Client: Art Cubed

Date: May 9, 2019- May 25, 2018

Guest Count: 1000 +

Event/ Theme: Art Cubed Dinner Series Richard Blaise/ Greg Ito Richard Blaise teamed up with Los Angeles Artist Greg Ito and Art Cubed to host a 3 week dinner series, two seatings nightly of a meal based on the art of Ito created by Blaise. Schaffer worked with Blaise's team to execute the menu nightly, design the service plan and build the kitchen facilities and BOH areas. Our FOH team served each course ballet style and transformed an art gallery into a unique dining experience with modern service, contemporary food and

Menu Highlights:

LIFE'S A BOWL

The meal's signature cocktail, this fruitful concoction will greet guests upon arrival and is inspired by recurring motifs of fruit in Ito's work | cherry shaped gel made of bourbon, cherry, and almond

BONE CANDLE

An homage to the candles and candelabras featured in much of Ito's paintings, this dish has a moody feeling that's almost medieval in nature | marrow and duck fat drizzled over parker rolls

BIRD IN HAND

It's worth more than two in the bush | fried chicken oysters, raw tuna, yuzu, sesame leaf

UNICORN SOUP

Richard's own unique, fantastical brand of soup, with mystical undertones and notes of fantasy—a perfect compliment to Ito's installation | corn, uni + crab, jalapeno, lime

BLACK SWAN

Inspired by the romantic tension found in much of Ito's oeuvre, this dish will have dueling flavors and a dark atmosphere. Are you team Capulet or team Montague? | duck breast, walnut/pomegranate sauce, black carrots, chamomile flowers

BEST PICNIC EVER!!!

A light and airy dessert taking its cues from summer days spent picnicking, the forest, and—you guessed it—the work of Greg Ito | fairy bread with kombucha strawberries & violet ice cream

Client: Art Cubed
Date: May 9, 2019- May 25, 2018
Guest Count: 1000 +
Event/ Theme: Art Cubed Dinner Series with Richard Blaise



ICA CATERER OF THE YEAR 2019

SCHAFER

Client: WOTP Productions/ Fleyshman Wedding

Date: Nov. 11, 2018

Guest Count: 400

Event/ Theme: Celebrity wedding for entrepreneur and social media influencer. Stylish influencer couple married at a Beverly Hills, CA estate where guests were greeted for cocktails prior to ceremony. A lakeside estate with sprawling views situated on top of a mountain provided many challenges. Our team flipped the ceremony location into a dining room in 40 minutes complete with a sweetheart table and served dinner in less than 15 minutes. Guests enjoyed a seasonal menu, afterwards they proceeded to the dance floor and after party area where they interacted with exotic animals and their handler as well as many late night vendors and surprises.

Menu Highlights:

CHEESE+CHARCUTERIE DISPLAY

beautiful display of local and imported cheeses + artisan cured meats house made ricotta with hazelnuts
candied lemon + honeycomb olives, pickled vegetables, grilled vegetables, seasonal crudites mustards, marmalade
roasted peppers, spiced almonds herbed flatbreads, crackers, baguettes, crostini

DINNER

Persimmon + Baby Jewel Lettuces - pomegranate seeds, crumbled chevre, spiced walnuts, lemon walnut vinaigrette

Baby Jewel Lettuce Salad - cara cara oranges, blood oranges, ruby grapefruit, toasted peanuts
crispy jalapeño, toasted coconut + cilantro vinaigrette (gf)(vg)

Bread Display - house baked peruvian potato rolls, black sesame grissini, rustic baguette
roasted tomato green olive fougasse, spiced flatbread whipped butter, SCH olive oil + SCH sea salt

Braised Beef Short Ribs mustard jus, beet stained potato spirals

Citrus Glazed Salmon - pan seared loch duart sustainable salmon, dilled raita

Wild Mushroom Cavatelli brown butter + sage

Roasted Autumn Squash + Farro rosemary, dried gooseberries + candied orange

Grilled Broccolini - lemon, parsley, pistachio gremolata

Bellwether Farms Ricotta Tart - roasted acorn squash, caramelized onion, thyme



ICA CATERER OF THE YEAR 2019

SCHAFFER

Client: Rolling Greens

Date: Nov. 3, 2018- Nov. 4, 2018

Guest Count: 1200

Event/ Theme: Opening of Rolling Greens 80,000 square foot flagship store

Menu Highlights:

SMALL PLATE STATION

small composed plates and bowls made by our chef in front of guests

Waldorf Bite

roasted turkey, celery, walnuts, cranberries, grapes, apples, red endive spear (gf)

Salmon Naked Slider

dill, charred lemon aioli, butter lettuce

Beet Poke

garlic, soy, ginger, scallions, sesame seeds, taro chip (gf) (vg)

EDIBLE GARDEN

Edible Soil

puffed wild rice, black olive and herb breadcrumbs

WOOD FIRED PIZZA

Soppressata + Mushroom mozzarella, tomato, basil

Squash Blossom-ricotta, mozzarella, garlic cream, green almond relish (v)

Leek + Chili- taleggio, garlic crema, calabrian chili, parsley (v)

SALADS

Crispy Brussels Sprout Salad

indio dates, manchego cheese pistachio, candied lemon, champagne vinaigrette (gf)

Classic Caesar Salad

romaine hearts, parmesan frico, cherry tomato, garlic croutons, herbs

Butter Lettuce Salad

heirloom carrots, chopped egg, bacon lardon radish, buttermilk tarragon vinaigrette (gf)

MEDITERRANEAN MEZZE

hummus, baba ghanoush, tzatziki, pesto, romesco, tomato chutney

grilled vegetables, roasted peppers, cured olives, marinated feta herbed flatbreads, pita, papadum, cecina (gf)



ICA CATERER OF THE YEAR 2019

SCHAFFER

Client: Rolling Greens

Date: Nov. 3, 2018- Nov. 4, 2018

Guest Count: 1200

Event/ Theme: Opening of Rolling Greens 80,000 square foot flagship store



ICA CATERER OF THE YEAR 2019

SCHAFFER

2018 Highlights



NETFLIX



ICA CATERER OF THE YEAR 2019

SCHAFFER



THANK YOU
FOR YOUR
CONSIDERATION
CHEG!

ICA CATERER OF THE YEAR 2019

SCHAFFER

5269 West Pico Blvd.
Los Angeles, CA 90019
(310) 452-2255