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BEST CATERED
MULTI-DAY EVENT
ROCKET
Mortgage Classic
DETROIT

7 DAYS

3 EVENTS

FIRST & ONLY PGA EVENT IN DETROIT

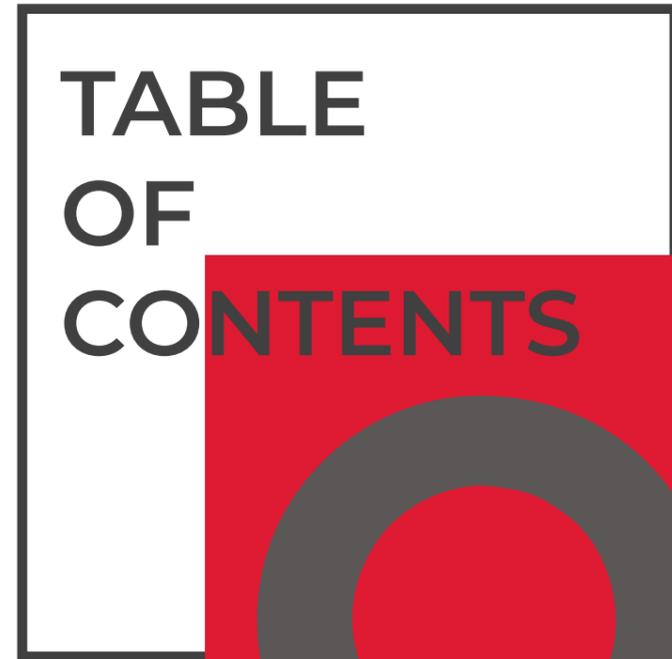
3 FIRST-YEAR 'BEST OF' AWARDS

100,000+ GUESTS SERVED

The Rocket Mortgage Classic made its PGA TOUR debut in Detroit at the historic Detroit Golf Club. This first-of-its-kind event, with a \$7.3 million purse and a field of 71 pros, was staged to celebrate, and give back to the Motor City. Events included a celebrity pairings party; a three-hole scramble competition with prominent golfers, influencers, and local celebrities; and, the tournament itself. The week-long event drew nearly 100,000 sports fans, VIPs, athletes, staff, press, and volunteers, from the area and beyond.

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We partnered with Intersport, a leader in sports and entertainment marketing, and Global Golf, Intersport's operations management team, to design and produce the **first and only** golf tournament to be played **in the city of Detroit**. In addition to revitalizing the lush Donald Ross-designed course for which the Detroit Golf Club is renowned, this team conceptualized **a best-in-class event**, and related festivities, that **celebrated the city, supported diversity and inclusion, and gave back \$1.2 million to benefit non-profits supporting Detroit** youth, schools, education, and neighborhood enhancement in the surrounding community.

The inaugural event was the **only tournament** to be honored by the PGA TOUR with an unprecedented number of awards given in its first-year: "Best Special Event" for the celebrity scramble, "Best Tournament Sales," and the newly-introduced "Fair Way Award" for diversity and inclusion initiatives.



MOST FIRST YEAR TOURNAMENTS TAKE 15-18 MONTHS TO PLAN

THE ROCKET MORTGAGE CLASSIC WAS PLANNED & EXECUTED IN 120 DAYS

Catering needs encompassed all food service for the weeklong tournament, including hospitality suites, fan zones, general concessions on the course, and ancillary events like a tournament kick-off celebrity pairings party.

Winning the company's very **first large-scale spectator event** – a stretch goal achieved – and making it all come to fruition with a homegrown, handcrafted vibe delivered with white-glove service was altogether exciting and challenging beyond our wildest imagination.

Seeking to deliver a **best-in-class** experience, we first applied a mindset fine dining in the context of sporting event as the overall event concept. Incorporating the local flavor of Detroit would be the icing on the cake. In other words, create an atmosphere that delivered a unique “warm Motown embrace” for tour pros, VIPs, industry movers-and-shakers, tournament staff, golf fans and other tournament goers. How we set-up and how we swarmed the course with staff, provided an unrivaled service that, according to the RMC tournament director ‘wowed attendees, differentiating the event’

from any other tournament or notable sporting event.

Key to creating an upscale spectator experience was developing a mission-critical field kitchen operation. Our culinary team conceived two major compounds, along with five satellite hubs to manage hospitality and the concession food production/delivery. Two grab-and-go micro markets equipped with self-pay and attended kiosk tendering options were built to swiftly, seamlessly handle concessions in fan zones and remote areas of the course throughout the week.



Food often takes a back seat as part of a sporting event experience. We had the opportunity to put forward a culinary experience, challenging how people look at, and value, food in the context of a golf tournament.

The gravity of getting everything right down to the last detail sharpened our focus of the event concept: use food infused with local flair, along with outstanding service, an historic golf course, national and local sponsors, top athletes, and celebrities, to generate the electricity and energy that would draw people to this tournament.

We put our ingenuity to work to deliver one of the area's buzzworthy 'hottest ticket in town' events; we brought to the table a unique understanding of the preferences of the clients who would fill the tournament's hospitality suites. Because we knew this guest list, we took a much heavier staffing

approach within private hospitality areas. We sought out specific Detroit partners to make sure our culinary offerings resonated as truly "local." We elevated the VIP experience with enhancements like china, flatware, glassware, linens, and chef-attended stations – all unheard of in a classic tournament setting.

For service on the rest of the course, we used a similar mindset: local products, sustainable disposable-compostable serving ware, and, a well-trained, diverse crew that reflected the community. From convenience stores to fan zone concessions, menus everywhere reflected the overall event concept.

**"FOOD SERVICE
EARNED AN A+.
THE FOOD WAS
IMAGINATIVE,
DELICIOUS.
SERVICE WAS
SPOT-ON. WE SET
THE BAR HIGH BUT
WE WILL CONTINUE
TO INNOVATE
THIS YEAR."**

Tournament Director



THE SECRET SAUCE TO TRANSFORMING THE TOURNAMENT'S CULINARY EXPERIENCE:

INFUSE MENUS WITH LOCAL FLAIR.
DELIVER DISTINCTIVE, PERSONAL EXPERIENCES.

Handcrafted Hospitality.

Unique daily menus based on a tiered approach drove VIP hospitality: small plates rather than traditional buffet. Scratch-made, local ingredients, produced in-house, finished on the course, served by chefs on china and in vessels, with silver, and linen rather than traditional disposables. Suites staffed by dedicated service personnel to attend to special requests, and other needs.

Fabulous Fan Zone.

Curated, Detroit-forward food court experience. All the ethnic flair that reflects the diversity of the city put front and center. Fresh, chef-made specialties, the ones that make Detroit *Detroit*.

Creative and Convenient Concessions.

Great food, fresh and fast. We popped in signature convenience stores, stocked with a highly curated array of handmade items, packaged snacks and sweets. Infused with Detroit brands like Kowalski sausage, Faygo soda, Absopure waters. One of the largest concession menus available at any PGA TOUR stop. Self-checkout via kiosk technology; RFID wristbands for cashless transactions, thanks to another technology partner, in some areas of the course. Concierges to manage the guest experience, answer questions, and check ID for alcohol purchases.

Party with Panache.

Invite guests to be the first to experience an exclusive new venue steeped in history. Welcome them with creative craft cocktails and beer, premium spirits, paired with an inventive menu of hearty party food, small plate stations and delectable desserts. From tournament branded ice cubes and slider buns to attentive service, create an ultimate VIP experience to kick off the tournament in style.

V I S I O N

A N D

E N H A N C E M E N T S

Our vision was to transform food service to an upscale fine dining experience in the context of a sporting event. We married our vision with enhancements to deliver first-of-a-kind best-in-class events that revitalized a jewel, and celebrated the city, its culture and diversity.

The Celebrity Pairings Party was one of the first events at the State Savings Bank Building, a 120-year-old gem listed on the National Register of Historic Places. Designed specifically to complement the tournament's Area 313 Celebrity Challenge, this event featured a live lottery draft to form three-member teams competing in the three-hole scramble named after the downtown area code.

Guests enjoyed creative butler-passed savories, hearty small plates, bountiful stations, and mixologist-inspired craft cocktails poured over tournament-branded ice cubes. Celebrities included PGA TOUR winners Dustin Johnson, Rickie Fowler, and Bubba Watson, along

with football great Jerome Bettis, Kid Rock, and basketball coaching legend Tom Izzo, among others.

The Area 313 Celebrity Challenge, and practice rounds, kicked off the tournament. Teams, each with a top female golfer, a Detroit celebrity, and a touring pro, competed for a uniquely branded championship belt. Sportscaster, and Detroit native, Mike Tirico, provided color commentary, and had players mic'd up to bring fans closer to the action.

A full complement of on-course food and fan experiences including skyboxes, shared cabanas, private suites, fan zones, concessions, the Ultra Club, and more

were planned to delight tournament goers throughout the event.

The concessions experience was centered on our market-leading grab-and-go concept. These signature self-service convenience stores delivered sundries and a perpetual feast of name brand and scratch-made food, premium beverages, and alcoholic beverages – and a first-of-its-kind experience for fans.

We fed close to 100,000 people in four days, and enhanced the overall vision in hospitality with chef-manned stations to create a personal experience and personal concierges in private hospitality suites.



UNIQUE & WELL-EXECUTED

A FEW FLOURISHES ELEVATED
MADE THIS EVENT EXCEPTIONAL

Operations teams rerouted the club's course by combining the majority of the club's 72-par north course with a portion of the south course. Two central compounds, one for suites production, the other for concessions production and training were designed to expedite food service; interspersed along the course were five satellite kitchens, along with convenience stores, to handle concessions with ease.

We blanketed the course with our team for a seamless guest-centric experience. We used 80 percent of our internal experienced staff to execute this event and more than 2,000 shifts were filled by week's end.

We wanted to make sure our staff reflected the demographics of the community we were serving. Partnering

with Lessons Fore Detroit Youth, Detroit Midnight Golf, and First Tee – all inner-city nonprofits – provided the opportunity to mentor and train youth so they could work alongside us while earning money.

With an extremely hands-on leadership team, from all lines of business, we were invested in making this tournament a success. Even with a full book of business locked up, we made it work by putting in long days. We made sure everyone felt special, including the caddies. We delivered them happy hour food daily – beer, nachos and other comforts to make sure they really enjoyed the Detroit experience too.

We went all-in on customizing sponsor experiences. Our chefs built menus from the ground up based on stated preferences, and how sponsors wanted

to celebrate the city. We dedicated a service team to the title sponsor for the week so, like Cheers, everybody knew everyone's name. This team also afforded us the flexibility to respond to specific last-minute requests.

We also tailored the experience with an element of surprise and delight: Our culinary team crafted "binge boxes" loaded with handmade high-end bar snacks, and timed delivery each day to suites just about when guests were craving munchies to go with their beer and cocktails.

Above all, the team took a partnership approach: we tasted food, planned, and took every step together. That's what made it really successful.

CHALLENGES & SOLUTIONS

Someone once said luck is preparation meeting opportunity. While we fully expected to confront challenges, we couldn't have foreseen all we would encounter.

Finding and enlisting enough qualified staff to represent our brand took on its own life. From a company perspective, our first extremely large event demanded our entire team's attention for two weeks. We were stretched to capacity with other events; and in the lead up to the event, we were getting last-minute requests from sponsors to staff parts of the course that were outside our scope of work.

In six week's time, we rallied internal support, recruited volunteers, enlisted LCA partners, and trained local youth. Everyone became a part of the client's team with Rocket Mortgage Classic uniforms; we hosted multiple classes and orientations, and brought the entire group up to

speed on POS service, and safe food handling, to staff concessions and cover other areas of the course.

With no tournament data available for insight into crowd size, we had to rely on safety nets. The company's top brass was on hand to run for supplies and respond to special requests from VIPs as needed.

We also couldn't anticipate flow on the course, where fans would congregate; when unexpected hot weather pushed crowds into air-conditioned fan zones we had to reassign staff on-the-fly to those areas.





It's a rarity when a weeklong outdoor event isn't challenged by weather. Leading up to launch, we were plagued by three weeks of torrential rain, banning heavy equipment from the course which created construction delays.

To set up on time, our operations teams shifted hot boxes, coolers and other concessionaires, and consolidated our loading area into a secondary hub until we could drop our equipment at final destinations. Further complicating logistics was a single cart path on the course that could handle heavy vehicles. Every delivery drop was carefully planned so as not to delay movement on the course, or disrupt play.

The hot weather challenged food safety. We responded by dedicating a team to inspecting food, and documenting time and temperature controls. They also secured and installed additional refrigeration and hand-washing equipment.

We formed a six-member rapid response team to react to and solve challenges on a moment's notice; this team pulled double duty while handling a sold-out book of business. This experience resulted in upgrading our operations with a secondary large event management team, and a major events division within our events group.

FINAL MENUS

PRIVATE HOSPITALITY | TIER 1

THURSDAY, JUNE 27TH

SMALL PLATES

Chef-Attended Stations

Grilled Angus Tenderloin
Heirloom Tomato, Chimichurri

Grilled Salmon
EVOO, Lemon & Tarragon
Michigan Asparagus
Sun-dried Tomato Salad

Corridor Spicy Buffalo Chicken Sausage
Coleslaw with Celery
Clover Vinaigrette

STROLLING STATIONS

Greek Salad
Chopped Romaine, Tomatoes, Peppers, Cucumbers, Onions, Beets, Olives, Feta, Lemon & Oregano Vinaigrette

Couscous Salad
Chopped Almonds & Olives, Dried Apricots and Dates, Citrus Vinaigrette

Lentil Soup
Heirloom Lentils & Summer Vegetables

Cornbread & Biscuits
Whipped Butter & Michigan Wildflower Honey

Ice Cream Bars, Assorted Flavors
Faygo Root Beer Blondies
Fresh Berry Bowls

ALL DAY SNACKS

Wholesome Granola Bars
Whole Fruit

Uncle Ray's Potato Chips, Assorted Flavors
Chocolate Chip Cookies
Oatmeal Cookies

BINGE BOX

Chips & Dips Box
Tortilla Chips, Pita Chips, Truffle Chips, Carrots and Celery

Roasted Tomato Salsa, White Bean and Avocado Hummus, French Onion Crème Fraiche, Sun Dried Tomato and Asiago Dip

BEVERAGE SERVICE

Assorted Soft Drinks
Water Service

Coffee & Tea Service
William Hill Chardonnay, Louis Martini Cabernet Sauvignon, LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

FRIDAY, JUNE 28TH

SMALL PLATES

Chef-Attended Stations

Lobster Tots
Crispy Tater Tots
Poached Lobster in Traffic

Jam Aged Asiago
Mornay
Micro Basil

Smoked Brisket

Uncle Bob's BBQ Sauce
3-Cheese Mac and Cheese
Uncle Ray's Chip Crumble

Dudek's Potato Pierogis

Fried Brussel Sprouts, Caramelized Onions, Cheddar Cheese, Sour Cream & Green Onions

STROLLING STATIONS

Maurice Salad Shaker
Chopped Iceberg Lettuce

Top Your Own With:

Roasted Turkey, Dearborn Applewood Smoked Bacon, Green Olives, Gherkins, Gruyere

Maurice Dressing or Lemon Vinaigrette

McClure's Dill Pickle Soup

Assorted Crusty and Gluten-Free Rolls
Whipped Butter, EVOO, Salt & Spice, Aceto Balsamico

Ice Cream Bars

, Assorted Flavors

Strawberry Shortcake, Prepared Station-Side

Fresh Berry Bowls

ALL DAY SNACKS

Wholesome Granola Bars
Whole Fruit

Uncle Ray's Potato Chips, Assorted Flavors
Chocolate Chip Cookies
Oatmeal Cookies

BINGE BOX

Garden Box
Heirloom Baby Carrots, Radish, Rainbow Cauliflower, Pear

Tomatoes, Israeli Cucumbers, Petite Bell Peppers, Baby Corn, Cornichons, Mixed Olives, Dill Cream Cheese, Buttermilk Ranch Dip, Hummus

STROLLING STATIONS

Maurice Salad Shaker
Chopped Iceberg Lettuce

Top Your Own With:

Roasted Turkey, Dearborn Applewood Smoked Bacon, Green Olives, Gherkins, Gruyere

Maurice Dressing or Lemon Vinaigrette

McClure's Dill Pickle Soup

Assorted Crusty and Gluten-Free Rolls
Whipped Butter, EVOO, Salt & Spice, Aceto Balsamico

SATURDAY, JUNE 29TH

SMALL PLATES

Chef-Attended Stations

Carved New York Strip
Grilled New York Strip Loin
Grilled Onions & Mushrooms
Zip Sauce

Chicken Tikka Masala
Yogurt Marinated Chicken Breast
Rainbow Briyani Rice, Fresh Mint

Uncle Ray's Potato Chips

, Assorted Flavors

Chocolate Chip Cookies
Oatmeal Cookies

Kowalski Coney Dogs

Detroit Coney Chili, Diced Onions
Mustard

STROLLING STATIONS

Pantry Salad
Mixed Greens, English Peas, Pear Tomatoes, Cucumbers, Haricots

Verts, Shaved Parmesan
Basil Vinaigrette or Buttermilk Ranch

Caprese Pasta Salad

Bowtie Pasta, Baby Heirloom Tomatoes
Cignellie Mozzarella, Fresh Basil

Chili Blanco

Great Northern Beans, Chilies, Pepper Jack Cheese

Cornbread & Biscuits

Whipped Butter & Michigan Wildflower Honey

Ice Cream Bars

, Assorted Flavors

Strawberry Shortcake, Prepared Station-Side

Fresh Berry Bowls

ALL DAY SNACKS

Wholesome Granola Bars
Whole Fruit

Uncle Ray's Potato Chips, Assorted Flavors
Chocolate Chip Cookies
Oatmeal Cookies

BINGE BOX

Bar Box
Jalapeño Poppers, Mac and Cheese Bites
Celery and Carrot Sticks

STROLLING STATIONS

Luxe Mixed Greens
Michigan Strawberries, Blueberries, Rustic Croutons, Raspberry Honey Vinaigrette or Buttermilk Ranch

Beverage Service

Assorted Soft Drinks
Water Service

Coffee & Tea Service
William Hill Chardonnay, Louis Martini Cabernet Sauvignon, LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

SUNDAY, JUNE 30TH

SMALL PLATES

Chef-Attended Stations

Street Tacos
Grilled Shrimp
Pineapple Salsa, Shredded Napa Cabbage,
Avocado Aioli, Flour Tortilla

Tenderloin Bahn Mi Bowl
Beef Tenderloin, Farro
Scallions, Edamame, Carrot, Radish,
Ponzu

Chicken and Waffles

Boneless Chicken, American Spoon Cherry
Maple Syrup, Waffle Cone

STROLLING STATIONS

Luxe Mixed Greens
Michigan Strawberries, Blueberries, Rustic Croutons, Raspberry Honey Vinaigrette or Buttermilk Ranch

Beverage Service

Assorted Soft Drinks
Water Service

Coffee & Tea Service
William Hill Chardonnay, Louis Martini Cabernet Sauvignon, LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

Ice Cream Bars

, Assorted Flavors

Faygo Root Beer Blondies
Chocolate Dipped Pretzels
Fresh Berry Bowls

ALL DAY SNACKS

Wholesome Granola Bars
Whole Fruit

Uncle Ray's Potato Chips, Assorted Flavors
Chocolate Chip Cookies
Oatmeal Cookies

BINGE BOX

Chips & Dips
Tortilla Chips, Pita Chips, Truffle Chips, Carrots and Celery

STROLLING STATIONS

Luxe Mixed Greens
Michigan Strawberries, Blueberries, Rustic Croutons, Raspberry Honey Vinaigrette or Buttermilk Ranch

Beverage Service

Assorted Soft Drinks
Water Service

Coffee & Tea Service
William Hill Chardonnay, Louis Martini Cabernet Sauvignon, LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

OPTIONAL ENHANCEMENTS, BEVERAGE

TOP-SHELF WINE UPGRADE

Additional \$15 Per Person, Per Day
Orin Swift 'Mannequin' Chardonnay
Orin Swift 'Palermo' Cabernet Sauvignon
J Vineyards California Cuvee

PREMIUM BAR UPGRADE

Additional \$10 Per Person, Per Day
Tito's Handmade Vodka, Jack Daniel's Old No. 7 Tennessee Whiskey, Woodford Reserve Bourbon, El Jimador Blanco Tequila, Detroit City Distillery Railroad Gin, Bacardi Oakheart Spiced Rum

TOP-SHELF BAR UPGRADE

Additional \$15 Per Person, Per Day
Tito's Handmade Vodka, Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Tennessee Whiskey, Woodford Reserve Bourbon, El Jimador Blanco Tequila, Herradura Blanco Tequila, Detroit City Distillery Railroad Gin, Bacardi Oakheart Spiced Rum

J VINEYARDS RUSSIAN RIVER BRUT ROSE

\$110 Per Bottle
Ordered a la Carte

SIGNATURE COCKTAIL

\$4.00 Per Person, Per Day Rocket Raspberry Lemonade
Tito's Vodka, Blended Raspberries with Fresh Lemon Juice, Sugar & Honey, Sparkling Water, Fresh Mint

SUMMER SWEET TEA SANGRIA

\$4.00 Per Person, Per Day
Sweet Tea & White Wine
Raspberries, Peaches, Fresh Mint

MIMOSA & TITO'S BLOODY MARY BAR

\$15 Per Person
Tito's Vodka, Vivio's Bloody Mary Mix
Lemons, Limes, Celery
Cucumber Slices, McClure's Pickle Spears
Pimento Olives, Blue Cheese Stuffed Olives

BEVERAGE SERVICE

Assorted Soft Drinks
Water Service
Coffee & Tea Service
William Hill Chardonnay, Louis Martini Cabernet Sauvignon, LaMarca Prosecco

SMOKED PAPRIKA SALT, LEMON PEPPER SALT, CELERY SALT, ASSORTED LOCAL HOT SAUCES & J VINEYARDS SPARKLING WINE

Juices:
Orange, Pineapple, Grapefruit
Garnish:
Sliced Lemons, Limes, Oranges, Fresh Raspberries, Blueberries, Blackberries, Strawberries

OPTIONAL ENHANCEMENTS, CUISINE

"SUNDAY BRUNCH"

\$30 Per Person Offered from 8am-10am
Scrambled Egg Bowl
Cheddar, Bacon Bits, Chives
Cracked Claws

TRAVELING RAW BAR

\$20 Per Person
2 Hours of Service*
Jumbo Shrimp Cocktail, Blue Point Oysters on the Half Shell, Snow Crab Cracked Claws

PRETZEL WALL

\$12 Per Person Offered from 3pm-5pm
The Base
Bavarian-Style Salted Pretzels, Cinnamon Sugar Pretzels

CRISPELLI'S PASTRY PLATTER

\$95.00 Serves 25 Guests, Delivered between 8am-9am
Assorted Fresh-Baked Muffins, Scones & Breakfast Breads

MILE HIGH DONUT BAR

\$7.00 Per Person Offered from 8am-10am or 3pm-5pm
Cider Fry Cake & Cinnamon Sugar Donuts

CANDY GRAM

\$5.00 45 Minute Serve, Delivered
Blow Pops, Air Heads, Hershey's Bars, Kit Kats, Mike & Ike's, Twizzlers

Dearborn Smoked Ham & Bacon Ham Carved Station-Side

Lox Platter
Capers, Diced Tomato, Minced Red Onion, Bagel Chips

Biscuits and Gravy

Buttermilk Biscuits with Sausage Gravy
Fresh Fruit Platter
Pineapple, Honeydew, Cantaloupe, Assorted Berries

CRISPPELLI'S PASTRY PLATTER

\$95.00 Serves 25 Guests, Delivered between 8am-9am
Assorted Fresh-Baked Muffins, Scones & Breakfast Breads

MILE HIGH DONUT BAR

\$7.00 Per Person Offered from 8am-10am or 3pm-5pm
Cider Fry Cake & Cinnamon Sugar Donuts

CANDY GRAM

\$5.00 45 Minute Serve, Delivered
Blow Pops, Air Heads, Hershey's Bars, Kit Kats, Mike & Ike's, Twizzlers

OPTIONAL ENHANCEMENTS, CUISINE

"SUNDAY BRUNCH"

\$30 Per Person Offered from 8am-10am
Scrambled Egg Bowl
Cheddar, Bacon Bits, Chives
Cracked Claws

TRAVELING RAW BAR

\$20 Per Person
2 Hours of Service*
Jumbo Shrimp Cocktail, Blue Point Oysters on the Half Shell, Snow Crab Cracked Claws

PRETZEL WALL

\$12 Per Person Offered from 3pm-5pm
The Base
Bavarian-Style Salted Pretzels, Cinnamon Sugar Pretzels

CRISPPELLI'S PASTRY PLATTER

\$95.00 Serves 25 Guests, Delivered between 8am-9am
Assorted Fresh-Baked Muffins, Scones & Breakfast Breads

MILE HIGH DONUT BAR

\$7.00 Per Person Offered from 8am-10am or 3pm-5pm
Cider Fry Cake & Cinnamon Sugar Donuts

CANDY GRAM

\$5.00 45 Minute Serve, Delivered
Blow Pops, Air Heads, Hershey's Bars, Kit Kats, Mike & Ike's, Twizzlers

Dearborn Smoked Ham & Bacon Ham Carved Station-Side

Lox Platter
Capers, Diced Tomato, Minced Red Onion, Bagel Chips

Biscuits and Gravy

Buttermilk Biscuits with Sausage Gravy
Fresh Fruit Platter
Pineapple, Honeydew, Cantaloupe, Assorted Berries

CRISPPELLI'S PASTRY PLATTER

\$95.00 Serves 25 Guests, Delivered between 8am-9am
Assorted Fresh-Baked Muffins, Scones & Breakfast Breads

MILE HIGH DONUT BAR

\$7.00 Per Person Offered from 8am-10am or 3pm-5pm
Cider Fry Cake & Cinnamon Sugar Donuts

CANDY GRAM

\$5.00 45 Minute Serve, Delivered
Blow Pops, Air Heads, Hershey's Bars, Kit Kats, Mike & Ike's, Twizzlers

FINAL MENUS

PRIVATE HOSPITALITY | TIER 2

THURSDAY, JUNE 27TH

SMALL PLATES

Chef-Attended Stations

Grilled Angus Tenderloin

Heirloom Tomato, Chimichurri

Grilled Salmon

EVOO, Lemon & Tarragon
Michigan Asparagus
Sun-dried Tomato Salad

STROLLING STATIONS

Greek Salad

Chopped Romaine, Tomatoes,
Peppers, Cucumbers,
Onions, Beets, Olives, Feta,
Lemon & Oregano Vinaigrette

Lentil Soup

Heirloom Lentils &
Summer Vegetables

Cornbread & Biscuits

Whipped Butter

Assorted Dessert Bars

Fresh Fruit Platter

ALL DAY SNACKS

Whole Fruit

Uncle Ray's Potato Chips

Assorted Flavors

BEVERAGE SERVICE

Assorted Soft Drinks

Water Service

Coffee & Tea Service
William Hill Chardonnay,
Louis Martini Cabernet Sauvignon,
LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

FRIDAY, JUNE 28TH

SMALL PLATES

Chef-Attended Stations

Lobster Tots

Crispy Tater Tots
Poached Lobster in Traffic Jam Aged Mornay

Smoked Brisket

BBQ Sauce
3-Cheese Mac and Cheese
Uncle Ray's Chip Crumble

STROLLING STATIONS

Maurice Salad Shaker

Chopped Iceberg Lettuce

Top Your Own With:

Roasted Turkey,
Applewood Smoked Bacon,
Green Olives, Gherkins, Gruyère

Maurice Dressing or Lemon Vinaigrette

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

McClure's Dill Pickle Soup

Assorted Crusty and Gluten-Free Rolls

Wrapped Butter

Petite Sweets, Assorted Mix

Fresh Fruit Platter

ALL DAY SNACKS

Whole Fruit

Uncle Ray's Potato Chips

Assorted Flavors

BEVERAGE SERVICE

Assorted Soft Drinks

Water Service

Coffee & Tea Service
William Hill Chardonnay,
Louis Martini Cabernet Sauvignon,
LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

SATURDAY, JUNE 29TH

SMALL PLATES

Chef-Attended Stations

Carved New York Strip

Grilled New York Strip Loin
Grilled Onions & Mushrooms
Zip Sauce

Chicken Tikka Masala

Yogurt Marinated Chicken Breast
Rainbow Briyani Rice, Fresh Mint

STROLLING STATIONS

Pantry Salad

Mixed Greens, English Peas, Pear
Tomatoes, Cucumbers, Haricots
Verts, Shaved Parmesan
Basil Vinaigrette or Buttermilk Ranch

Chili Blanco

Great Northern Beans, Chilies,
Pepper Jack Cheese

Cornbread & Biscuits

Whipped Butter

Assorted Dessert Bars

Fresh Fruit Platter

ALL DAY SNACKS

Whole Fruit

Uncle Ray's Potato Chips

Assorted Flavors

BEVERAGE SERVICE

Assorted Soft Drinks

Water Service

Coffee & Tea Service
William Hill Chardonnay,
Louis Martini Cabernet Sauvignon,
LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

SUNDAY, JUNE 30TH

SMALL PLATES

Chef-Attended Stations

Street Tacos

Grilled Shrimp
Pineapple Salsa, Shredded
Napa Cabbage
Avocado Aioli, Flour Tortilla

Tenderloin Bahn Mi Bowl

Beef Tenderloin, Farro
Scallions, Edamame,
Carrot, Radish
Ponzu

STROLLING STATIONS

Luxe Mixed Greens

Michigan Strawberries, Blueberries,
Rustic Croutons, Raspberry Honey
Vinaigrette or Buttermilk Ranch

Michigan Asparagus Bisque

Assorted Crusty and Gluten-Free Rolls

Whipped Butter, EVOO,
Aceto Balsamico

Chef's Choice Desserts

Fresh Fruit Platter

ALL DAY SNACKS

Whole Fruit

Uncle Ray's Potato Chips

Assorted Flavors

BEVERAGE SERVICE

Assorted Soft Drinks

Water Service

Coffee & Tea Service
William Hill Chardonnay,
Louis Martini Cabernet Sauvignon,
LaMarca Prosecco

Michelob Ultra, ROAK Brewing Company & Anheuser-Busch Beers

OPTIONAL ENHANCEMENTS, BEVERAGE

PREMIUM BAR UPGRADE Additional \$10 Per Person, Per Day

Tito's Handmade Vodka, Jack Daniel's Old No. 7 Tennessee Whiskey, Woodford Reserve Bourbon, El Jimador Blanco Tequila, Detroit City Distillery Railroad Gin, Bacardi Oakheart Spiced Rum

J VINEYARDS RUSSIAN RIVER BRUT ROSE \$110 Per Bottle

Ordered a la Carte

OPTIONAL ENHANCEMENTS, CUISINE

CRISPELLI'S PASTRY PLATTER \$95.00

Serves 25 Guests,
Delivered between 8am-9am

Assorted Fresh-Baked Muffins, Scones & Breakfast Breads

PIZZA DELIVERY \$200.00

Serves 25 Guests,
Delivered between 3-4pm

CrisPELLI's Deep Dish Pizza, Cheese and Pepporoni
Cheese Stuffed Bosco Sticks with Marinara

BINGE BOXES \$185 per Box,

Serves 25 Guests Each,
Delivered between 3pm-4pm

BBQ Sauce, Buttermilk Ranch Dip, Buffalo Sauce, Tabasco, Celery, Carrots

CHICKEN WINGS BOX

Breaded Chicken Wings

BBQ Sauce, Buttermilk Ranch Dip, Buffalo Sauce, Tabasco, Celery, Carrots

CHIPS & DIPS BOX

Tortilla Chips, Pita Chips, Truffle Chips, Carrots and Celery,
Roasted Tomato Salsa, White Bean and Avocado Hummus,
French Onion Crème Fraiche,
Sun Dried Tomato, Asiago Dip

CHEESE & CHARCUTERIE BOX

Assorted Imported & Domestic Cheeses, Fig Preserves, Whole Grain Mustard, Cornichons, Mixed Olives, Grapes, Almonds, Dried Apricots, Flatbreads, Toasts, Crackers

GARDEN BOX

Heirloom Baby Carrots, Radish, Rainbow Cauliflower, Pear
Tomatoes, Israeli Cucumbers,
Petite Bell Peppers, Baby Corn,
Cornichons, Mixed Olives,
Dill Cream Cheese, Buttermilk Ranch Dip, Hummus

BAR BOX

Jalapeño Poppers, Mac and Cheese Bites, Celery and Carrot Sticks, Ranch Dip, Tabasco

MENU

MEDITERRANEAN CHICKEN WRAP \$10.00

Grilled Chicken, Banana Peppers, Valbreso Feta Cheese, Kalamata Olives, Lettuce, Nikki's Greek

STREET TACOS \$10.00

Detroit Soft Flour Tortillas, Chicken Tinga, Salsa Fresca, Cojita Cheese

LAMB GYRO BOWL \$10.00

Carved Off Of Rotisserie
Saffron Basmati Rice

Tomatoes, Shaved Onion, Pickles, Sumac
Garlic Mint Gremolata,
Petite Naan

KOWALSKI CONEY DOGS \$8.00

Detroit Coney Chili, Diced Onions
Mustard, Locally-Sourced Buns

KOWALSKI HOT DOG \$6.00

Locally-Sourced Buns

SHRIMP OR TOFU BAHN MI BOWL \$10.00

Seared Shrimp, Farro
Scallions, Edamame,
Carrot, Radish
Ponzu

DUDEK'S POTATO PIEROGIS \$8.00

Slow cooked caramelized onions, cheddar cheese, sour cream & green onions

FRENCH FRIES \$4.00

Sea Salt & Peppe

GREEK SALAD \$7.00

Chopped Romaine, Tomatoes,
Peruvian Peppers, Cucumbers,
Onions, Beets, Olives, Valbreso
Feta, Lemon & Oregano Vinaigrette

FARRO & ARUGULA SALAD \$7.00

Cucumber, Radish, Crispy
Garbanzo Beans

Halloumi Cheese, Lemon Dill
Yogurt Vinaigrette

CONDIMENTS STATION

Ketchup, Mustard, Mayo, BBQ,
Jalapenos, Hot Sauce, Relish,
Diced Onions

SWEETS

ICE CREAM SANDWICHES \$4

MANGO DOLE WHIP \$6

CHOCOLATE CHIP COOKIES \$3

OATMEAL COOKIE \$3

ROCKET COOKIES \$3

BEVERAGES

MICHELOB ULTRA,
16 oz. \$7.00

MICHELOB ULTRA
PURE GOLD, 12 oz. \$8.00

MIXED DRINK \$10.00

RED & WHITE WINES \$10.00

NON-ALCOHOLIC
BEVERAGES \$4.00

FINAL MENUS

PUBLIC CONCESSIONS

Fan Zone: Taste of Detroit

Mexican Cantina:

Taqueria Style Tacos - \$10
Detroit Soft Corn Tortillas, Chicken Tinga, Salsa Fresca, Cajita Cheese
Fresh Lime Wedge

Nachos Authenticos - \$10

House Made Corn Chips, 3 Cheese Sauce
Seasoned Beef, Refried Beans, Pickled Jalapenos, Diced Tomato

Churros \$6.00

Cinnamon Sugar, Sanders Chocolate Sauce

Hamtramck Hits:

Dudek's Potato Pierogis \$8.00
Slow cooked caramelized onions, cheddar cheese, sour cream & green onions

Kowalski Polish Sausage \$8.00

Sauerkraut, Spicy Mustard
Hoagie Bun

Farro and Arugula Salad \$7.00

Cucumber, Radish, Crispy Garbanzo Beans
Halloumi Cheese, Lemon Dill Yogurt Vinaigrette

Coney Up:

Hani-Style Pita \$10.00
Chicken Tenders, American & Swiss, Ranch
Shredded Lettuce, Tomato, Warm Pita

Chili Cheese Fries \$6.00

National Coney Chili, Velveeta Cheese Sauce

French Fries \$4.00

Sea Salt & Pepper

Reuben Sandwich \$12.00

Cornd Beef, Sauerkraut, Swiss
Rye Bread

Meal: Hot Dog, Chips, Non-Alcoholic
Beverage \$11.00

Detroit Coney Dog Dogs \$8.00

Local Hot Dog, Detroit Coney Chili, Diced Onions, Mustard, Locally-Sourced Buns

Kowalski Hot Dog \$6.00

Locally-Sourced Buns

Angus Hamburgers and Cheeseburgers \$10.00

Lettuce, Tomato, Onion, Toppers Sliced Pickles
Black Bean Burger Optional

Chicken Tender Strips \$9.00

Concession Beverages

Domestic Beers, 12 oz. \$7.00
Domestic Beers, 16 oz. \$7.00
Imported Beers, 16 oz. \$8.00
Local Craft Beers, 16 oz.: \$8.00
Champagne, Red and White Wines \$10.00
Spiked Seltzer \$8.00
Non-Alcoholic Beverages \$4.00

Neighborhood Concession Stand

Kowalski Hot Dog \$6.00

Locally-Sourced Buns

Angus Hamburgers and Cheeseburgers \$10.00

Lettuce, Tomato, Onion, Toppers Sliced Pickles
Black Bean Burger Optional

Chicken Tender Strips \$9.00

French Fries \$4.00

Sea Salt & Pepper

Mediterranean Chicken Wrap \$10.00

Grilled Chicken, Banana Peppers, Feta Cheese,
Kalamata Olives, Lettuce, Nikki's Greek

Uncle Rays Potato Chips \$3.00

Meal: Hot Dog, Chips, Non-Alcoholic Beverage \$11.00

Chocolate Chip \$3.00

Oatmeal Cookie \$3.00 Each

Ice Cream Bars \$4.00

Condiments Station

Ketchup, Mustard, Mayo, BBQ Sauce, Jalapenos,
Hot Sauce, Relish, Diced Onions,

Concession Beverages

Non-Alcoholic Beverages \$4.00

Hole 9 Public Concessions

Dutch Girl Donuts \$3.00

Ham & Cheese Croissant \$6.00
Ham, Cheese, Croissant

Assorted Muffins \$4.00

Assorted Yogurt Cups \$2.00

Whole Fruit \$2.00

Kowalski Hot Dog \$6.00
Locally-Sourced Buns

Angus Hamburgers and Cheeseburgers \$10.00

Lettuce, Tomato, Onion, Toppers Sliced Pickles

Black Bean Burger Optional

Mediterranean Chicken Wrap \$10.00

Grilled Chicken, Banana Peppers, Feta Cheese,
Kalamata Olives, Lettuce, Nikki's Greek

Uncle Rays Potato Chips \$3.00

Meal: Hot Dog, Chips, Non-Alcoholic Beverage \$11.00

Chocolate Chip \$3

Oatmeal Cookie \$3.00 Each

Ice Cream Bars \$4.00

Condiments Station

Ketchup, Mustard, Mayo, BBQ Sauce, Jalapenos,
Hot Sauce, Relish, Diced Onions

Concession Beverages

Domestic Beers, 12 oz. \$7.00
Domestic Beers, 16 oz. \$7.00
Imported Beers, 16 oz. \$8.00
Local Craft Beers, 16 oz.: \$8.00
Champagne, Red and White Wines \$10.00
Spiked Seltzer \$8.00
Non-Alcoholic Beverages \$4.00

10 Fairway Concession

Dutch Girl Donuts \$3.00

Ham & Cheese Croissant \$6.00
Ham, Cheese, Croissant

Assorted Muffins \$4.00

Assorted Yogurt Cups \$2.00

Whole Fruit \$2.00

Detroit Coney Dog Dogs \$8.00
Local Hot Dog, Detroit Coney Chili, Diced Onions, Mustard, Locally-Sourced Buns

Kowalski Hot Dog \$6.00

Locally-Sourced Buns

Chicken and Waffles \$9.00

Boneless Chicken, American Spoon Cherry
Maple Syrup, Waffle Cone

Motor City Burger \$10

Angus Beef Patties,
American Cheese, Toppers Sliced Pickles,
Caramelized Onion
Brioche Bun

~
Black Bean Burger Optional

Dudek's Potato Pierogis \$8.00

Slow cooked caramelized onions, cheddar
cheese, sour cream & green onions

Mediterranean Chicken Wrap \$10.00

Grilled Chicken, Banana Peppers, Feta Cheese,
Kalamata Olives, Lettuce, Nikki's Greek

Uncle Rays Potato Chips \$3.00

Meal: Hot Dog, Chips, Non-Alcoholic Beverage \$11.00

French Fries \$4.00

Sea Salt & Pepper

Condiments Station

Ketchup, Mustard, Mayo, BBQ Sauce, Jalapenos,
Hot Sauce, Relish, Diced Onions

Vanilla "Golf Ball" Donuts \$5.00

Petite Donuts with Powdered Sugar
And Golf Ball Tee Fork

Mango Dole Whip \$6.00

Rocket Cookie \$3.00

Concession Beverages

Domestic Beers, 12 oz. \$7.00
Domestic Beers, 16 oz. \$7.00
Imported Beers, 16 oz. \$8.00
Local Craft Beers, 16 oz.: \$8.00
Champagne, Red and White Wines \$10.00
Spiked Seltzer \$8.00
Non-Alcoholic Beverages \$4.00

Lending Tree Concessions

Mediterranean Chicken Wrap \$10.00

Grilled Chicken, Banana Peppers, Valbreso Feta
Cheese, Kalamata Olives, Lettuce, Nikki's Greek

Street Tacos \$10.00

Detroit Soft Flour Tortillas, Chicken Tinga, Salsa
Fresca, Cajita Cheese
Fresh Lime Wedge

Motor City Burger \$10

Angus Beef Patties,
American Cheese, Toppers Sliced Pickles,
Caramelized Onion
Brioche Bun

Kowalski Coney Dogs \$8.00

Detroit Coney Chili, Diced Onions
Mustard, Locally-Sourced Buns

Kowalski Hot Dog \$6.00

Locally-Sourced Buns

Shrimp or Tofu Bahn Mi Bowl \$10.00

Seared Shrimp, Farro
Scallions, Edamame, Carrot, Radish
Ponzu

Dudek's Potato Pierogis \$8.00

Slow cooked caramelized onions, cheddar
cheese, sour cream & green onions

French Fries \$4.00

Sea Salt & Pepper

Greek Salad \$7.00

Chopped Romaine, Tomatoes, Peruvian Peppers,
Cucumbers, Onions, Beets, Olives, Valbreso
Feta, Lemon & Oregano Vinaigrette

Condiments Station

Ketchup, Mustard, Mayo, BBQ, Jalapenos, Hot
Sauce, Relish, Diced Onions

Chocolate Chip Cookies \$3
Oatmeal Cookie \$3
Rocket Cookies \$3

Concession Beverages

Domestic Beers, 12 oz. \$7.00
Domestic Beers, 16 oz. \$7.00
Imported Beers, 16 oz. \$8.00
Local Craft Beers, 16 oz.: \$8.00
Champagne, Red and White Wines \$10.00
Spiked Seltzer \$8.00
Mixed Drink \$10.00
Non-Alcoholic Beverages \$4.00

Chase Tent

Concession Beverages

Domestic Beers, 12 oz. \$7.00
Domestic Beers, 16 oz. \$7.00
Imported Beers, 16 oz. \$8.00
Local Craft Beers, 16 oz.: \$8.00
Champagne, Red and White Wines \$10.00
Spiked Seltzer \$8.00
Mixed Drink \$10.00
Non-Alcoholic Beverages \$4.00 **Billed on
consumption**

KEY RECIPES

CHICKEN TIKKA MASALA

Yield: 6-10 portions

Chicken and Marinade:

Ingredients

1 lb. chicken breast, cut into 1.5" pieces
 1/2 c. plain yogurt
 2 tbsp. lemon juice
 2 tsp. garlic
 2 tsp. ginger
 1 tsp. salt
 1 tsp. cumin
 1 tbsp. garam masala
 1 tsp. paprika
 2 tbsp. sugar

Method

Add everything together and mix raw chicken in. Marinate for no less than 2 hours, no more than 5 hours. Place on a baking sheet and roast at 450°F for 5-6 minutes.

Rainbow Rice:

Ingredients

White rice:
 1/2 c. basmati rice, 1 curry leaf, 1 tsp. ground coriander, 1 tsp. ground cumin, 1 tsp. salt, 1 c. water, 1 tsp. rose water

Yellow rice:
 1/2 c. basmati rice, 4 threads saffron, 1 tsp. turmeric, 1 curry leaf, 1 tsp. ground coriander, 1 tsp. ground cumin, 1 tsp. salt, 1 c. water, 1 tsp. rose water

Red rice:
 1/2 c. basmati rice, 2 tsp. paprika, 1 curry leaf, 1 tsp. ground coriander, 1 tsp. ground cumin, 1 tsp. salt, 1 c. water, 1 tsp. rose water

Method

Prepare each colored rice individually. Rinse basmati rice thoroughly and soak in cold water for 20-30 minutes. Strain well, add all ingredients to a sauce pot and bring to a boil. Shut heat off and let rice finish in the pot, until all excess moisture is absorbed (about 5-7 minutes). Fluff and gently fold in all colored rices.

Sauce:

Ingredients

3 tbsp. oil
 1/2 white onion, minced
 1 tbsp. fresh ginger, grated
 1 tbsp. fresh garlic, minced

Spices:
 2 tsp. cumin, 1 tsp. turmeric, 1 tsp. coriander, 1/2 tsp. paprika, 1 tsp. chili powder, 2 tsp. garam masala

1/2 c. tomato paste
 2 c. water
 1/2 c. heavy cream
 Fresh cilantro for garnish

Method

In a dutch oven, sauté onions in oil. Add garlic and ginger, sauté for 1 minute. Add all dry herbs and spices and sauté without browning (about 30 seconds). Add tomato paste and water, stir to combine and bring to a simmer. Finish with heavy cream and fold in chicken. Serve over rice with naan bread, garnish with cilantro.



KEY RECIPES

COUSCOUS SALAD

Yield: 12-16 servings

Salad:

Ingredients

2 lbs. Israeli couscous, cooked and cooled
1 c. dried apricots, thinly julienned
1 c. dried dates, thinly julienned
1 c. kalamata olives, roughly chopped
1/2 c. sliced almonds, toasted
1 oz. arugula
1/2 c. cilantro, chopped

Method

In large mixing bowl, combine all prepared ingredients thoroughly.

Citrus Vinaigrette:

Ingredients

Juice of 1 orange
Juice of 2 limes
Juice of 1 lemon
1/3 c. white balsamic vinegar
1 tbsp. honey
2 tsp. dijon
1 tbsp. shallots
1 c. EVOO

Method

Place all ingredients, except oil, in a blender and mix on high. Once fully mixed, add oil to create an emulsion. Fold vinaigrette into couscous mixture and serve chilled.



KEY RECIPES

GRILLED SALMON

Yield: 10 servings

Salmon:

Ingredients

Fresh salmon
1 c. EVOO plus additional for seasoning
Zest of 2 lemons
Juice of 1 lemon
1 tbsp. tarragon, chopped
1 tbsp. parsley, chopped
Salt and pepper to taste

Method

Combine EVOO, lemon zest, lemon juice, tarragon and parsley. Set aside. Season salmon with EVOO, salt and pepper. Grill to medium, brushing with lemon-tarragon oil. Slice into 10, 3 oz. portions.

Michigan Asparagus and Sun-Dried Tomato Salad:

Ingredients

1 pint asparagus, blanched and cut on bias 1.5" long
1 c. sun-dried tomatoes, thinly julienned
1 pint baby spinach
1/2 c. minced red onion
1/2 c. honey dijon vinaigrette
salt and pepper to taste

Method

Mix all ingredients and toss. To plate, first place salad down and top with salmon portion. Use remainder of lemon-tarragon oil to sauce the dish.



KEY RECIPES

LOBSTER TOTS

Yield: 6-10 servings

Lobster Tots:

Ingredients

1/8 lb. butter
1 large shallot, julienned
1 c. dry white wine
1/2 c. flour
1 c. lobster stock
1 c. heavy cream
1 tbsp. dijon mustard
1/2 tsp. ground black peppercorns
1/4 tsp. nutmeg
1/4 c. gruyère, shredded
1/2 c. asiago, shredded
1/2 lb. raw lobster meat (claw and tail), cleaned and chopped into large chunks
2 lbs. tater tots
1 c. micro basil

Method

Melt butter and sauté shallots for 2-3 minutes. Add white wine and reduce by 1/2. Add flour to make a roux and cook for 3-5 minutes. Add lobster stock and heavy cream, bring to a simmer. Add dijon, ground peppercorns and nutmeg. Cook, stirring frequently for 15 minutes. Add cheeses and stir until melted. Turn off heat, add raw lobster and poach for 2-5 minutes or until lobster is cooked. Add fresh tarragon. Place tater tots in bowl and ladle sauce with lobster over. Top with basil and serve warm.



KEY RECIPES

TENDERLOIN BANH MI BOWL

Yield: 10-16 servings

Beef Tenderloin:

Ingredients

5 lbs. whole beef tenderloin, cleaned
1 tbsp. ground galangal
2 tsp. black pepper
1 tbsp. salt
1 tbsp. ginger
1/2 c. soy sauce
1/2 c. sesame seeds

Method

Make rub by mixing all ingredients, except tenderloin, in a bowl. Grill mark the tenderloin all the way around. Coat with rub. Roast tenderloin to internal temperature of 120°F. Let rest for at least 8 minutes. Thinly slice and set aside.

Farro Salad:

Ingredients

1 lb. farro, cooked
1/2 c. scallions, thinly sliced on bias
1 c. edamame seeds
1 c. carrot, julienned small
1/2 c. red radish, thinly sliced

Method

Boil or steam farro until fully cooked and cool. Fold in remaining ingredients and set aside.

Ponzu:

Ingredients

1 c. soy sauce or tamari
Zest of 1 orange
Juice of 1 orange
Zest of 1 lemon
Juice of 1 lemon
1/2 c. asian-style chili sauce

Method

Mix all ingredients thoroughly. To plate, first place farro salad on serving vessel and top with 2-3 slices of tenderloin. Drizzle ponzu over beef, enough to add flavor to farro salad underneath.



VENDOR COMPANIES & CONTRIBUTIONS

Gordon Food Service
Food and disposables
800.968.6231
Cassie.Mullins@GFS.com

Coca-Cola Distribution
Beverages
844.861.COKE

Great Lakes Wine & Spirits
Wine and alcohol
313.453.2200
GLWAS.com

Event Source
Front of house rentals
313.309.9000
SuzanneChandler@EventSource.com

Green Safe
Disposables
313.326.3100
Info@GreenSafeProducts.com

Arctic Glacier
Ice
800.562.1990
Info@ArcticGlacier.com

Republic National Distributing
Tito's Vodka distributor
888.697.6424
RNDC-USA.com

Fabiano Brothers
Anheuser Busch distributor
888.697.6424
FabianoBrothers.com

Sunbelt Rentals
Amerigas Propane
800.667.9328

Comsource
Radios
734.738.0800
Info@ComsourceMI.com

EVENT CONTRACT



Contract for Services and Deliverables

Company has, and at all times during the term of the Agreement will have, the expertise, skills, knowledge, licenses (where applicable), fully-trained employees and resources necessary to fully perform and provide the following Services and Deliverables to RGF and Intersport:

- RGF grants the exclusive rights to provide food and refreshments, and catering and other related services for the Tournament at the Course, including those permanent and temporary structures erected on the Course, with the exception of the Premier Partner Chalet to be located adjacent to the Detroit Golf Club clubhouse ("Service Area"). This exclusivity does not prevent vendors coordinated by Company to serve food and beverages, with the approval of Intersport, or food and/or beverage sponsors secured by RGF or Intersport for the Tournament.
- Structures and Equipment. Company and RGF agree to provide and pay for those structures, equipment and services listed on the attached Exhibit C – Operations.
- Food and Beverage Operations. Company will purchase, store, prepare and serve all food, with appropriate internal controls and security. Company shall determine the pricing for and create a menu commensurate with the caliber and expectation as identified by Intersport for the Private Hospitality Tiers, Shared Hospitality and Public Concessions. Final menus will be presented to Intersport for review and discussion no later than 60 days prior to the start of Services for Public Concessions. Final menus will be approved no later than 45 days prior to the start of Services for Public Concessions. Company will attempt to accommodate specific requests regarding food allergies for Private Hospitality Tiers 1, 2 and 3 and Shared Hospitality; however for such tiers and all provisions, Company does not guarantee that the food prepared will not contain, come in contact with or be free from milk, eggs, wheat, soybean, peanuts, tree nuts, shellfish or other common allergens. The food and beverage operations are further detailed on the attached Exhibit D – Food and Beverage Scope of Services. Exhibit B shall be updated for the next Tournament no later than 180 days prior to the start of Services for breakfast and lunch for staff.
- Competent Staff. All Company employees, including temporary staff hired by Company, shall be clean, neat in appearance, attired in proper uniform and will present with Company's best-in-class standards, as approved by RGF and Intersport. Company will ensure that all staff will conform to hand washing and proper sanitation procedures, as well as all laws and guidelines governing the service of alcohol as applicable.
- Hours of Operation.
 - Preparation for Tournament. RGF and Intersport will grant access to the Service Area no later than 8:00 a.m. ten (10) days prior to the start of Services for Public Concessions.
 - Public Concessions:
 - Food Service: 7:00 a.m. – end of play
 - Alcohol Service: 7:00 a.m. – sixty (60) minutes prior to the end of play

- Private Hospitality:
 - Food Service: 11:00 a.m. – end of play
 - Alcohol Service: 11:00 a.m. – sixty (60) minutes following the end of play, with the exception of QL Hospitality Suite on 18, which may stay open at QL's discretion and expense a maximum of three (3) hours following end of play, as well as the Lending Tree Lounge will stay open three (3) hours following end of play on Friday and Saturday for Post-Event Entertainment.

- Accounting. Company will provide Point of Service ("POS") equipment for recording customer transactions. A daily report shall be generated at each POS to be provided to Intersport with the payment of commissions.

- Outside Vendors. Company shall have the right to engage any person or company to assist in performance of the Services, including food trucks, restaurants and other food and/or beverage vendors as approved by Intersport. Such vendors shall be secured by no later than 30 days prior to the start of Services of Public Concessions and will be appropriately licensed and insured.

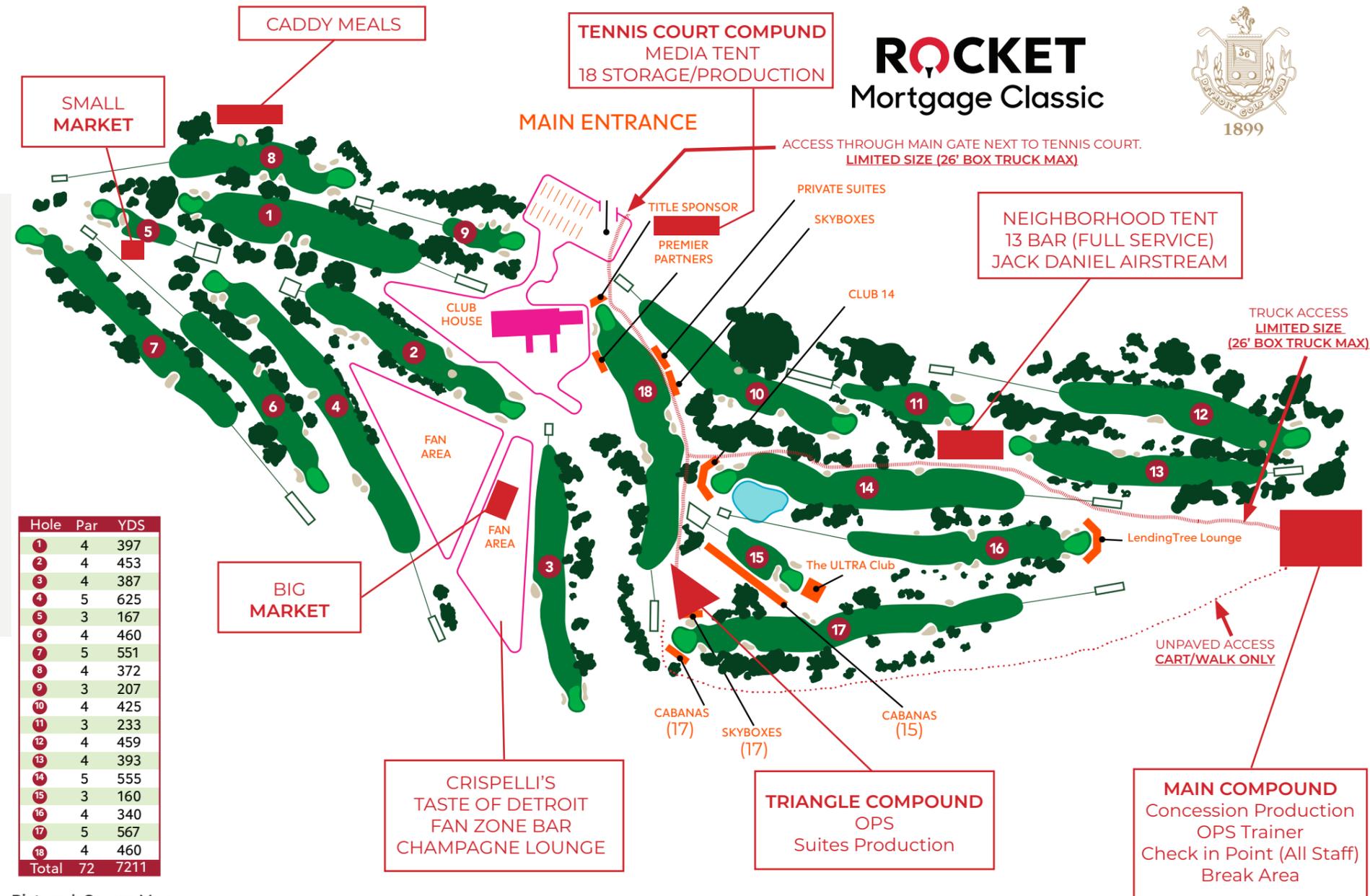
• GUEST SERVICES:

- Guest Count: Intersport shall confirm in writing to Company no later than 12:00 p.m. on the 30th day prior to the start of Services for Private Hospitality, the number of guests expected in each of the Private Hospitality Tiers 1, 2 and 3. Intersport shall confirm in writing to Company no later than 12:00 p.m. on the 14th day prior to the start of Services for Public Concessions and Shared Hospitality, the current number of General Admission and Shared Hospitality tickets sold. Failure of Intersport to provide the number of guests for Private Hospitality Tiers 1, 2 and 3, shall be an election by Intersport to use the "Estimated Guest Count" as provided on Exhibit D and shall become Intersport's minimum number of guaranteed guests in Private Hospitality and this number cannot be reduced. Company will, in good faith, attempt to accommodate an increase in guest count within ten (10) days of the beginning of the Tournament, but can provide no guarantees.

Private Hospitality: Intersport shall furnish to Company the contact information for the appointed representative for the Private Hospitality Tiers, 1, 2 and 3, as soon as such information is obtained, for the purpose of offering additional food and beverage options and opportunities to tailor offerings to such guests.

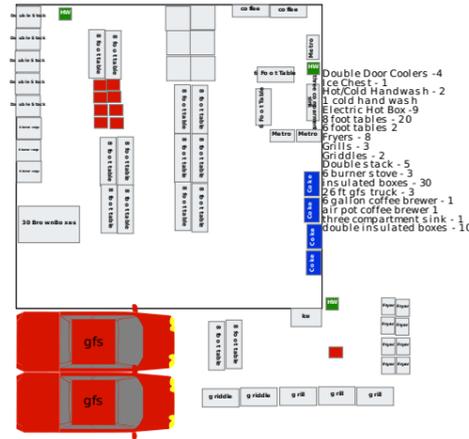
- LICENSES, PERMITS AND TAXES: Company and Intersport shall work together to obtain all federal, state and local licenses and permits required for the Services. Company shall be responsible for all of its sales, use, excise and state and local business and income taxes attributable to the food and beverage operations.

DESIGN
AND
PRODUCTION



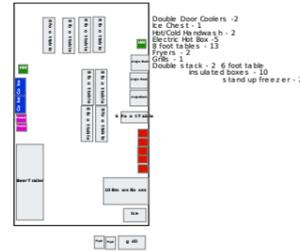
Pictured: Course Map

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
Triang compound 50x50 Copy



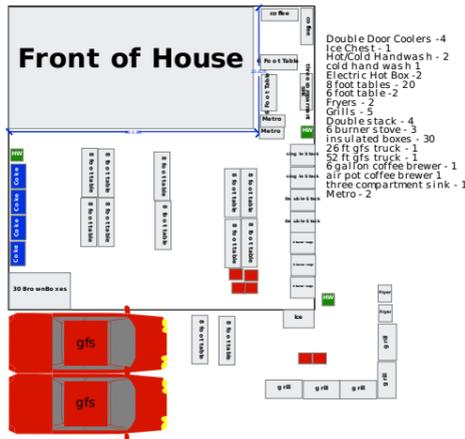
- Double Door Coolers - 4
- Ice Chest - 1
- Hot/Cold Handwash - 2
- Electric Hot Box - 9
- 6 foot tables - 20
- 6 foot tables - 2
- Fryers - 8
- Griddles - 2
- Double stack - 5
- 6 burner stove - 3
- insulated boxes - 30
- 26 ft gfs truck - 3
- 6 gallon coffee brewer - 1
- air pot coffee brewer - 1
- three compartment sink - 1
- double insulated boxes - 10

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
tennis court compound



- Double Door Coolers - 2
- Ice Chest - 1
- Hot/Cold Handwash - 2
- Electric Hot Box - 3
- 6 foot tables - 13
- Fryers - 2
- Griddle - 1
- Double stack - 2
- 6 foot table - 10
- insulated boxes - 30
- to stand up freezer - 2

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
Main compound 50x50



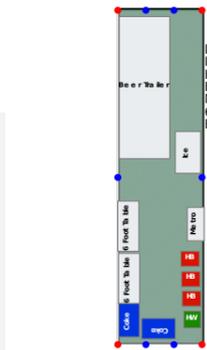
- Double Door Coolers - 4
- Ice Chest - 1
- Hot/Cold Handwash - 2
- cold hand wash - 1
- Electric Hot Box - 2
- 6 foot tables - 20
- 6 foot table - 2
- Fryers - 2
- Grills - 5
- Double stack - 4
- 6 burner stove - 3
- insulated boxes - 30
- 26 ft gfs truck - 1
- 52 ft gfs truck - 1
- 6 gallon coffee brewer - 1
- air pot coffee brewer - 1
- three compartment sink - 1
- Metro - 2

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
hole 10/14 concessions



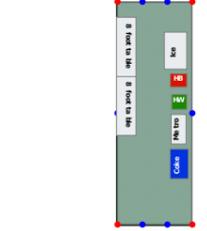
- Double Door Coolers - 4
- soft serve machine - 3
- Slammers/ Troughs - 3
- Ice Chest - 2
- Hot/Cold Handwash - 1
- cold hand wash - 1
- Fryers - 5
- Griddle - 1
- Electric Hot Box - 5
- Metros Racks - 2
- 6 foot tables - 7
- Conference Tables - 4
- Wire Chaffers - 6
- Heat Lamp - 6
- Condiment Pumps
- Ketchup, Mustard, Mayo,
- Relish, BBQ, Ranch, Hot sauce
- Onion SS Container
- Coffee Caddy - 1
- POS - 6
- Napkin Dispensers - 6
- Utensil SS holder - 2
- Absopure tubs - 2
- maybe condiment stations

Pga
2019-06-13 09:00 am
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14 Shared Prep Tent Copy Copy Copy Copy



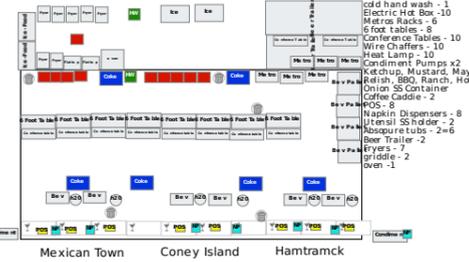
- Double Door Coolers - 3
- Stand up Freezer - 1
- Ice Chest - 1
- Hot/Cold Handwash - 1
- Electric Hot Box - 3
- Metros Racks - 1
- 6 Foot Tables - 2
- Beer Trailer - 1

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
17 skybox under storage Copy Copy Copy Copy



- Double Door Coolers - 1
- Ice Chest - 1
- Hot/Cold Handwash - 1
- Electric Hot Box - 1
- Metros Racks - 1
- 6 Foot Tables - 2

Pga
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Fanzone - Taste of Detroit



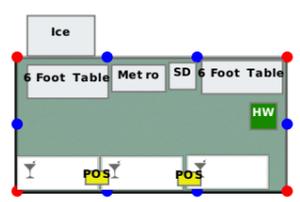
- Double Door Coolers - 6
- Slammers/ Troughs - 6
- Ice Chest - 4
- Hot/Cold Handwash - 1
- cold hand wash - 1
- Electric Hot Box - 10
- Metros Racks - 6
- 6 foot tables - 10
- Conference Tables - 10
- Wire Chaffers - 10
- Heat Lamp - 10
- Condiment Pumps x2
- Ketchup, Mustard, Mayo,
- Relish, BBQ, Ranch, Hot sauce
- Onion SS Container
- Coffee Caddy - 2
- POS - 8
- Napkin Dispensers - 8
- Utensil SS holder - 2
- Absopure tubs - 2x6
- Beer Trailer - 2
- Fryers - 7
- griddle - 2
- oven - 1

Pga
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fanzone bar Copy



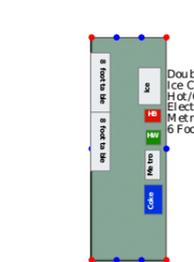
- Double Door Coolers - 3
- Slammers/ Troughs - 3
- Ice Chest - 1
- Cold Handwash - 1
- Metros Racks - 2
- 6 foot tables - 4
- POS - 8
- Absopure tubs - 4

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Fanzone titos bar



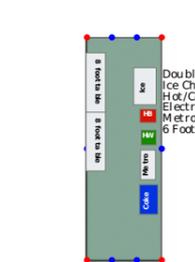
- Single door cooler - 1
- Ice Chest - 1
- Cold Handwash - 1
- Metros Racks - 2
- 6 foot tables - 2
- POS - 2

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18 skybox under storage Copy Copy



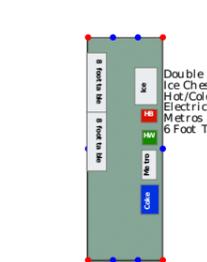
- Double Door Coolers - 1
- Ice Chest - 1
- Hot/Cold Handwash - 1
- Electric Hot Box - 1
- Metros Racks - 1
- 6 Foot Tables - 2

Pga
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18 p skybox under storage Copy



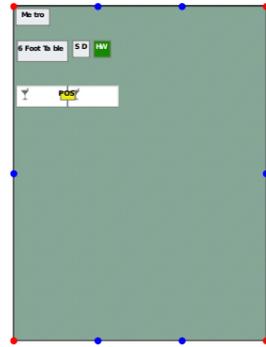
- Double Door Coolers - 1
- Ice Chest - 1
- Hot/Cold Handwash - 1
- Electric Hot Box - 1
- Metros Racks - 1
- 6 Foot Tables - 2

Pga
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18 fw under storage



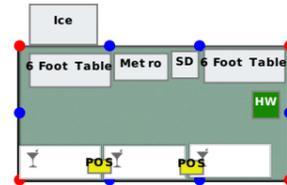
- Double Door Coolers - 1
- Ice Chest - 1
- Hot/Cold Handwash - 1
- Electric Hot Box - 1
- Metros Racks - 1
- 6 Foot Tables - 2

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Chase bar



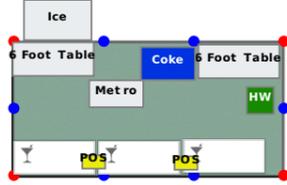
Single door cooler - 1
Cold Handwash - 1
Metros Racks - 1
6 foot tables - 1
POS - 1

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9th titto's bar



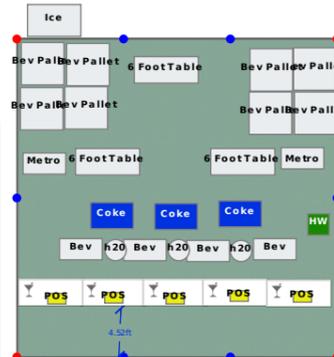
Single door cooler - 1
Ice Chest - 1
Cold Handwash - 1
Metros Racks - 2
6 foot tables - 2
POS - 2

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2019-06-13 09:00 am
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313 sprints bar



Double door cooler - 1
Ice Chest - 1
Cold Handwash - 1
Metros Racks - 2
6 foot tables - 2
POS - 2

Pga
2019-06-13 09:00 am
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Neighbor Bar Copy Copy



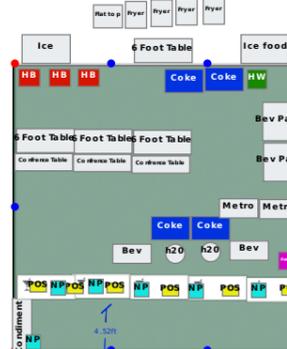
Double Door Coolers - 3
Slammers/ Troughs 4
Ice Chest - 1
Cold Handwash - 1
Metros Racks - 2
6 foot tables - 2
POS - 5
Absopure tubs - 3

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
Hole 9 concessions Copy



Double Door Coolers - 3
Stand up Freezer - 1
Slammers/ Troughs 3
Ice Chest - 1
Coffee Machines - 2
Hot/Cold Handwash - 1
Electric Hot Box - 3
Metros Racks - 2
6 foot tables - 5
Conference Tables - 2
Wire Chaffers - 2
Heat Lamp - 2
Condiment Pumps
Ketchup, Mustard, Mayo
Relish,
Onion SS Container
Coffee Caddie - 1
POS - 4
Napkin Dispensers - 4
Utensil SS holder - 1
Absopure tubs - 2

Pga
2019-06-13 09:00 am
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15th public



Double Door Coolers - 4
Stand up Freezer - 1
Slammers/ Troughs 2
Ice Chest - 2
Hot/Cold Hand wash - 1
Electric Hot Box - 3
Metros Racks - 2
6 foot tables - 4
Conference Tables - 2
Wire Chaffers - 4
Heat Lamp - 4
Condiment Pumps
Ketchup, Mustard, Mayo,
Relish, BBQ, Ranch, Hot sauce
Onion SS Container
POS - 4
Napkin Dispensers - 4
Utensil SS holder - 1
Griddle - 1
Fryers - 4

Pga
2019-06-13 09:00 am
Print Date: 2019-06-07 06:31:39
Niighbor Food Copy

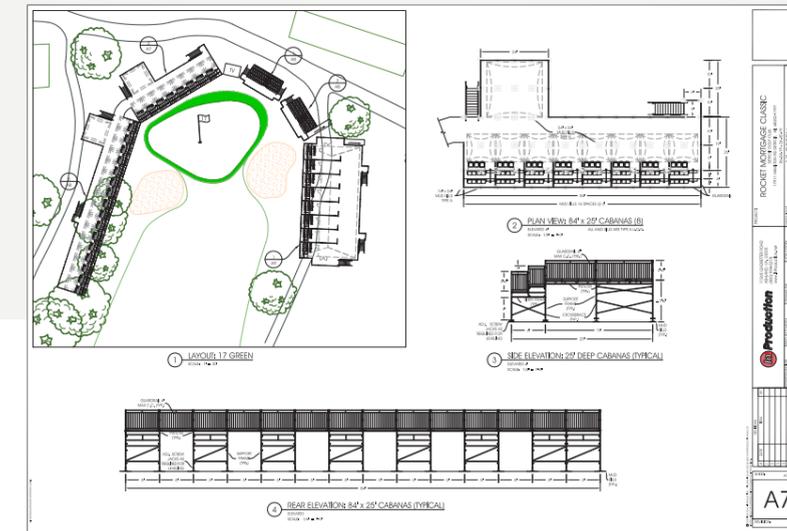
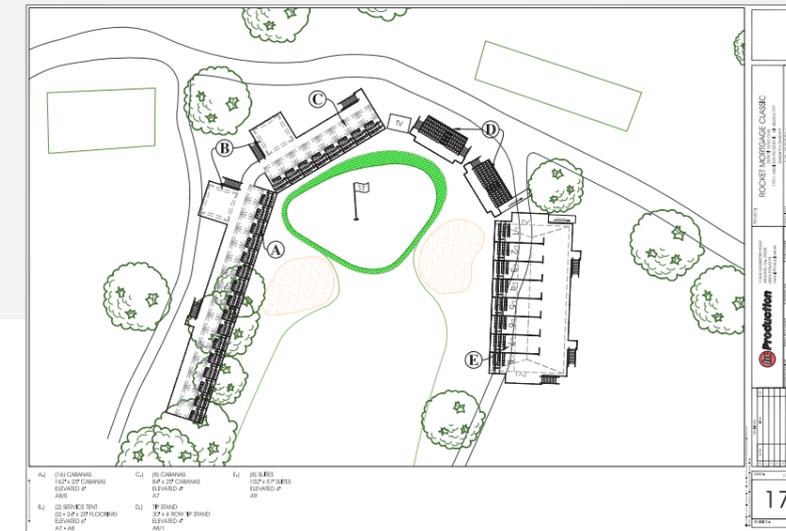
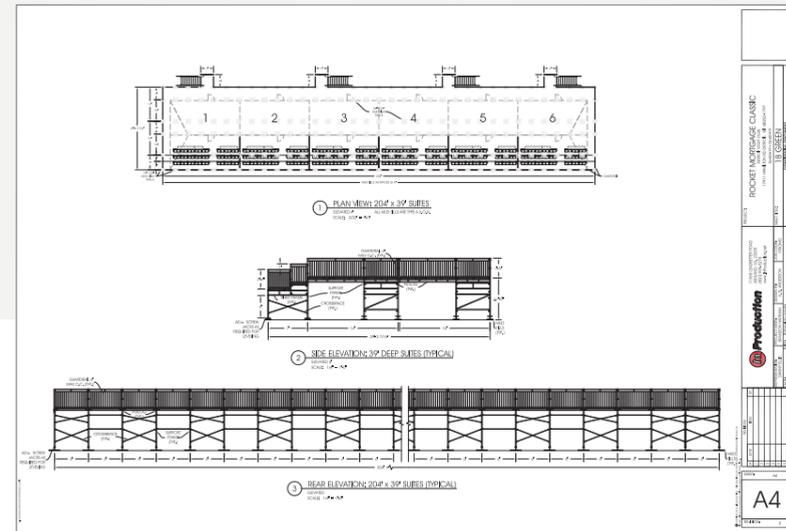
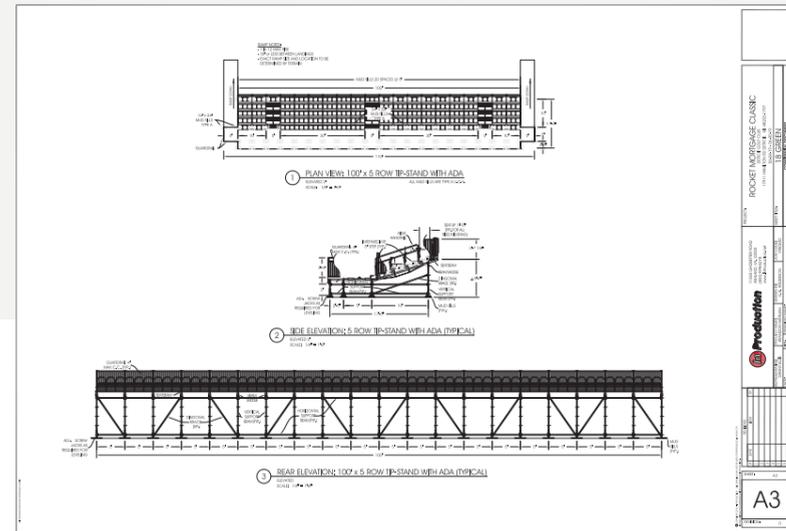
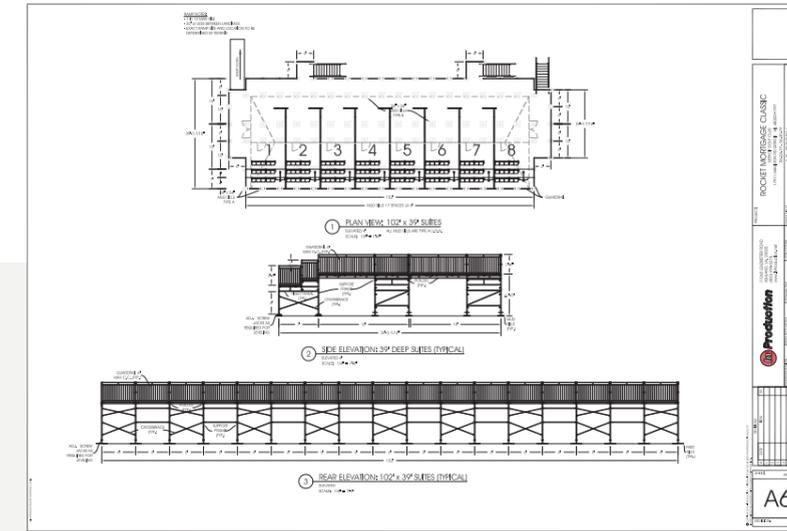
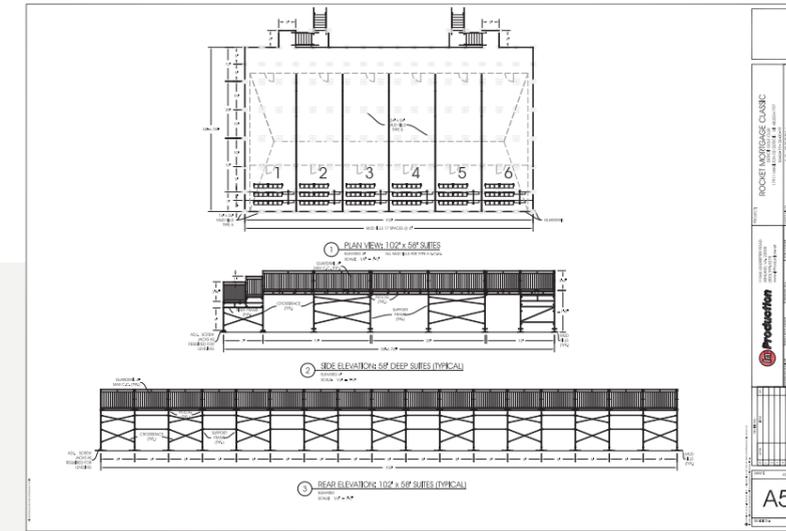
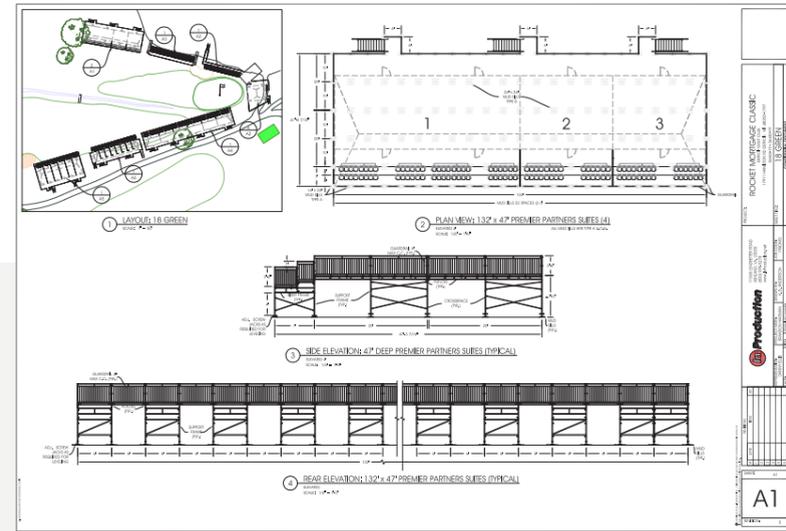
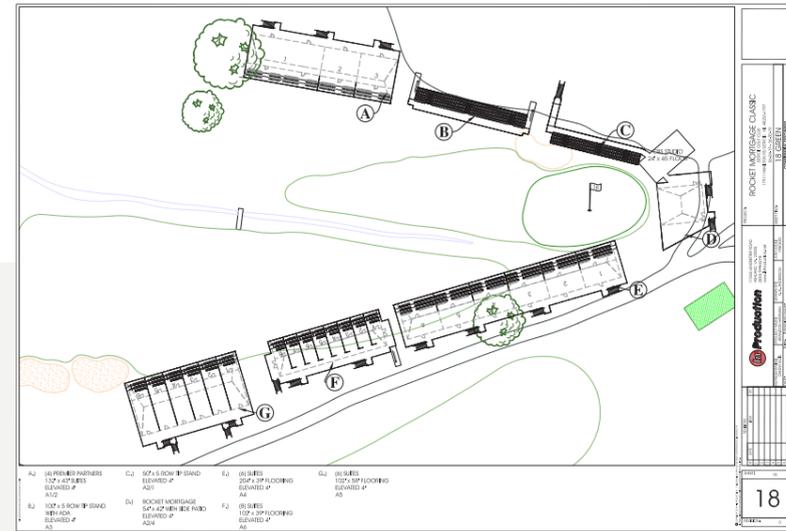


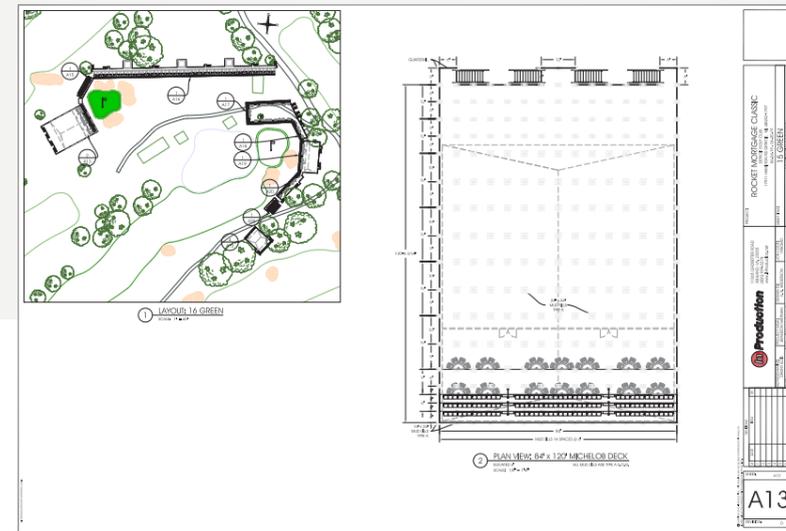
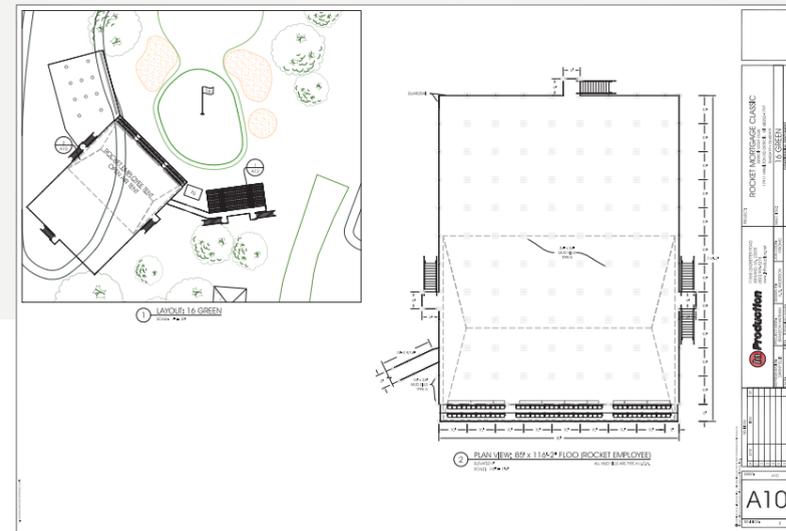
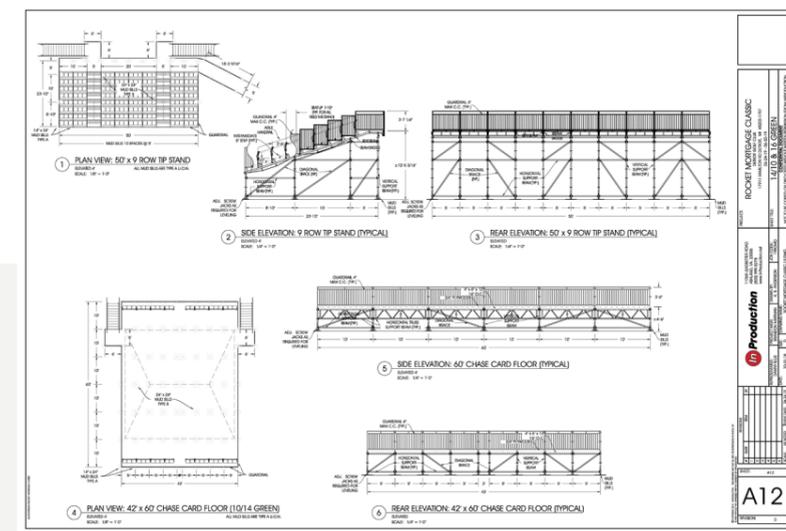
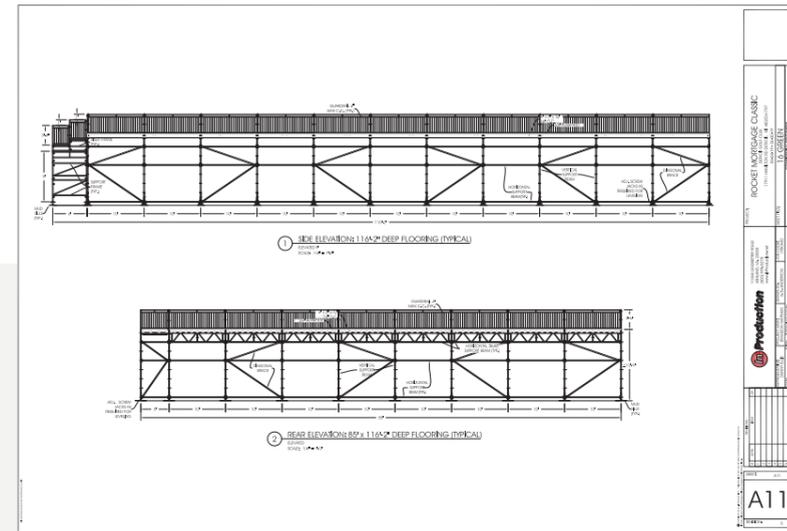
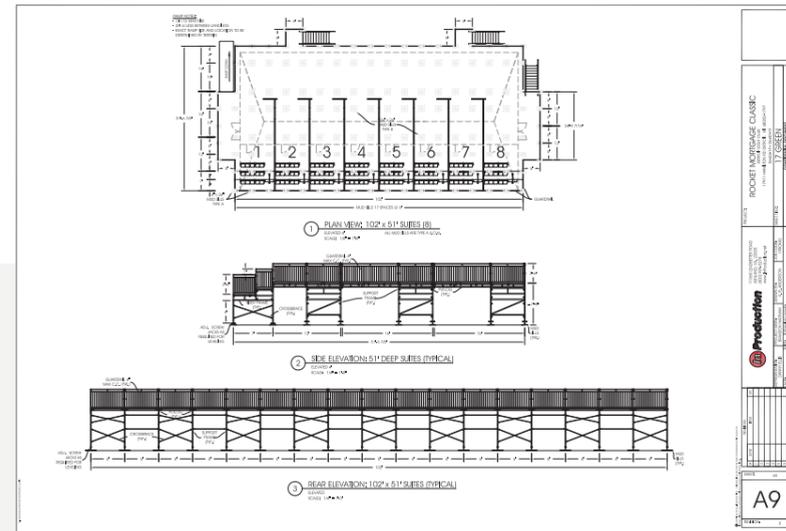
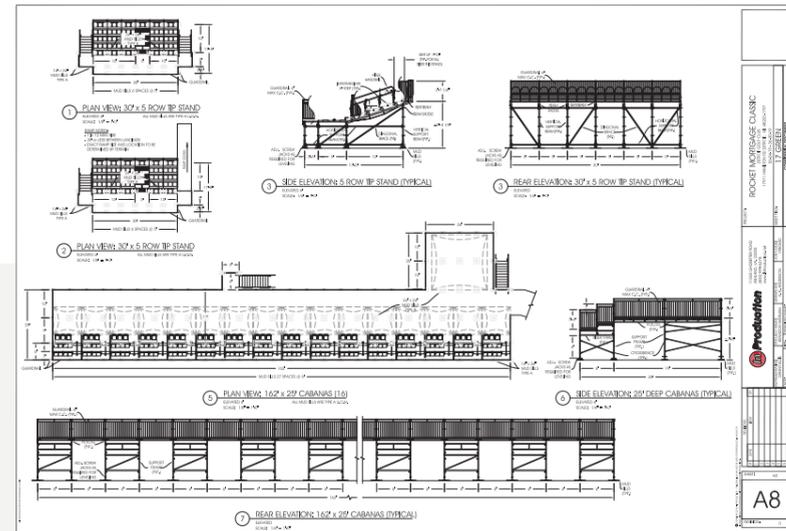
Double Door Coolers - 4
Stand up Freezer - 1
Slammers/ Troughs 2
Ice Chest - 2
Hot/Cold Hand wash - 1
Electric Hot Box - 3
Metros Racks - 2
6 foot tables - 4
Conference Tables - 2
Wire Chaffers - 4
Heat Lamp - 4
Condiment Pumps
Ketchup, Mustard, Mayo,
Relish, BBQ, Ranch, Hot sauce
Onion SS Container
POS - 4
Napkin Dispensers - 4
Utensil SS holder - 1

Pictured: Kitchen Layouts

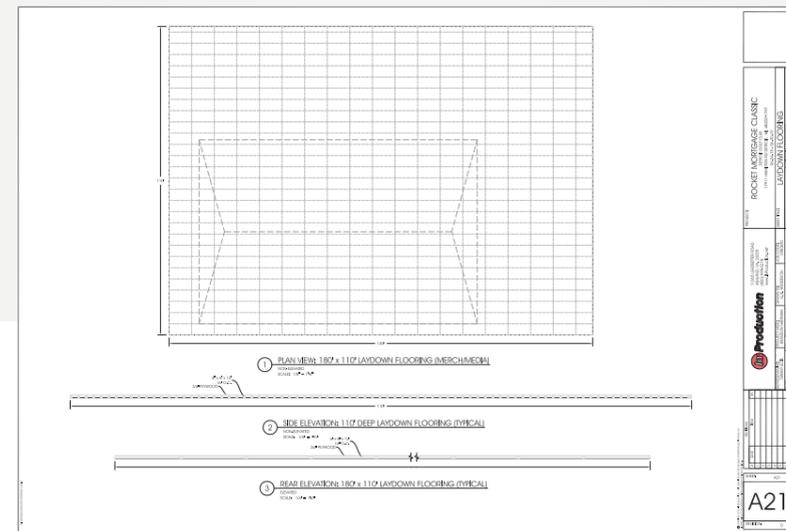
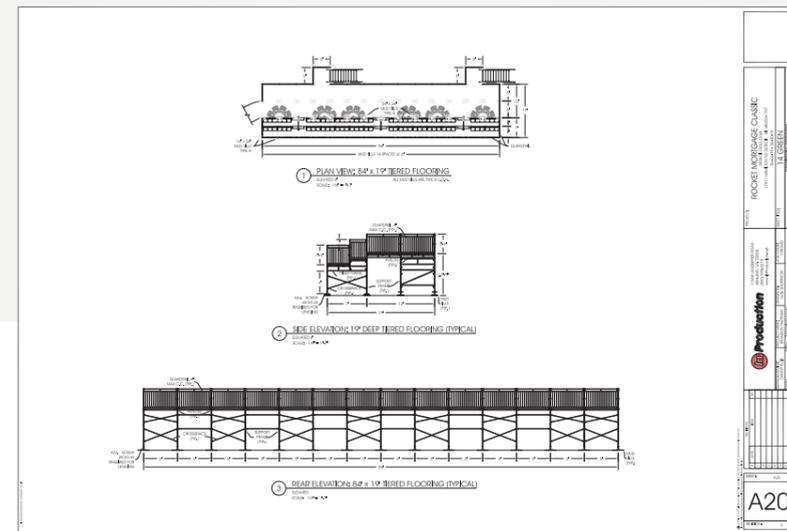
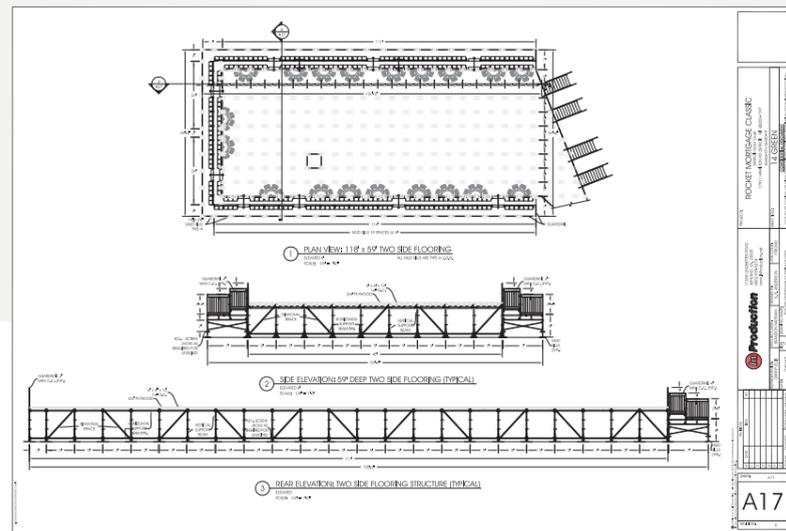
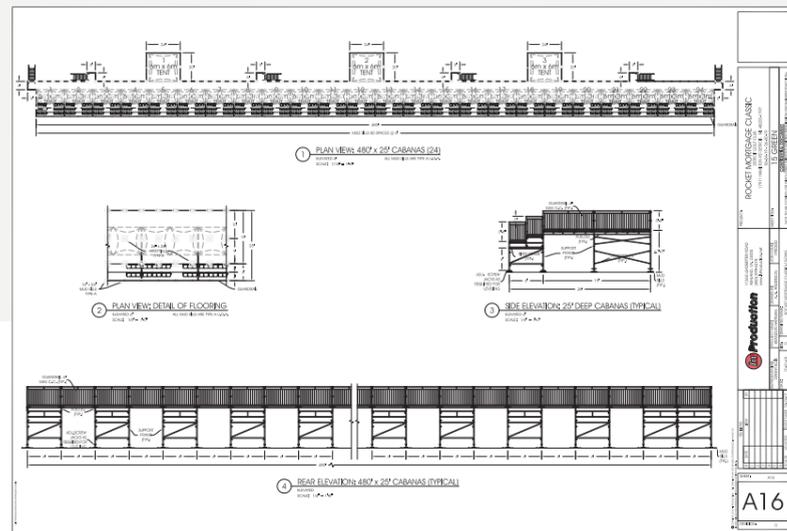
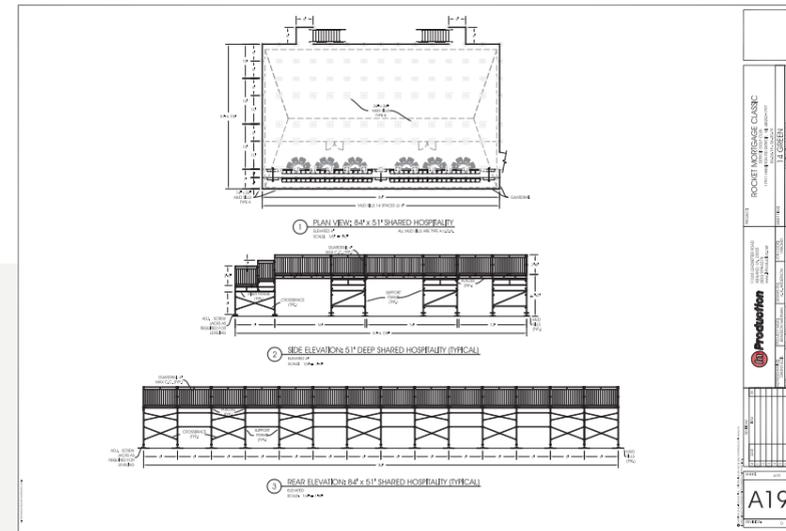
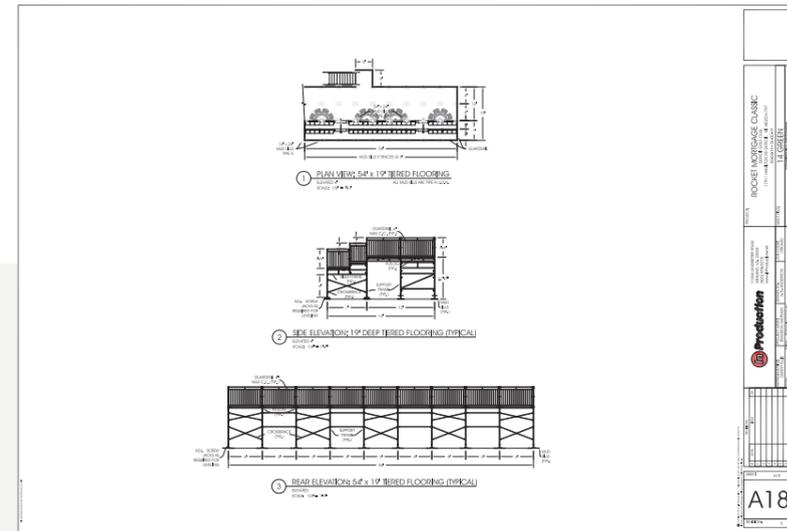
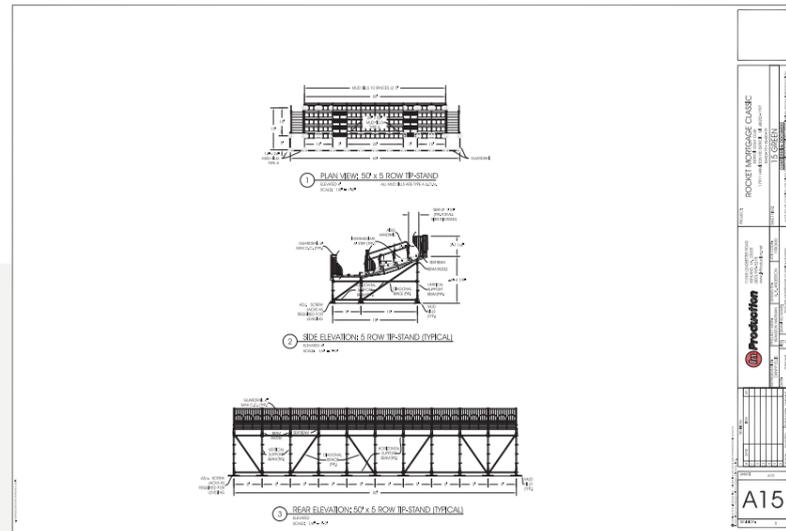
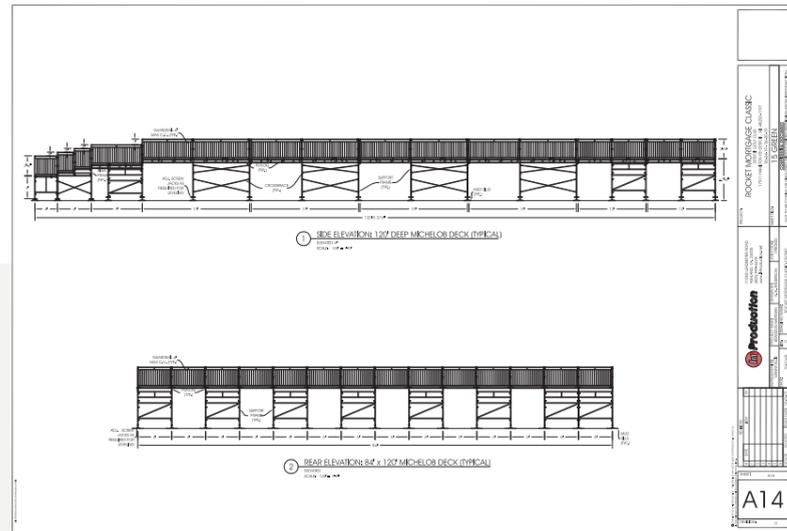
Task No.	Task Description	Assigned To	Due Date
Staffing / Service			
1.01	Close down calendar for dates of Rock Mortgage Classic to ensure appropriately trained staff is available	Service	03/01
1.02	Staff preliminary shifts through Nowsta	Staffing	1-May
1.03	Schedule additional staff certification classes as needed	Service	15-Apr
1.04	Confirm uniform restrictions and / or requirements with Intersport	Service	1-May
1.05	Finalize staffing plan / requirements	Service	05/01
1.06	Coordinate staff uniforms for concessions and private hospitality locations/ Coordinate with Ops to order	Service	05/01
1.07	Designate staff parking location(s) with Intersport and coordinate shuttles	Staffing	05/01
1.08	Cross reference private hospitality attendees with company VIP file to flag special requests and dietary	Service	06/01
1.09	Develop staff packets (parking details, course map, uniform instructions, job duties, reporting manager)	Service	06/01
1.10	Conduct on-site staff orientation for front of house staff	Service	06/22
Marketing			
TO/IB			
2.01	Coordinate photographer / videographer to capture PGA event	Marketing	15-Apr
2.02	Provide Intersport with food photography to use for PR / website as needed	Marketing	1-May
2.03	Develop marketing piece for private hospitality sponsors with menu choices and enhancement offerings	Marketing	05/01
2.04	Create and print any necessary in Suite signage	Marketing	06/01
Beverage			
RM/AR			
3.01	Create and provide order guide to marketing	Beverage	1-May
3.02	Build beverage and bar packages	Beverage	04/15
3.03	Source / order items based upon the criteria in contract	Beverage	04/15
3.04	Receive, inventory, and stage all product	Beverage	21-Jun
3.05	Create and receive approval for three signature cocktails	Beverage	1-May
Culinary			
RM/ITD			
4.01	Finalize cooking equipment for sourcing	Culinary	15-Apr
4.02	Develop signature concession menu offerings	Culinary	15-Apr
4.03	Develop signature three-tiered offerings for private hospitality spaces	Culinary	15-Apr
4.04	Finalize concession and private hospitality offerings	Culinary	1-May
4.05	Submit city health documents and confirm inspection date	Culinary	15-May
4.06	Build order guides for all private hospitality	Culinary	05/15
4.07	Set and distribute private hospitality production schedule	Culinary	05/15
4.08	Set and distribute concession production schedule	Culinary	05/15
4.09	Schedule culinary prep days	Culinary	06/01
4.1	Health Department inspection	Culinary	6/17-06/19
Operations / Logistics			
MR/IC/RM			
5.01	Course walkthrough	Ops	04/01
5.02	Finalize equipment for sourcing	Ops	15-Apr
5.03	Confirm locations of all service points, setup areas, storage spaces	Ops	15-Apr
5.04	Confirm power requirements for each service location	Ops	04/15
5.05	Clarify plan for on-course potable water, waste and recycling with Intersport	Ops	04/15
5.06	Develop map for internal staff usage	Ops	05/15
5.07	Confirm private and shared hospitality setup needs for buffets and bars	Ops	1-May
5.08	Secure staff radios	Ops	05/15
5.09	Confirm staff credentials with Intersport	Ops	06/01
5.1	Requisition internal trucks as needed	Ops	06/01
5.11	Finalize setup dates and times	Ops	06/01
5.12	Coordinate staff meals	Ops	06/01
5.13	Order disposables, any needed glassware/china	Ops	06/01
5.14	Execution meeting	Ops	06/01
5.15	Tents placed for BOH area	Ops	17-Jun
5.16	Set all concession areas	Ops	06/18
5.17	Receive delivery of Ops trailer	Ops	14-Jun
5.18	Receive rentals	Ops	06/13-06/14
5.19	Distribute and set equipment in BOH, concession areas, and private hospitality locations	Ops	06/13-06/15
5.2	Fire up and test of all equipment	Ops	16-Jun
5.21	Place all necessary sanitation required items and signage	Ops	16-Jun
5.22	Load in / place culinary trailers on-site	Ops	06/20
5.23	Culinary team walk through and training	Ops	06/21
5.24	Suite and concession signage placed as needed	Ops	06/24
5.25	Submit necessary items for concession, suite, and market signage	Ops/IC	15-May
5.26	Secure wristbands for all staff locations	Ops	1-Jun
Purchasing			
JI			
6.01	Negotiate terms with selected providers	Purchasing	1-May
6.02	Secure refrigerated trucks from outside source	Purchasing	1-May
6.03	Coordinate delivery locations and times with all vendors	Purchasing	06/01
6.04	Send out final communication with vendors 7 days prior with reminders of delivery locations, timing	Purchasing	06/15
Vendor Coordination/Planning			
SC/PP			
7.01	Meet with local food and beverage partners to finalize offerings and commission plan	Vendor Coord	1-May
7.02	Finalize and bid out equipment list	Vendor Coord	19-Apr
7.03	Order mobile trailer for ops and concession control	Vendor Coord	04/15
7.04	Secure cooking equipment	Vendor Coord	04/15
7.05	Secure all prep tents and flooring that we need to supply	Vendor Coord	15-May
7.06	Secure golf carts for food and beverage transport (through Intersport)	Vendor Coord	05/15
7.07	Finalize and bid out all Suite rental needs	Vendor Coord	27-Apr
7.08	Order Lull for Ops Compound	Vendor Coord	1-May
7.09	Order staff uniforms	Vendor Coord	1-May
Technology			
AO			
8.01	Secure all POS systems	IT	1-May
8.02	Confirm internet needs with Intersport	IT	05/01
8.03	Confirm credit card processing	IT	1-May
8.04	Obtain daily sales reports for commission purposes	IT	06/15
8.05	Place cash counting and POS equipment on site	IT	06/19
8.06	Test internet on-site	IT	06/19
Legal			
AP/JG			
9.01	Pull appropriate liquor permits	Legal	04/15
Loss Prevention-Market			
JM/MB			
10.01	Coordinate cash handling plan	LP	05/15
10.02	Confirm armoured service	LP	05/15
10.03	Coordinate security (if needed) for cash/ops trailer	LP	06/01
10.04	Receive safe	LP	06/21
10.05	Receive and distribute working funds	LP	06/24
Sales			
Amy I			
11.01	Confirm times of food service for private hospitality with Intersport	Sales	04/15
11.02	Send all menus and pricing to Intersport for final approval	Sales	04/27
11.03	Obtain final menu and beverage offerings and provide to marketing	Sales	05/01
11.04	Send food and beverage offerings to all suite holders	Sales	05/15
11.05	Create BEOs for individual suites	Sales	05/15
11.06	Request guest lists for individual suites	Sales	06/12
11.07	Finalize food and beverage orders for all private hospitality locations	Sales	06/12
11.08	Coordinating billing for add-on food and beverage enhancements	Sales	06/15
11.09	Settle up final commission to Intersport	Sales	07/01

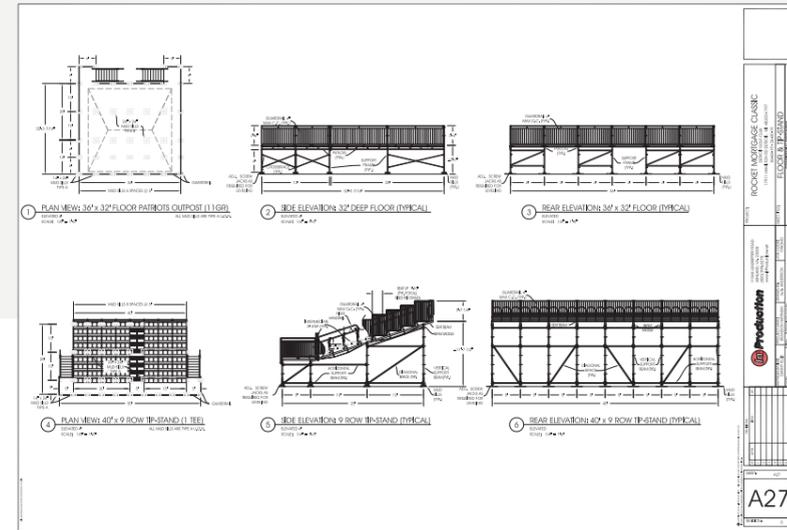
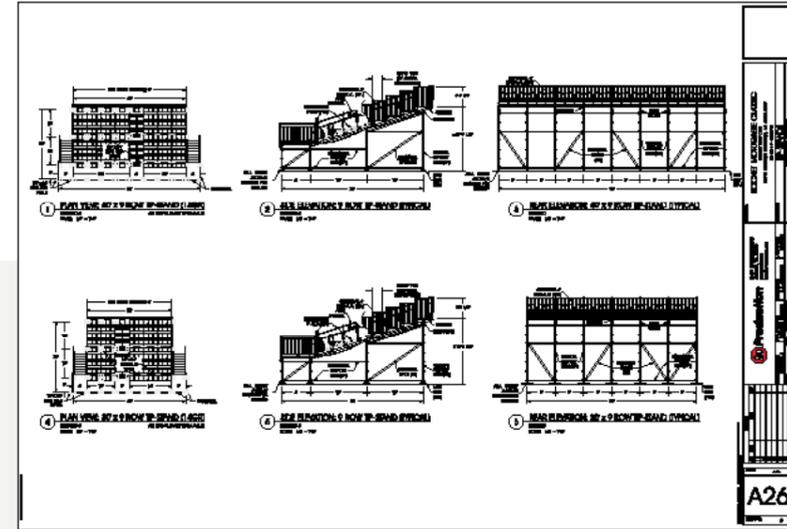
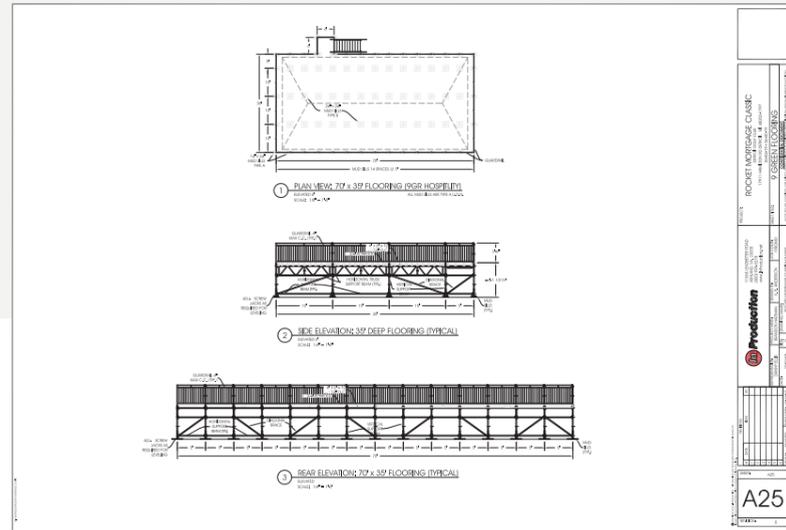
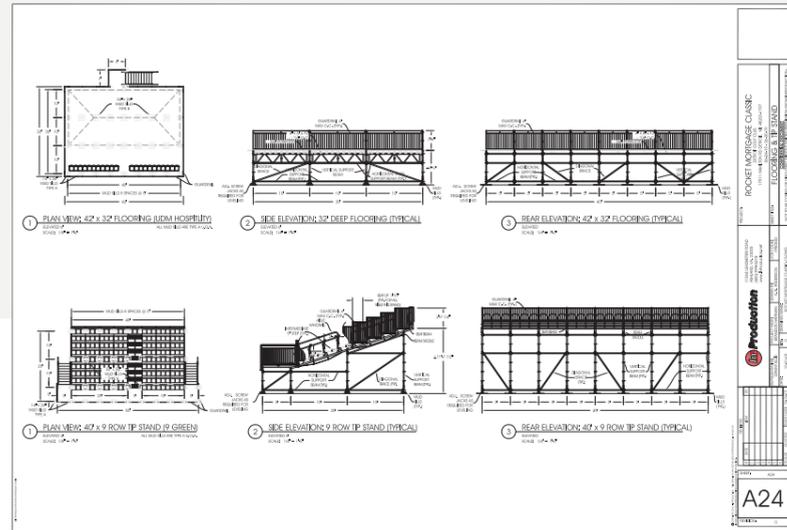
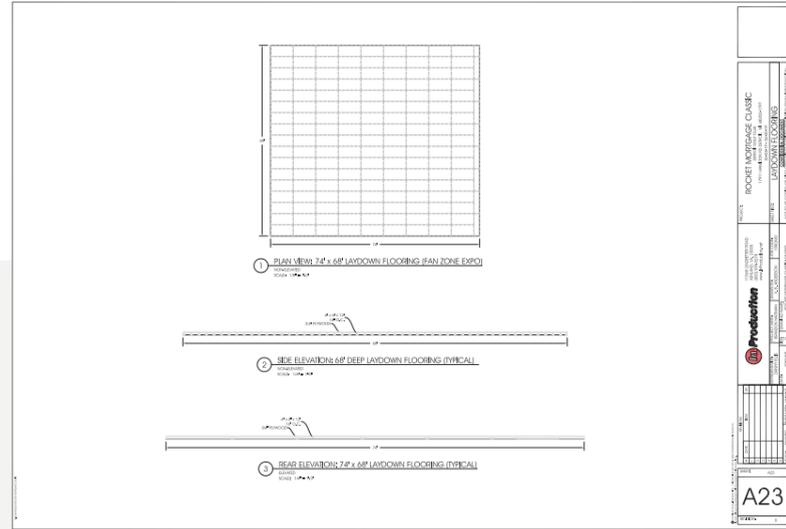
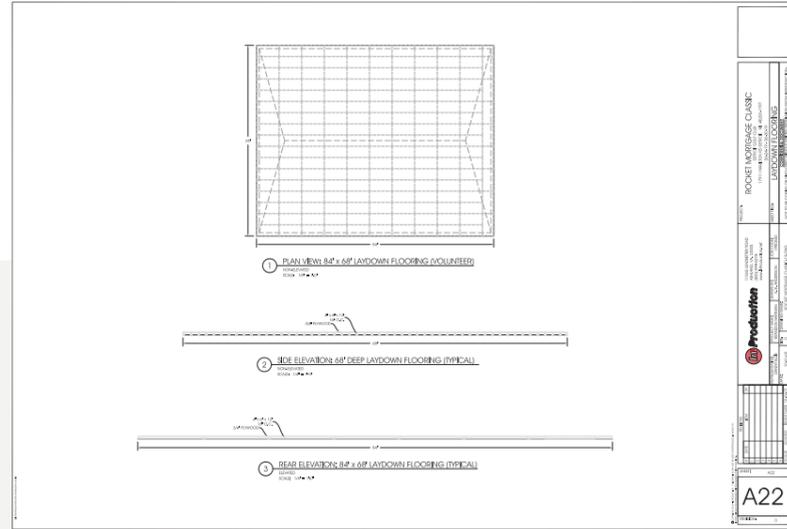
Pictured: Project Timeline





Pictured: Production Layouts





Pictured: Production Layouts

THANK YOU
FOR YOUR CONSIDERATION