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CATERER  
OF THE  
YEAR

FORTE BELANGER  
remarkable events™

International Caterers Association CATIE Awards 2020

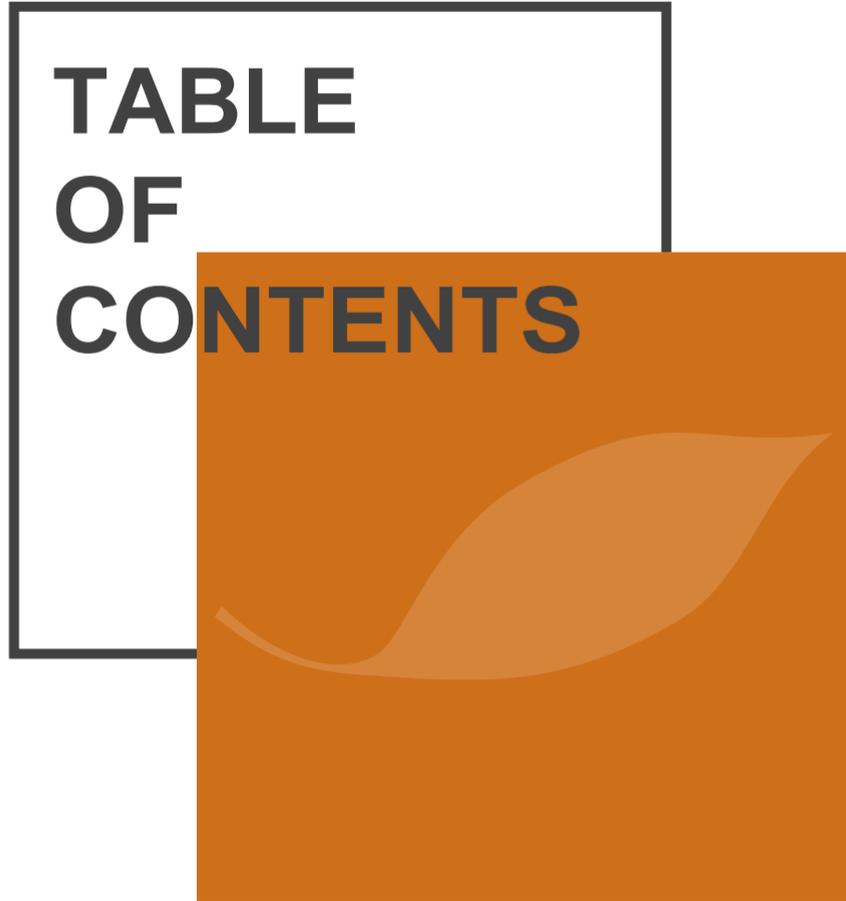
**F**orte Belanger is a leading special event design and catering firm. Over the course of nearly 25 years, we have designed and produced countless noteworthy events. For each and every one, we have kept our core promise of delivering the **creative thinking, remarkable food, and passionate service** that creates memorable brand impact. From start to finish, we take care of every detail, so our clients can focus on enjoying every moment with their guests. That's why discerning clients select Forte Belanger time after time.

Setting the standard for industry leadership, innovation, and excellence – in the Midwest and beyond – is no small task. We have forged our reputation from a rich heritage, forward-thinking culture, and an entrepreneurial spirit that fuels our ground-breaking approach to each and every remarkable gathering we are invited to design.

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# WE ARE FORTE BELANGER



We are known for our **passion, talent, hard work and dedication.**

We are **genuine, inspiring, and courteous.**

We share a relentless commitment for **collaborating, communicating, and doing good work.**

We believe that when you foster an environment of excellence, people take pride in their work which helps the organization grow and makes every occasion **simply remarkable.**

# JOB DESCRIPTIONS

## President, Events Group

The Events Group President handles the premier portfolio of event services, managing its leadership team, and developing a shared vision and demonstrated trust.

### Responsible for:

- Ensuring financial metrics are consistently met
- Ensuring events are executed with consistent service experience
- Ensuring the event brand is the strongest entry point for clients into the broader business of Continental and Forte Belanger
- Directing development and expansion of marketplace offerings
- Coaching high performing sales team

## Senior Vice President

The Senior Vice President is accountable for all areas of event planning, culinary operations, financial leadership, management and team leadership.

### Responsible for:

- Ensuring fulfillment of support needs by setting priorities
- Setting company strategies and objectives; creating metrics to measure success
- Preparing and analyzing financial reports; developing short- and long-term financial strategies, budgets and action plans consistent with corporate philosophy
- Coaching, developing, motivating and directing talent to maximize profitability and performance results

## Vice President, Service

The Vice President of Service oversees, manages, coordinates and executes the Forte Belanger Standard of Excellent Service.

### Responsible for:

- Leading the team; setting goals, monitoring work, driving progress, and fostering collaboration
- Reviewing financial metrics to ensure success indicators are met; using insight to coach and develop team members and streamline operations and sales
- Improving standards of operations by monitoring quality standards, handling issues, and ensuring timely and complete communication with interested parties
- Overseeing business development by networking in the community and engaging with clients, vendors and community leaders



**FOSTERING  
A CULTURE  
OF EXCELLENCE**

**Director,  
Innovative Dining Solutions**

The Director of Innovative Dining Solutions focuses energy on the company’s culinary direction and ultimate guest satisfaction with service and culinary selections.

**Responsible for:**

- Developing and testing new recipes based on the latest industry trends
- Working closely with event managers to ensure guests are consistently satisfied with service and selections
- Collaborating with event teams to design and execute catering services for large corporate events

**Vice President,  
Culinary Operations**

The Vice President of Culinary Operations strategically positions the company’s culinary team to be trend-forward, innovative, responsive to production, and equipped to execute events with outstanding quality.

**Responsible for:**

- Proactively working to scale culinary operations to accommodate any immediate growth whether organic, or by acquisition
- Overseeing a team of innovation-focused chefs working on catering-focused ideation, new menus and creative recipes
- Supervising the team that collaborates with procurement on product optimization and quality assurance
- Managing executive chefs and regional director that handle catering operations and managed venues
- Reviewing opportunities to build new teams and facilities to expand production space and hours of operation

**General Manager & Director,  
Event Operations**

The General Manager & Director of Event Operations brings vision and leadership to organizational and brand standards, guest expectations, and strategically growing the company.

**Responsible for:**

- Setting and maintaining performance standards to maximize sales, meet controllable expenses, and keep product and labor costs in line
- Regular auditing and reviewing operations performance, productivity, and guest satisfaction
- Directing outside partners to ensure service expectations are communicated and met, and pricing and contracts are effectively negotiated and maintained
- Collaborating with culinary team on design, development, implementation and evaluation of event menus to ensure highest quality standards
- Leading department managers on day-to-day operations; working with sales team on forecasting, controlling schedule capacity, and events calendar opportunities

### Senior Executive Chef

The Senior Executive Chef manages the culinary team, works offsite events, writes large event plans, conducts quality control and safety inspections at each event location.

#### Responsible for:

**Development:** Maintains awareness of new food trends, catering delivery methods, new ingredients, and on-trend plate presentations

**Leadership:** Actively trains, develops, and leads the culinary team; contributions to creation and execution of company vision

**Food preparation:** Manages daily kitchen prep and closing; oversees packaging and shipping for proper portioning during service

**Quality:** Ensures food is produced completely, to high quality standards with timely and complete communication on quality standards

**Maintenance:** Manages daily upkeep and organization of kitchen prep areas, cooler and freezers; rotates products efficiently through planning process

### Executive Chef

The Executive Chef manages the culinary team and daily production with the goal of exceeding quality and safety standards.

#### Responsible for:

Communicating and training kitchen staff on proper procedures and culinary production

Facilitating and managing daily food preparation, packaging and shipment

Monitoring complete, quality food production according to standards and event timelines

Managing daily upkeep and organization of kitchen prep areas, coolers and freezers; rotating products efficiently through the planning process

### Event Sous Chef

The Event Sous Chef guides the culinary team on daily preparation, execution and presentation while ensuring high standards of safety and excellence at event locations.

#### Responsible for:

Ensuring each shift is properly staffed and responsibilities are completed

Planning, organizing and delegating responsibility to ensure goals and objectives are met

Maintaining culinary quality control and ServSafe guidelines at all times

Ensuring food is properly prepared, and served in an appealing manner while upholding integrity of recipes

Planning for proper break-down and utilization of leftover items

### Line/Prep Cook

The Line/Prep Cook creates a consistent quality product and culinary experience that includes exceptional presentations, impressive client experiences, and a clean and safe working environment.

#### Responsible for:

Creating a consistent high-quality product and culinary experience

Representing the company brand in dress code, uniform, and demeanor

Providing exceptional guest service, presentation, and a clean and safe environment

Assisting the team when necessary to ensure completion of tasks and duties

### Event Cook

These talented culinary professionals create a consistent quality product and culinary experience that includes exceptional presentations, impressive client experiences, and a clean and safe working environment.

#### Responsible for:

Creating a consistent high-quality product and culinary experience

Representing the company brand in dress code, uniform, and demeanor

Providing exceptional guest service, presentation, and a clean and safe environment

Assisting the team when necessary to ensure completion of tasks and duties

### On-Call Cook

The On-Call Culinary Team creates a consistent quality product, exceptional presentation, and impressive client culinary experience in a clean and safe environment.

#### Responsible for:

Creating a consistent high-quality product and culinary experience

Representing the company brand in dress code, uniform, and demeanor

Providing exceptional guest service, presentation, and a clean and safe environment

Assisting the team when necessary to ensure completion of tasks and duties

**Senior Manager, Event Operations**

The Senior Manager of Event Operations leads and oversees key events; supports the warehouse and logistics manager and general manager and calls attention to issues before they escalate.

**Responsible for:**

Leading event operations team, and culinary team as needed

Overseeing training and development of event operation managers and leads

With GM and warehouse/logistics manager, trains, supervises, develops, and disciplines event operations staff and warehouse employees according to policies and operational procedures

With warehouse/logistics manager, identifies and communicates any truck or equipment issues as reported from event operations leads and drivers

Works with sales team, attends walkthroughs, and determines operational needs at events during proposal process

**Manager, Event Operations**

The Manager of Event Operations manages communication between client, departments, and on-site service team to ensure timely deliveries, set-up and break-down.

**Responsible for:**

Creating an itinerary based on client's sales contract

Monitoring client timelines, keeping respective departments updated on any changes

Implementing event service standards with on-call team and identifying areas of improvement

Participating in venue walkthroughs, execution, and recap meetings

Acting as the liaison between on-call service team and service director

**Event Operations Lead**

This individual leads the operations team at off-premise events and works closely with warehouse personnel, event operations manager, service captains and culinary team to ensure operations are flawless.

**Responsible for:**

Demonstrating positive leadership characteristics, inspiring employees to meet and exceed standards

Following all policies and procedures while constantly striving to improve operations standards

Reporting all employee issues to event operations manager and event director

Communicating operations plan and needs clearly with the service captain and culinary team

Assisting in warehouse; loading trucks; receiving, handling, and distributing equipment, food, beverages, and more

**SERVICE ISN'T EXPENSIVE. IT'S PRICELESS.**



### Service Director

This staffing manager oversees all full-time employees for events, leads strategic efforts with scheduling, and oversees the administrative process for executing events. Splits time between administrative duties and on-site event support.

#### Responsible for:

- Coordinating staff selection process based on needs reported by vice president and training manager
- Approving on-call staff selection and coordinating training shifts, once staff have been assigned by shared staffing strategist
- Overseeing and ensuring event itineraries are completed in a timely manner
- Providing on-site event management and staff supervision
- Building strong relationships with clients; manages client expectations

### Service Manager

The Service Manager oversees, coordinates, and schedules full-time employees for all off-premise events.

#### Responsible for:

- Ensuring completeness of work and proper timelines are being met
- Resolving last-minute staffing changes by working with shared staffing strategist
- Managing VIP files
- Identifying and reviewing weekly staffing needs with vice president and service director
- Finalizing staff arrival times according to event itinerary
- Supervising staff on-site at events
- Building strong relationships with clients; manages client expectations

### Beverage Manager

The Beverage Manager manages the entire beverage process for all events from warehouse to venue.

#### Responsible for:

- Managing entire beverage ordering process, checking product in; tracking consumption through Accubar
- Maintaining, updating and implementing accurate beverage process standard operating procedures (SOP); signing off on beverage sheets and glassware portions
- Creating and maintaining seasonal beverage menus, prioritizing excess inventory
- Making pre-batch specialty drinks and mixes like simple syrups
- Wrapping, loading and unloading beverage and bar equipment at event venues; managing and supporting bar service at all events

### Event Captain

The Event Captain leads event execution with on-site service team while exceeding guest expectations and upholding brand standards.

#### Responsible for:

- Managing communication and partnerships between culinary, operations and on-call service teams
- Managing service staff, giving direction to staff on SOPs and providing consistent feedback
- Writing organized event itineraries prior to each event and event and staffing notes following each event
- Maintaining working knowledge of specialty food and beverage requests
- Delivering outstanding service and mingling with clients to ensure needs are being met

### On-Call Server

The On-Call Service Team exceeds guests' service expectations with a positive attitude at event venues and outside properties.

#### Responsible for:

- Ensuring event set-up is executed in a timely manner
- Passing appetizers, desserts, and executing proper plated or station-set service
- Clearing and/or replenishing empty vessels during event
- Providing support in a fine dining or seated environment
- Identifying opportunities and ensuring guest expectations are being met

### Manager, Warehouse Operations & Logistics

The Warehouse Operations & Logistics Manager supervises and coordinates the warehouse staff to ensure all items for events are sent out as scheduled and all warehouse assets are properly tracked and maintained.

#### Responsible for:

Training, scheduling, supervising and counseling warehouse employees

Overseeing show-ready organization and cleanliness of warehouse facilities and company assets

Maintaining regular inventory; placing weekly orders based on event needs for dry goods, supplies and linens

Coordinating weekly warehouse production schedule including truck, pack, cleaning, and maintenance schedules

### Assistant Manager, Warehouse

The Warehouse Assistant Manager oversees catering warehouse production; supervises and coordinates warehouse expeditors, utility team and temporary warehouse staff. Ensures all events are loaded to specification, and sent out as scheduled; tracks and maintains all assets.

#### Responsible for:

Conducting warehouse lineup; driving company vehicles to and from events and company properties

Managing warehouse team to ensure all tasks are completed daily; following up on accuracy and completeness of work; setting performance goals and following up regularly

Overseeing show-ready organization and cleanliness of warehouse facilities and company assets

Handling all rental order check-ins, returns, internal rentals and more

### Fleet Manager

The Fleet Manager minimizes risk associated with vehicle investment, improves efficiency, and reduces overall transportation costs while maintaining government compliance.

#### Responsible for:

Developing reporting mechanism and communication strategy to track fleet vehicles

Scheduling drivers and vehicles for each job

Making recommendations for cost control, improvement, and fuel management

Ensuring fleet is reliable, efficient, cost-effective and able to support operations and growth

### Shipping & Receiving Coordinator

The Shipping & Receiving Coordinator handles receiving product shipments, taking daily and weekly inventory; also handles purchasing through a variety of vendors.

#### Responsible for:

Receiving product, conducting quality inspections at check-in; controlling waste, over-buying and more, from multiple vendors

Following proper SOPs for receiving, and checking all incoming product temperature and weights

Executing and overseeing proper product rotation following FIFO system and identifying old product in system

Taking daily cooler temperature, cleaning coolers/freezers daily

Executing daily and weekly inventory

### Warehouse Expeditor

The Warehouse Expeditor leads the packing and break-down of events; loading, unloading, driving vehicles and working events, as needed.

#### Responsible for:

Leading the efficient, complete and accurate packing and break-down of event equipment

Driving company vehicles to and from events and company buildings

Ensuring all warehouse and event paperwork is properly checked

Receiving, handling and returning rental orders through warehouse; notifying appropriate departments

Maintaining routine warehouse maintenance and upkeep

### Warehouse Utility

Warehouse Utility breaks-down, cleans and organizes all company equipment and warehouse supplies.

#### Responsible for:

Assisting in receiving and organizing incoming warehouse orders

Working with warehouse expeditor on projects such as dish line inventory and light equipment repair

Helping operations team with off-premise events, as needed

Driving company vehicles to and from events and company buildings

### Planning & Production Coordinator

The Planning & Production Coordinator plays an integral role in coordinating event details and needs between departments to ensure a properly planned event.

#### Responsible for:

- Planning event production and executing assigned events

- Creating unique brand-forward concepts including table designs, floral concepts, food and beverage station layouts

- Collaborating with logistics and sales account managers to facilitate planning and production needs

- Managing event project timeline, event changes, change orders, corrections, and action items from catering meetings

### Planning Manager

The Planning Manager manages the planning process from concept to execution.

#### Responsible for:

- Gathering client details and necessary information for event execution

- Engaging with department leads to execute timelines, floor plans, and secure warehouse equipment

- Ensuring tools and resources are used effectively to enhance team performance

- Staying up-to-date on industry trends to propose new solutions and identify opportunities for improvement

### Planning Administrator

The Planning Administrator plays an integral role in coordinating event details and needs between departments to ensure a properly planned event.

#### Responsible for:

- Managing dry goods administrative process and equipment planning for all events

- Following layout production expectations and timelines

- Drawing food and beverage table layouts

- Working with culinary to coordinate food vessels and tools needed for events based on EGS, food item, quantity and design

### Director, Event Sales

The Director of Event Sales manages the sales funnel by coaching the team to meet budgeted sales revenue goal.

#### Responsible for:

- Actively selling to own portfolio of clientele

- Distributing leads, reviewing all proposals, and ensuring compliance with Salesforce and Caterease usage

- Acting as a liaison between the sales team, upper level management and the entire Forte Belangerteam

- Hires, onboards and trains new sales members

### Associate Director, Event Sales

The Associate Director of Event Sales manages the sales funnel and actively sells to his or her own portfolio of clientele.

#### Responsible for:

- Leading biweekly sales meetings, group and individual coaching; one-on-one meetings, and quarterly group sales training activities; ensuring Salesforce compliance

- Distributing leads, and reviewing all proposals before sending to compliance; participating in prospecting

- Acting as a liaison between the sales team, upper level management and the entire Forte Belangerteam

- Streamlining sales processes and procedures; hiring, onboarding, and training new sales team members

### Venue Relationship Manager

The Venue Relationship Manager leads the company's efforts in the acquisition of new venue partnership and management opportunities.

#### Responsible for:

- Linking event planners, venue managers and customers

- Building relationships to find the right combination of partners to make great events happen

- Acting as a liaison between catering clients and preferred properties

### Business Manager

The Business Manager is responsible for the accuracy of the financials directly related to events.

#### Responsible for:

- Managing client facing billing and collection
- Tracking vendor payment and submitting invoices for payment
- Analyzing monthly financials to identify areas for strategic decision making
- Processing consistency for event-related financial elements

### Account Manager

The Account Manager manages a portfolio of accounts by maintaining existing clients and prospecting new business opportunities.

#### Responsible for:

- Working with culinary team to develop creative and seasonably appropriate menus
- Developing strategically priced proposals while maintaining Forte Belanger's cost/profit ratio guidelines
- Leading event tastings, walkthroughs and site inspections and distributing pertinent information to team
- Maintaining Salesforce and Caterbase within management guidelines
- Overseeing large-scale events and acting as a liaison between the client and the team

### Sales Coordinator

The Sales Coordinator supports sales account managers through proposal creation and development, client communication and event file updates.

#### Responsible for:

- Answering new sales calls, taking down initial information, and passing leads to senior sales administrator, director of sales and VP of operations
- Assisting with proposal rough-ins; communicating with client on account manager behalf; updating notebooks and contracts after site visits and tastings
- Preparing calendars, and check sheets; requesting final counts, and updating calendars
- Making contract updates, sending updates to team, kitchen; sending pre-event connection emails to clients with scheduled staff and event itinerary
- Sending all rental needs to client; creating floor plans for vendors, venues, clients, and more



**WE WRITE THE SCRIPT**  
AND TEST IT COUNTLESS TIMES

# EMPLOYEE HANDBOOK

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Rev March 2019

### A Partnership for Success

For nearly a decade, Forte Belanger has been proud to be the powerhouse off-premise catering division of Michigan's largest contract food management company, Continental. Collectively, we strive to **delight our guest, every meal, every day.**

For a complete version of the Continental Employee Handbook, please [click here](#).

## APPRECIATION & RECOGNITION

Forte Belanger coworkers are our brand ambassadors; everything they do elevates the company from ordinary to extraordinary.

Known for their passion, talent, hard work and dedication, our people are genuine, inspiring and courteous. They share a relentless commitment to collaboration, communication, doing good work, and upholding company values and ethics, all the while going the extra mile to make every occasion simply remarkable.

Great employees are hard to find, and we are lucky to have them at Forte Belanger. Following are just some of the ways we work hard to keep our employees engaged and happy.

### Culture Club

This peer group represents each of Forte Belanger's departments: culinary, service, sales, operations, and planning. Culture Club members, nominated by coworkers as the voice of each department, meet monthly and facilitate solutions to challenges, help enhance teamwork and collaboration, organize staff recognitions, and more.

### Milestones & Life Events

Birthdays, babies, engagements, work-iversaries, and other life events are all celebrated by the team. From birthday cards and gift cards, to branded bibs and a night out on the town; we ensure our employees feel valued and appreciated during these major life events.

### Conferences

Forte Belanger team members are hand-selected based on their role to attend industry conferences, paid in full by the company. We believe these conferences provide invaluable networking, exposure to expert speakers, industry best practices, and other relevant experiences that may inspire our next big idea.

### Personal Assistance

One can never predict when they may need a helping hand. Should any of our staff members be experiencing personal difficulties, we're always ready to pitch in with financial assistance, legal help, or counseling.

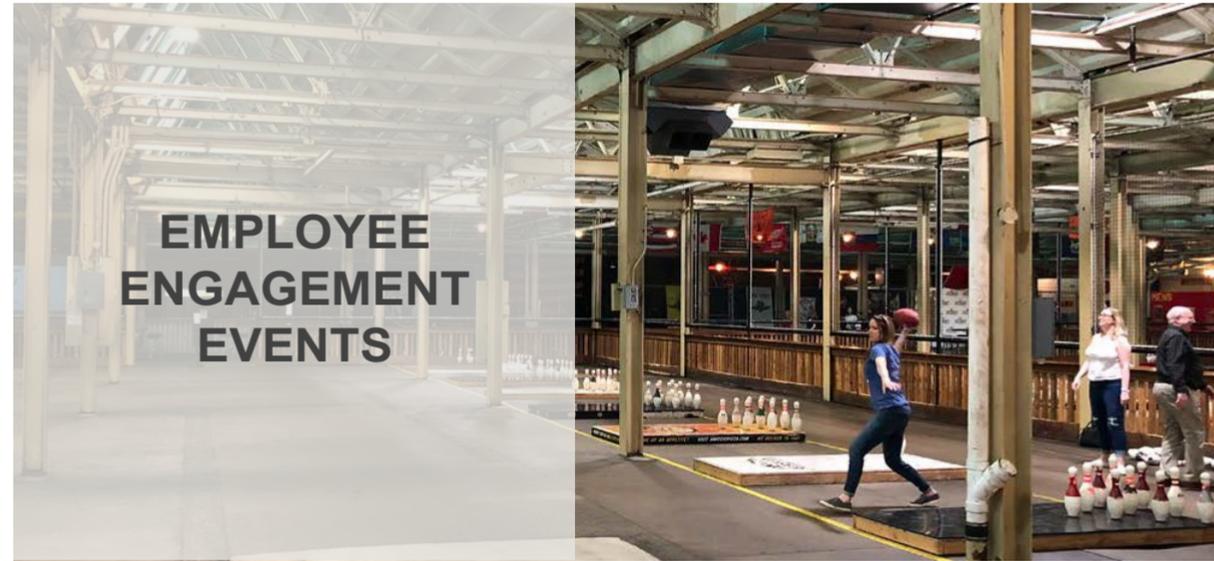
### Shared Staffing

A unique competitive advantage for employees, shared staffing bridges a gap in an increasingly competitive talent market by providing a means to retain key employees and recruit those looking for flexible work environments.

With its detailed skills training and career-building potential, this program goes beyond guiding employees to understand what their job is; we also use it as an opportunity to identify "service naturals" and groom them to take on more responsibility.

We start by cross-training our people. Each business unit has its own module-based core skills program; covering roles like bartending, station setting, operations, service, and more. By simply focusing on building skills, employees can chart their own career path, and increase wages by as much as 35 percent within two years. We consider this an exclusive opportunity that supports professional and personal development, nurtures our talented team members, and enables them to earn steady income year-round.





This year, Forte Belanger changed employee engagement. Every four months, the company hosted a different event that focused on a three-pronged approach to saying thank you, and bringing together teams from different areas of the business to spur conversation and collaboration.

“Fowling” was the first event attended by our accounting and creative teams. Staff volunteered to play and coach sports with Courageous, Inc. in the summer; finally, we invited the team to Brew Detroit for camaraderie, gifts and prizes.



### Fueling Inspiration

Forte Belanger employees enjoy hot lunch, grab-and-go snacks and beverages, coffee service paid for by the company; it’s our way of rewarding, and demonstrating our regard, for our people on daily basis.

### Thank You Celebrations

As a thank you for a job well done executing the company’s first ever PGA TOUR event, our teams boarded Ovation, one of the company’s luxury yachts, for an afternoon celebration, complete with a delicious meal, open bar and entertainment.

### Employee Recognition

Finally, every year the company hosts an employee recognition event celebrating individual team member achievements that reflect and contribute our core values. Each division of the company nominates its staff to be honored; honorees are invited to bring their spouse, or a guest, to one of the company’s managed venues for a high-end strolling dinner and celebration.

## 2019 MARKETING PLAN EXECUTION

**Forte Belanger continues to focus its marketing efforts on building and maintaining strong client relationships that enhance brand recognition, and providing innovative services backed by technology.**

**Capitalizing on Connections.** Our success in acquiring new clients is due in large part to capitalizing on deep connections and long-term relationships with Detroit-based partners. For example, Forte Belanger's trusted partnership with mortgage giant Quicken Loans opened a door that ultimately rewarded the company with landing a full-service multi-year contract with Intersport to execute the Rocket Mortgage Classic.

Forte Belanger's leadership team attends events in support of clients to strengthen relationships, with the added benefit of keeping a pulse on event execution and brand standards of excellence. Forte Belanger's top leaders stay in the public eye by attending a variety of charitable and business networking events, more than 500 annually. Clients value our presence, and we continue to expand our business thanks to this level of participation.

Visibility among Detroit's corporate leadership has reinforced Forte Belanger's prominent role as caterer of choice for every high-profile gala in the market: the Detroit Institute of Arts Gala, the Detroit Children's Fund Gala, Fash Bash, the College for Creative Studies Wine Auction, and St. Joe's Holiday Ball.

Our LCA membership continues to play a pivotal role in marketing Forte Belanger; we maintain our stature as Michigan's only LCA caterer, reinforcing our sterling reputation with a mark of excellence. Membership ensures we are benchmarking top caterers in the country, provides us access to trend-setting catering and design inspiration, and, enhances our ability to wow discriminating clients with fresh new ideas that create sustainable 'buzz'. Our LCA partners were instrumental in sharing industry knowledge and staffing for the company's successful first-year multi-day spectator event.

Creating a buzz with our expertly executed events contributes to word of mouth advertising, and our continued visibility in the community. As with any top caterer, great execution creates word of mouth which enhances the Forte Belanger brand.

**Innovative Services and Technology.** Forte Belanger formally launched its web-based venue concierge service, a first among caterers in the region.

Remarkable events are borne from the perfect combination of an inspired space, fine catering, high-touch service, and top-notch design. This complimentary service is staffed by two full-time concierges that facilitate the process of pairing clients with local venues. In addition to providing clients with an exclusive service, Forte Belanger is helping the community in which they work by driving business to distinctive event spaces. Forte Belanger is aligned as an exclusive, or preferred caterer and highly regarded partner, with more than 50 properties around Metropolitan Detroit.

The relationship has grown our footprint in the market significantly. Further, owners and managers at new on-trend properties are reaching out directly to Forte Belanger as they come online to be listed among the elite venues listed in the concierge service. Forte Belanger's digital marketing includes its sophisticated brand-forward website and social media presence on Facebook, Instagram, and LinkedIn. Digital marketing

programs are now handled by a dedicated account manager. She has crafted a voice for the brand, and continues to create content closely aligned with the company's target audience. Digital initiatives include email drip campaigns that promote our preferred venues to corporate clients; guests are directed to custom landing pages that provide a convenient way to submit an inquiry. All campaigns run in tandem with content posted on social channels.

Marketing includes progressive proposals packed with fresh, detailed narratives along with comprehensive vision boards loaded with design and culinary inspiration, and, of course, mouth-watering menu details. Creative proposals for high-end event and business opportunities are also one of our fortes, and have included custom-designed tablets set to auto-play brand videos from recent events; and, deliciously handcrafted gifts, made fresh in our kitchen.

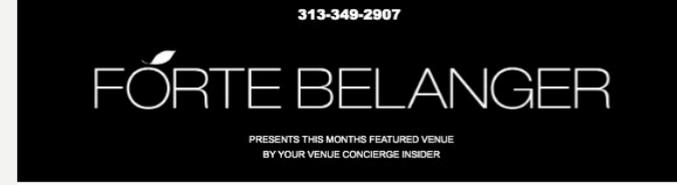
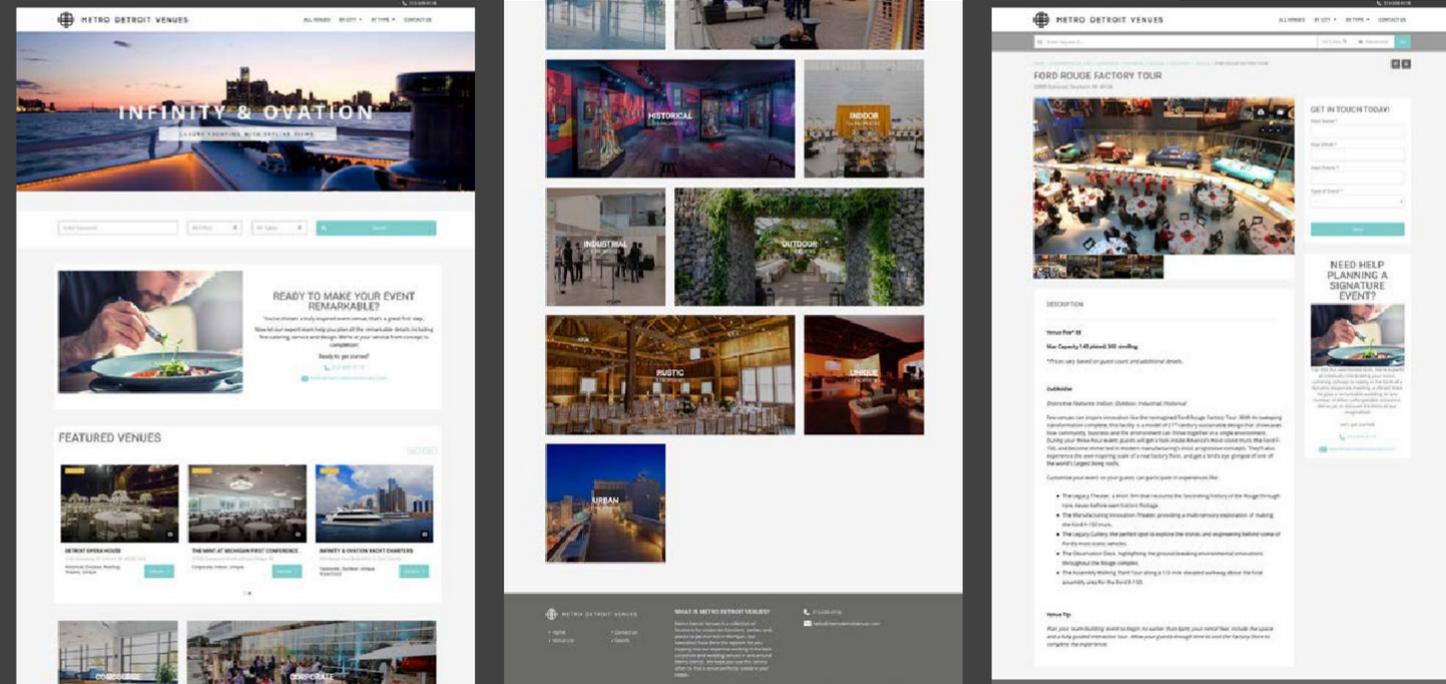
This year, we implemented Caterease as an operations platform for everything from proposals to production. To automate the proposal process; Caterease templates were created to reinforce Forte Belanger's brand standards and allow photos to be

easily uploaded into the new, user-friendly formats. Thanks to this system, we are more responsive to inquiries because we are able to turnaround proposals in half the time. We have also implemented post-event surveys to ensure we are meeting our set standards. Account managers personally follow up on responses as another point of contact in building and maintaining strong client relationships.

Finally, our marketing efforts also focus on people, specifically, talent development and recruitment. Forte Belanger continues to produce highly trained hospitality industry experts that are our best brand ambassadors. Fostering an environment of excellence encourages our people to take pride in their work, which, in turn, helps our organization grow.

## VENUE CONCIERGE WEBSITE

Throughout 2019, Forte Belanger continuously added notable event spaces to its venue concierge website, [MetroDetroitVenues.com](http://MetroDetroitVenues.com). Here, potential and current clients can browse our portfolio of event spaces with the detailed search function to find the perfect space for their next gathering.



### JUNIOR LEAGUE OF DETROIT DESIGNERS' SHOW HOUSE

A ONCE IN A LIFETIME OPPORTUNITY THAT IS ONLY AVAILABLE FOR A LIMITED TIME (Month of June 2020)



#### VENUE FEATURES

HISTORIC GEORGIAN-STYLE HOME BUILT IN 1907

LOCATED IN DETROIT'S HISTORIC INDIAN VILLAGE

FEATURES FORMAL GARDENS, REFLECTIVE POOL, FOUNTAINS & PAVED WALKING PATHS

EXCLUSIVE ACCESS TO THE DECORATED 1ST & 2ND FLOORS WITH DOCENT STAFFED ROOMS

140' x 40' CLEAR SPAN TENT

ACCOMMODATES 300 PLATED DINNER OR 600 STROLLING

ALL PROCEEDS GO TO JUNIOR LEAGUE DETROIT



CREATING THE RIGHT EVENT ATMOSPHERE GOES HAND-IN-GLOVE WITH PLANNING, DESIGN & FINE CATERING...

... IF THE SPACE IS INSPIRED, YOU KNOW THE EVENT IS GOING TO BE REMARKABLE!



## MDV VENUE DRIP EMAIL CAMPAIGN

To keep our clients up-to-date on the latest and greatest additions to our venue portfolio, our team sends out a monthly email blast loaded with new venue specs, details and special offers!

# WEDDING VENUE SALES SHEETS

**Weddings AT THE MADISON**  
by FORTÉ BELANGER

**INSIDER TIP:** Madison's rooftop offers the city's best view of Comerica Park!

**URBAN SOPHISTICATION IN THE HEART OF DETROIT**  
Newly reclaimed and reshaped, Madison boasts multiple levels of indoor and outdoor event spaces, making it the perfect downtown setting to tie the knot.

Multi-level rooftop terrace accommodates up to 180 guests reception style

Outdoor space includes covered grill and bar, lounge area and wraparound balcony

State-of-the-art private Loft accommodates up to 130 guests reception style

Loft can serve as primary event space or alternate space in the event of inclement weather

Weddings should be as remarkable as the couples they celebrate. That's why we approach every wedding with exceptional thoughtfulness, consideration, enthusiasm and grace. We start with deliciously remarkable food. Our repertoire includes the very best of culinary trends, whether conceived in our own kitchen or inspired from around the globe.

We have earned our reputation by executing weddings with outstanding hospitality and attention to detail. Our dedicated team will be at your service to deliver a flawless experience for you and your guests.

Forté Belanger is more than a caterer. We are the partners that work alongside you to create a signature celebration that is uniquely you.

If you're ready to create your unforgettable wedding, we're ready to get started.





**Weddings AT THE WHISKEY FACTORY**  
by FORTÉ BELANGER

**HISTORY & HERITAGE AT DETROIT CITY DISTILLERY**  
Get ready to celebrate at one of the city's newest private event venues. Inside this working distillery, your guests will be immersed in a sensory feast of fresh grains, shing copper stills, and the hum of distillers at work.

Second-story rickhouse, artfully converted to intimate event space with a rustic-industrial vibe

Conveniently located between Downtown and Eastern Market

Space features vintage 1920s bar, original exposed brick, concrete columns, and is lined with whiskey barrels - each in a different stage of aging

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**Weddings AT EASTERN MARKET**  
by FORTÉ BELANGER

**FARM-TO-TABLE AT A TRUE DETROIT LANDMARK**  
Detroit's Eastern Market, spanning six city blocks, is the country's largest open-air flowered market, and the largest historic public market. Light, open, and airy, its indoor and outdoor spaces can be completely transformed to fit your unique vision and style.

Shed 3, added in 1922, with its four "wings", can host between 700 and 1,500 guests

Shed 5, built in 1981, is enclosed and can accommodate up to 900 guests; recently restored and updated, this space also includes an outdoor plaza and enclosed commons room

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As new venue partnerships are forged, Forté Belanger's in-house marketing team creates specific sales tools – like these venue sales sheets – for the team to distribute to potential clients along with an initial event quote, if requested.

LIFE LEADERS, INC. JOURNAL AD



# PROUD TO SUPPORT THE INAUGURAL LIFE LEADERS, INC. GALA

FORTÉ BELANGER  
remarkable events™

248.621.4992



ForteBelanger.com

# FORD ROUGE MENU GUIDE



**STROLLING DINNER STATIONS**

**CLASSIC COPY**

- Lamb Chops, Rosemary-Garlic, Sautéed with Lemon Zest, Cabernet Demi-Glace Sauce, Lemon Herb Potatoes (S/P)
- Steaks Topped - Chopped Rosemary, Tossed with Tomatoes, Cucumbers, Olives, Green Pepper, Shrimp, Beans, Olives and Pate Chausse, Lemon, Orange Vinaigrette (S/P) (V)
- Traditional Ham and Potatoes - Served with Pine Triangles
- Duck Breast (Filet Stuffed Green Leaves)
- Scallops (Garden Potato Sauce) (S/P) (V)

**OUR FAVORITE RECOMMENDATIONS**

- Porcini, Potato, Fried Potato, Onions, Pan-Fried and Served with a Variety of Toppings, Sour Cream, Warm Bacon, Red Onion, Vinegar, Caster Sugar (V)
- Grilled - Pork, Stuffed Challenge Ribs, Pine, Ground Beef Filling and House Tomato Sauce (S/P)
- Kebab and Kofta - Smoked sausage Medallions, Sauteed, White Wine Mustard, White Green Mustard (S/P)

**RECOMMENDED WINE**

- Empressa Carne - Specialty Beef Plate, Corn Tortillas Layered with Sautéed Ground Beef
- Tamales Pabito - Yellow and White Corn Masa Filled with Corn-Steamed Chicken, Wrapped and Steamed in Corn Husks
- Cheese Quercia - Cheddar and Manchego Cheeses, Soft-Cheese Tomato (V)
- Presented with Flavors! Fresh Toppings: Shredded Lettuce, Sour Cream, Guacamole, Pico de Gallo, Tomatoes Avocado Salsa



**REMARKABLE EVENTS**

**PRICING**

- \$ 100 per person for a three-hour event with a 75 person maximum
- Includes: Guest Seating with four length three 6' round tables, Front Royal First Seating, Best Top Tables, China, Silverware and Flatware, Attentive Service Staff and TOPS Certified Bartenders
- Guest Enhancements: Upgrade to Premium Bar Service for an additional \$2 per person
- Increase your Food and Beverage selection for an additional \$2 per person
- Add-on Table Service for an additional \$8 per person. Cocktail and Staff Food Stations are available upon request. Change and Production Services are available upon request
- Details: 6% Michigan Sales Tax will be added to total invoice unless the client provides appropriate forms for Michigan Sales and Use Tax Certificate of Exemption

Any substitution made to the menu, bar, staffing, and design are subject to additional fees

Final Guest Count is due 14 days prior to the event date

Call today to start planning your experience today!

248.479.6780  
[fordrouge.com](http://fordrouge.com)

f t i s



A few pages from our custom menu guide created for the Ford Rouge Factory, one of Forte Belanger's newest partnered venues in the Detroit area. Check out their full venue listing on our venue concierge website, [MetroDetroitVenues.com](http://MetroDetroitVenues.com)!

**CREATE SOMETHING OF WONDERFUL**

THE HOLIDAYS ARE RIGHT AROUND THE CORNER AND A CELEBRATION IS IN ORDER

**FEEL THE GLOW**

Your guests will feel the glow when you artfully pair a distinctive venue with creative catering and design.

Take advantage of our expertise collaborating with the area's most recognized venues, and unwrap an unforgettable experience in any of these exquisite settings!

248.479.6780  
[fordrouge.com](http://fordrouge.com)

**EASTERN MARKET**

Light, open and airy, Eastern Market's minimal indoor and outdoor spaces can be completely transformed for an incredible event backdrop.

- **VENUE FEE:** \$\$\$
- **CAPACITY:** Shed 3 – 700 plated or 1,500 strolling; Shed 5 – 500 plated or 900 strolling
- **GOOGLE RATING:**

**RUSSELL INDUSTRIAL CENTER**

Russell's vast spaces have played host to major Hollywood motion picture shoots, as well as arts, theatre and social events. The Expo Center's polished white floors offer a 'clean slate' backdrop for any type of décor.

- **VENUE FEE:** \$\$\$\$
- **CAPACITY:** 700 plated or 1,500 strolling
- **GOOGLE RATING:**

**WATERVIEW LOFT**

A sophisticated downtown loft-meets-open-air-terrace and riverfront patio – what better place to celebrate the holidays? This exclusive venue features an expansive atrium, a bright, contemporary indoor conservatory, a spacious outdoor terrace, and a flexible, modern upper-level loft; the perfect multi-functional raw space in which to craft your event.

- **VENUE FEE:** \$\$\$\$
- **CAPACITY:** 190 plated or 450 strolling
- **GOOGLE RATING:**

**DETROIT OPERA HOUSE**

This historic, luxurious building offers a wide array of sophisticated spaces for events, from the theatre's main stage – the largest stage in Michigan – to its SkyDeck, and intimate lounges, the grand lobby and artistic spaces.

- **VENUE FEE:** \$\$\$\$
- **CAPACITY:** 350 plated or 700 strolling
- **GOOGLE RATING:**

**THE MINT**

**THE MINT**

Newly minted, just for you! With its spacious layout, The Mint at Michigan First Conference Center – centrally located in Southfield – is the perfect setting for your next get-together.

- **VENUE FEE:** \$\$\$\$
- **CAPACITY:** 350 plated or 700 strolling
- **GOOGLE RATING:**

**CCS TAUBMAN CENTER**

The College for Creative Studies Taubman Center combines modern design with the rich history of the Argonaut Building in Detroit's New Center – overlooking stunning views of the city, it is a distinctive alternative to traditional gathering spaces.

- **VENUE FEE:** \$\$\$
- **CAPACITY:** 225 plated or 1,000 strolling

**THE WHISKEY FACTORY**

Invite your guests to step inside a working distillery and be immersed in a sensory feast of fresh grains, shining copper stills, and the hum of distillers at work. Transport them back in time in the rustic second story rickhouse, artfully converted to intimate event space with a rustic-industrial vibe. This distinguished venue is truly unforgettable!

- **VENUE FEE:** \$\$\$
- **CAPACITY:** 175 plated or 250 strolling
- **GOOGLE RATING:**

**THE JAM HANDY**

This iconic Gothic-Revival building – once used as a film production sound stage – was in its heyday, the largest film studio outside Hollywood and New York City. Today, it's a performing arts center and art gallery, and the perfect white box setting in which to design events of any shape and size.

- **VENUE FEE:** \$\$\$
- **CAPACITY:** 150 plated or 400 strolling
- **GOOGLE RATING:**

**LAFAYETTE GARAGE**

Treat your guests to a stroll through the Buhl Sport collection of Indy race cars, memorabilia, and more! With over 20,000 square feet, Lafayette Garage offers ample space for an epic celebration.

- **VENUE FEE:** \$\$\$
- **CAPACITY:** 350 plated or 800 strolling
- **GOOGLE RATING:**

**THE MERIDIAN**

Sleek, sophisticated, lavish and luxe. It's Metro Detroit's newest venue, conveniently located just off the freeway in Farmington Hills. Host an intimate gathering in one of its five individual rooms, or combine the space for one grand event. You're only limited by your imagination!

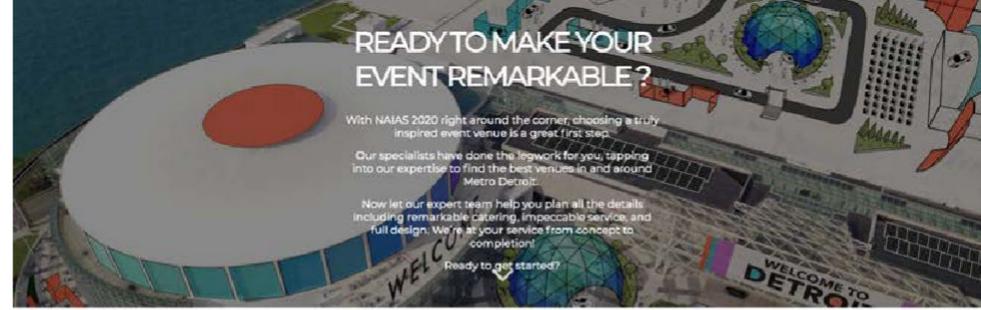
- **VENUE FEE:** \$\$\$
- **CAPACITY:** 800 plated or 1,000 strolling
- **GOOGLE RATING:**

**FORTE BELANGER**  
 remarkable events

f i

**HOLIDAY VENUE FLIER**

Used in tandem with a [custom landing page](#), email and web-based marketing, many of Forte Belanger's recurring clients we're exposed to new and exciting venues for their annual holiday gathering.



WE ARE LESS THAN  
365 DAYS AWAY!

CONTACT A SPECIALIST TODAY

CHECK OUT OUR FLEET



## NAIAS LEAD-GEN LANDING PAGE

SETTING THE INDUSTRY STANDARD FOR  
LEADERSHIP + INNOVATION + EXCELLENCE.

88+ VENUES WITHIN THE HEART OF THE CITY

18+ VENUES ABLE TO SHOWCASE YOUR VEHICLE REVEAL

400+ SERVICE PROFESSIONALS

15 DEDICATED ACCOUNT MANAGERS

UNMATCHED & WELL RECOGNIZED



## CATEREASE TEMPLATES

Through this innovative event planning and catering software, our sales team is able to develop beautiful proposals with brand consistency in a fraction of the time.

Our in-house marketing team has worked diligently over the past year to incorporate eye-catching designs for both Forte Belanger as a whole and our growing roster of managed event venues.



### EVENT INFORMATION

EVENT NAME: Sample Venue  
 VENUE/LOCATION: 123 Sample Road, Detroit  
 DATE: Tuesday, December 31, 2019  
 EVENT TIME: 6:30 pm - 11:30 pm  
 STAFF ARRIVAL/DEPARTURE TIME: 2:00 pm - 12:00 am  
 ESTIMATED GUEST COUNT: 250  
 FINAL GUEST COUNT DUE DATE: December 17, 2019

### CLIENT INFORMATION

Sample Client  
 (123) 456-7890  
 Sample@email.com

### ACCOUNT MANAGER

Rebecca Murphy  
 (248) 602-4505

### EVENT NOTES

4:00PM: Forte Belanger Arrival  
 6:30PM to 7:30PM: Passed Hors d'Oeuvres  
 7:30PM to 9:00PM: Seated Dinner  
 9:00PM to 10:00PM: Dessert and Coffee Stations, Mingling  
 10:00PM: Guest Departure  
 10:30PM: Forte Belanger Departure

## CUSTOM MENU

Bar Services Provided by Venue

Passed Hors d'Oeuvres  
 This is an Optional Upgrade for the Client  
 Three-Course Seated Dinner

**First Course**  
**Penny Salad GF / Veg**  
 Baby Field Greens  
 Golden Beets, Sweet Peas  
 Hericot Vert and Tomatoes  
 Parmigiano Reggiano Crisps  
 Basil Vinaigrette

**Artisan Dinner Roll**  
**Savory Pullman**  
 Plugra Butter Slice  
 Herb Plugra Butter

**Single Entree**  
**Maison Chicken Breast GF**  
 Meyer Lemon and Fresh Herbs  
 Tangaron Beurre Blanc  
 Herb Oil

**Parmesan Roasted Fingerling Potatoes**  
**Roasted Asparagus Vegetables**

**Dessert Course**

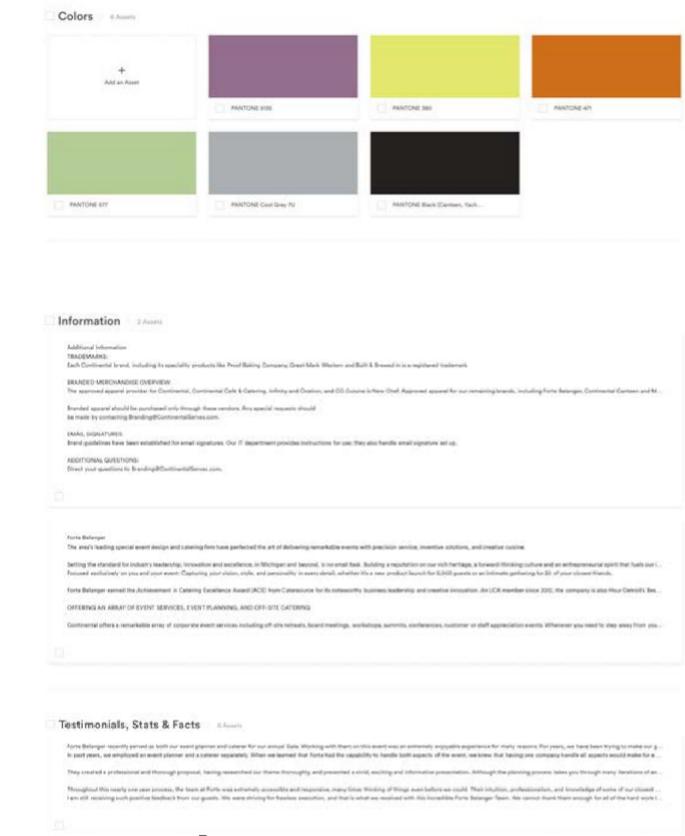
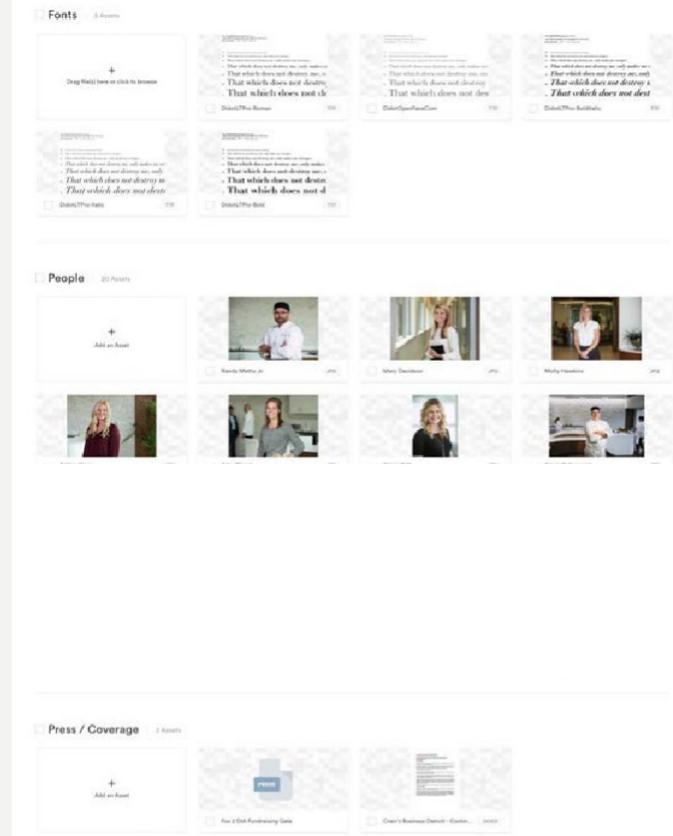
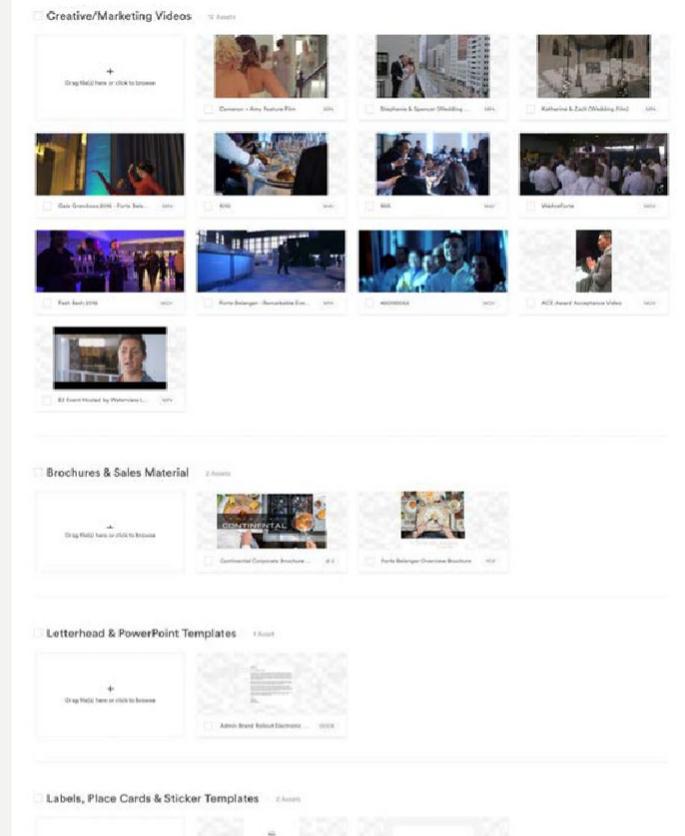
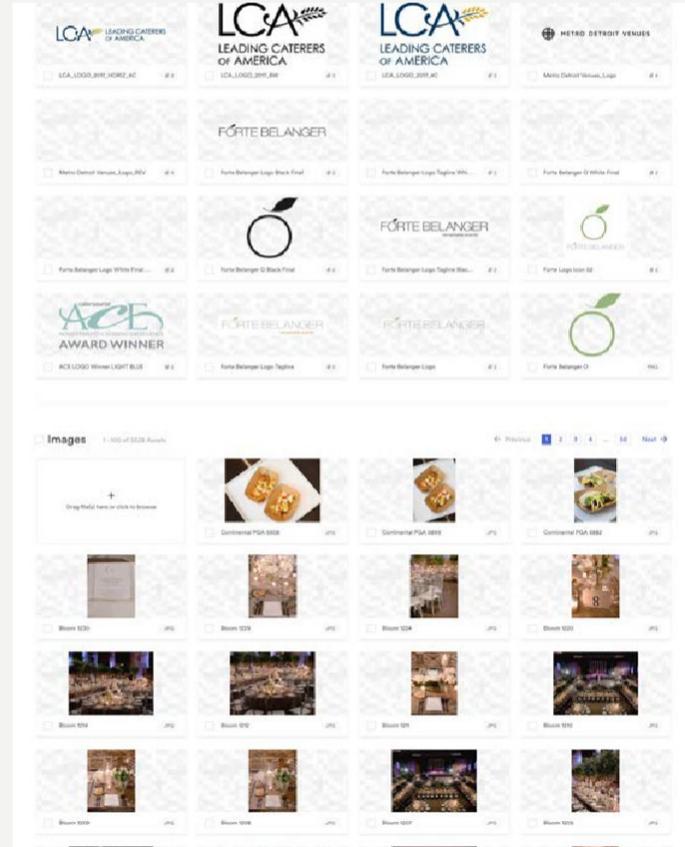
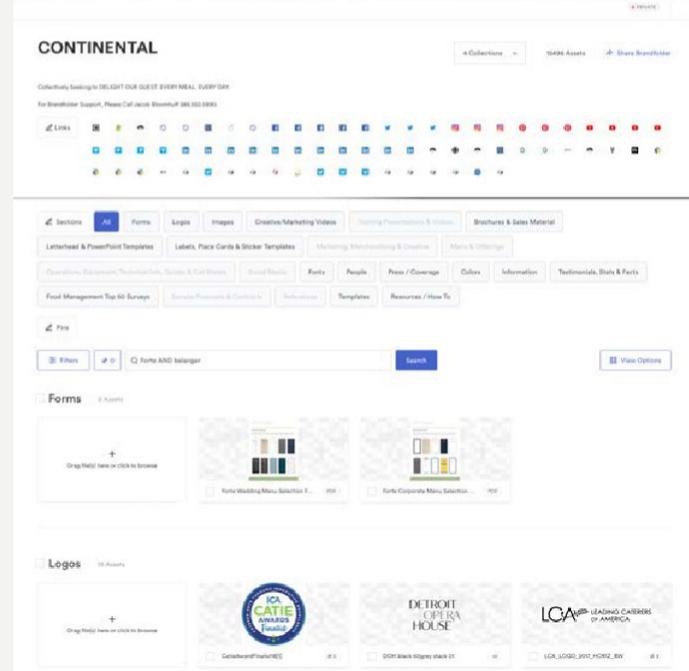
**The Bride and Groom's Wedding Cake**  
 Client to Provide Wedding Cake  
 Forte Belanger to Cut & Serve Wedding Cake as Dessert Course

**Coffee & Hot Tea**  
 Venue to Provide



Please Initial

In the fast-paced catering and events environment, we identified a need for quick reference to our latest marketing assets. Forte Belanger's integration with Brandfolder has catered to that need with its digital asset management platform. Internally, our employees can access anything from logos, fonts, and brand collateral to photos, videos, testimonials and more. This tool can also be used to share assets externally to clients; the team member simply selects the desired assets and Brandfolder generates single link for shared access. For a first-hand look, check out our entire Forte Belanger collection [here](#).



**BRANDFOLDER IMPLEMENTATION**

## TOUCHPOINT MARKETING

We take every opportunity to show our appreciation to our loyal clients. Thanks to the affiliation with Continental and its in-house bakery, Proof Baking Co., Forte Belanger was able to hand-deliver goodies like these housemade cranberry walnut baguettes and apple cinnamon butter.

### APPLE CINNAMON BUTTER



**INGREDIENTS**

2 cups unsalted butter, softened	4 tbsp. brown sugar
2 tsp. cinnamon	2 pinches nutmeg
4 tbsp. apple sauce	1 pinch salt

**INSTRUCTIONS**

1. Add soft butter, cinnamon, brown sugar, nutmeg and salt into mixer.
2. Whip on high for 1-2 minutes, until fully incorporated.
3. Serve warm or chill and serve cold.
4. Store in cooler, covered.



In efforts to build and maintain a strong relationship with our PGA TOUR and Intersport partners, our team created several themed deliverables like these custom cake pops, K-Cups, and cookies.



# SOCIAL MEDIA

This past year, Forte Belanger refocused its social media efforts to include more real-time content to help increase engagement and relate to our followers. Social platforms that saw little return on investment were eliminated from our mix, dedicating our attention to Facebook, Instagram, and LinkedIn.

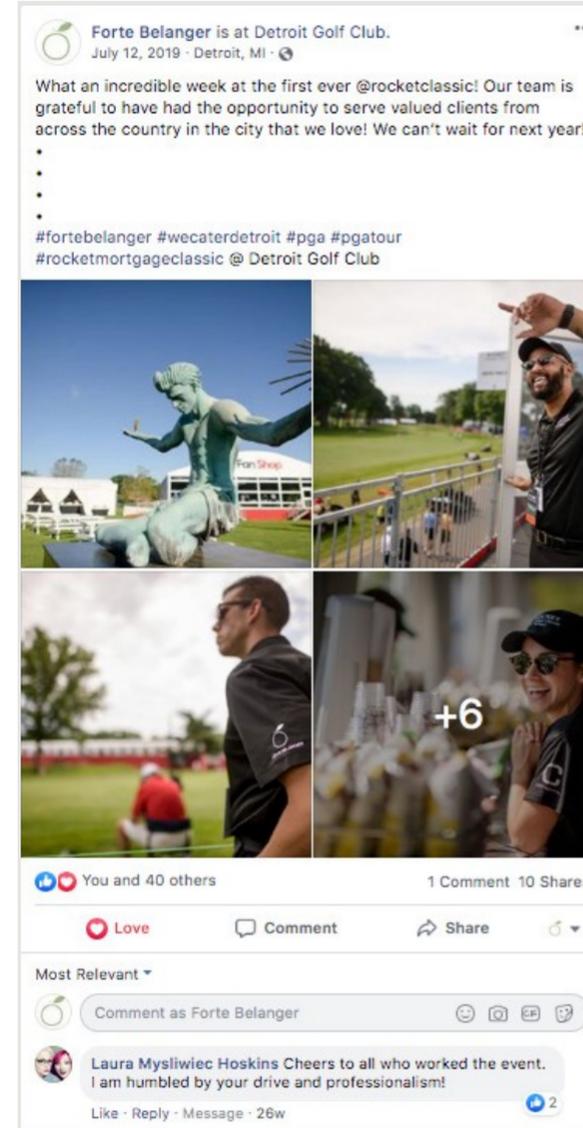
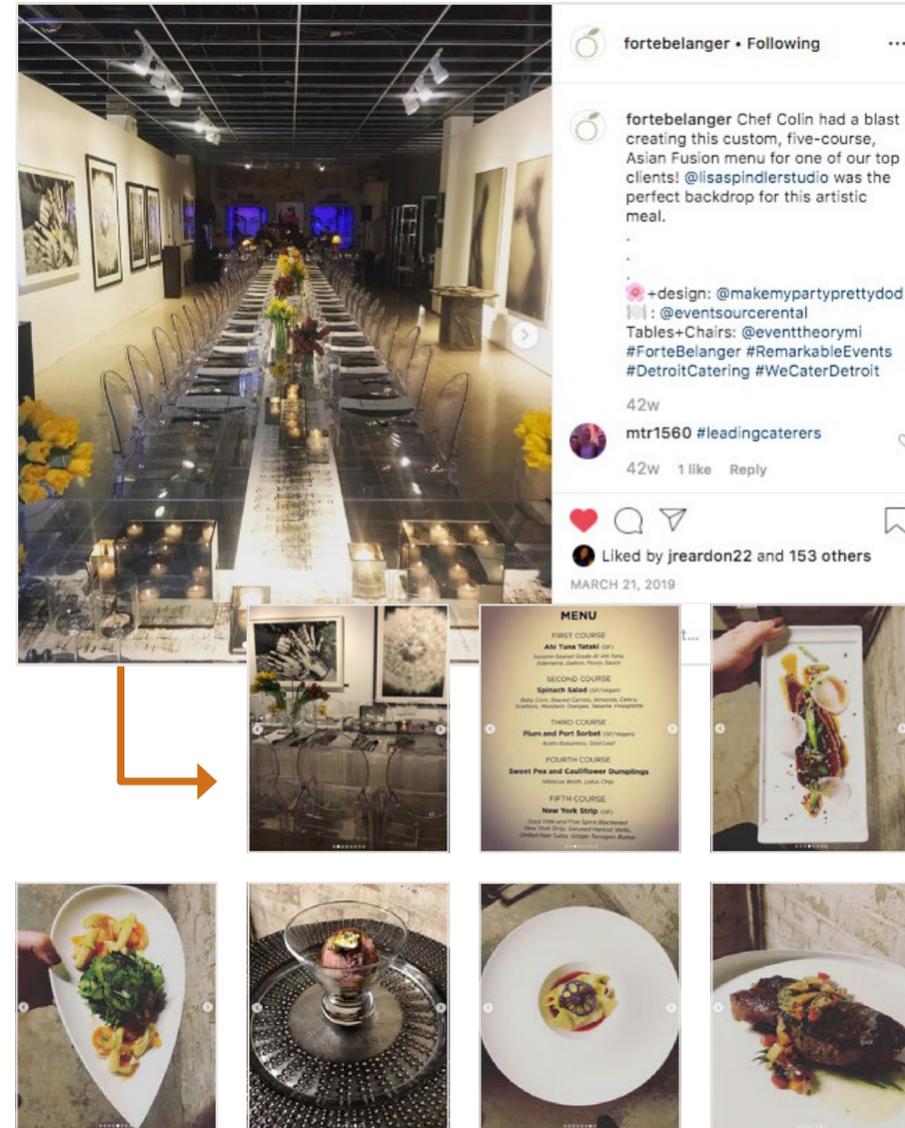
In tandem with our in-house marketing team, one of our trusted account managers took charge of this initiative, showcasing content that was more consistent, relatable, frequent and on-brand.

The following are a few examples of engaging posts throughout 2019.

 **@fortebelanger**

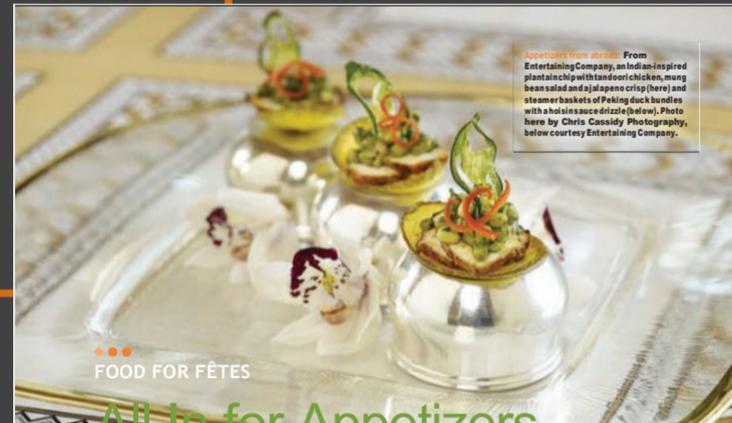
 **@fortebelanger**

 **Forte Belanger**



# AWARDS & PRESS

In addition to being Michigan's only member of Leading Caterer's of America since 2013, Forte Belanger also prides on the following:



Appetizers from abroad: From Entertaining Company, an Indian-inspired plantain chip with tender chicken, mung bean salad and a jalapeno crisp (here) and steamer baskets of Peking duck buns with hoisin sauce drizzle (below). Photo here by Chris Cassidy Photography, below courtesy Entertaining Company.

FOOD FOR FÊTES

## All In for Appetizers

If we're honest, most of us would not mind a dinner menu made up of nothing but appetizers. So make it happen with these bites, please!

By Susan Cuadrado

**APPS ALL NIGHT** "Our clients are requesting more free-flowing events where the dinner is butlered in what we call "phases," says Alison Awerbuch, chef and partner at New York-based Abigail Kirsch. "Guests start with hors d'oeuvre, then transition into heartier passed fare. From there they move to butlered small plates, which often require a small utensil and vessel, but can still be passed and enjoyed standing. And of course, we finish with creative butlered sweets that typically include something warm, something frozen and something spiked."

These types of events, especially social events, are often complemented with kiosks and carts in lieu of traditional stations. "It's the perfect alternative to the traditional seated dinner, station or buffet party," Awerbuch says.

Eric Barnachea, CEO of Palo Alto, Calif.-based Catered Too, agrees. "It's still going strong and is a pre-dominant piece of our business," he says. "We always suggest a mix of action stations, self-serve stations, and passed appetizers."



"We had a recent wedding where we served 12 different trays passed hors d'oeuvre in addition to station-set appetizers," says Colin John, executive chef at Troy, Mich.-based Forte Belanger. "Our clients prefer a traditional item with high-end touch, such as our curried egg salad with pumpernickel croutons served in a

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WWW.SPECIALEVENTS.COM FALL 2019



FOR RELEASE: November 21, 2019  
CONTACT: Joel Schuchmann, PGA TOUR, 904-280-4707, [REDACTED]  
TOURNAMENT MEDIA CONTACT: Greg Ball, 760-271-9181, [REDACTED]

### Inaugural Rocket Mortgage Classic wins three "Best Of" awards at PGA TOUR Tournament Meetings

PGA TOUR event honored for "Best Special Event," "Best Tournament Sales" and the "Fair Way Award" in 2019

PONTE VEDRA BEACH, FLORIDA – The Rocket Mortgage Classic (Detroit) was honored by the PGA TOUR at the TOUR's Tournament Meetings on November 20.

For the inaugural tournament conducted at Detroit Golf Club, the 2019 Rocket Mortgage Classic earned awards for "Best Special Event," recognizing the Area 313 Celebrity Challenge, and "Best Tournament Sales." The tournament also won the newly-introduced "Fair Way Award" for its diversity and inclusion initiatives.

"On behalf of the PGA TOUR, I am thrilled to congratulate the Rocket Mortgage Classic on being recognized with three 'Best Of' awards for the 2018-19 PGA TOUR Season," said PGA TOUR EVP and Chief Tournaments and Competitions Officer Andy Pazder. "The tournament committee and title sponsor Rocket Mortgage should be extremely proud of their collaborative efforts and for being celebrated as top among their peers on TOUR, especially in their first year on the PGATOUR schedule."

One-time functions such as luncheons, dinners, concerts or concert series, 5Ks and celebrity shootouts are considered for the "Best Special

**EMERGENCY** award. The award recognizes the development of a sustainable plan to achieve objectives, create elements and measurable results. To honor the city, the tournament named an exciting three-hole stretch after the downtown zip code and introduced the area to fans early in the week through the Area 313 Celebrity Challenge, a three-team, three-hole scramble competition that featured some of golf's most prominent players and influencers, as well as local celebrities. Participants included PGA TOUR winners Dustin Johnson, Rickie Fowler and Bubba Watson as well as celebrities Jerome Bettis, Kid Rock and Tom Izzo, among others. More than 10,000 fans were on-site on Tuesday

ESPECIALLY IN THE AREA 313 Championship belt, while 39 million media impressions were generated by the event, including coverage by

In sales, tournaments are judged on their adjusted post-event sales as well as their performance in categories such as pro-am, hospitality, and sponsorship and advertising. Early renewals, multi-year deals and sales training are also considered.

Within 10 months, the tournament built a robust sales team that was charged with extremely high goals. The benchmarks were all surpassed and helped launch the inaugural event with strong community participation and support, setting a great foundation for the future. The event's strategic approach was highlighted by a dynamic pricing model and diverse hospitality options (leading to a sell-out), a heavy focus on profit margin for each product, as well as a data-based prospecting strategy to identify leads. The tournament's average revenue generated per client was among the top three on the PGA TOUR.

A new award in 2019, the Fair Way Award recognizes the PGA TOUR's ongoing quest for diversity, inclusion and social responsibility by highlighting the best moments, gestures and initiatives that promote equality, fairness, respect and openness in professional golf.

In conjunction with Rocket Mortgage and to reflect the city, the Rocket Mortgage Classic places a heavy importance on diversity and inclusion. The tournament's internship program and vendor procurement included a significant focus on engaging qualified minority-owned and local businesses, while the volunteer leadership programs ensured the group was representative of the community. In working with the benefiting charities, the tournament was dedicated to promoting financial, social and racial equality, and more than 1,200 kids were impacted through several initiatives, including a kids clinic and a youth ticket program.

"I am truly humbled, and I know our entire tournament staff, our partners at Quicken Loans and Detroit Golf Club, and our volunteers are as well, to receive these prestigious awards," said Jason Langwell, the Executive Director of the Rocket Mortgage Classic. "Every member of our team should feel a tremendous amount of pride today, not only for being recognized by the PGA TOUR, but for the validation of all their long hours and hard work as we built this first-year event from the ground up. Our tournament staff is comprised of some of the smartest, hardest working and most dedicated people I've had the privilege of working with anywhere, and we're excited to continue building on the solid foundation we have set for this event."

"We are particularly proud to have the Rocket Mortgage Classic named as the first recipient of the Fair Way Award. Since Day 1, we have made it a priority to make this event inclusive to all and representative of the demographics of Detroit. In this effort, we're following the precedent set by Quicken Loans, which makes diversity and inclusion a top priority each and every day."

**25 YOUNG EVENT**

11 **THE OTHER SKILL** He brings to his work a little bit of magic. "I am the person responsible for our clients' experience from start to finish and in many cases, it takes a bit of magic to pull it all off," he explains. "As a designer, recipe, design and manage all the details of our clients' events, thus guaranteeing the experience will exceed their expectations. I typically supervise anywhere from two to five designers to create a cohesive look that reflects my brand and aligns with the client's vision. I wear several hats, but as an entrepreneur, this is what comes with the territory. I've learned that what I do can hardly be considered a job—it's my life's work, and I'm happy to call it my passion." [www.theflowerguy.com](http://www.theflowerguy.com)

12 **TEAM QUARTERBACK** Kelly Hill, CEO, DMC, 33, senior director program and event management, NixEvent, Boston. "You know you're doing well when the founder of your company describes you as 'extraordinarily creative with design, solving problems and when there is a problem, she's one of the nicest, well-liked young professionals in Boston.'" Hill describes herself as "Boston-born and world-inspired," a background that enables her to oversee her team. "On-site, I am the quarterback calling it play by play, with sharp event intuition and logistical precision. I am where ever I need to be, as well as the custodian of the dream-weaving, or on-site solutions engineer." She adds, "I think makes me a great leader is that I have a great team I have hired and evolved. I have invested in my team, by developing them to be the top of their game and the best event professionals on the face." [www.nixevent.com](http://www.nixevent.com)

13 **COMPANY PRIDE** Kelly Hill, CEO, Producer, LEO Events, Chicago, Ill. "I have been instrumental in the growth and retention of LEO's client base," explains LEO principal Cindy Brewer, "including a top account—a leading financial services company—as well as being specifically requested to serve as the program manager to oversee all 10 of its annual events globally." As Hunt sees it, she has a lot to love in the event industry. "I love seeing months—and sometimes years—of hard work pay off the stage manager say, 'Let's do this! Have a great show!' seeing the lights fade, then completely knocking our clients' socks off. I love seeing our clients beam with pride after an event. And I love a good wrap party." She says she already has her dream job. "I know it sounds cliché, but I'm living the dream. Above all, I get to work daily with extremely talented, amazing people, and we get to travel to really cool places and create incredible experiences for our clients."

14 **RECIPE FOR SUCCESS** Amy Iserman, 30, director of sales, Forte Belanger, Detroit. "I have a busy schedule with the role of a software developer atlassian. As part of the company's Workplace Experience team, she produces three annual internal events, including a family and friends day, a team-building day and a holiday party, with attendees ranging from 400 to 1,000. Also on her roster: monthly on-site socials, workshops and She's only 30, but Iserman is already leading wellness initiatives "with a focus on mindfulness as a team of six to hit the catering company's and mitigating employee stress," she says. "I sales goals, along with overseeing her own portfolio of house accounts. Her mission: "We create remarkable events for Detroit's elite social clients and top companies in the city," she explains. "The secret to her success? Compassion based on her own experience. "I believe that I am good at my job because I can relate to my employees," she explains. "I've walked in the same shoes that they have. I can empathize with their frustrations because I've had the same ones and I've grown above them. I can help them feel confident when they're feeling insecure because I too have felt small and not work with. I can teach them to expect greatness from our team because I've learned our clients will accept no less. I'm not afraid to have the tough conversations, because I can think back to those that have been had with me and realize how much they have grown and I believe in my team, and I believe in what we do." [www.fortebelanger.com](http://www.fortebelanger.com)

15 **HEAR HER SONG** Tamera Jade, 28, founder (CEO), Tamera Jade Music, New York, and Washington. Jade sees her role as going beyond simply entertaining guests at events. "Every event I perform at or curate is carefully crafted to hearing leaves the listener or audience feeling not just entertained, but transformed," she says. She takes pride in her broad repertoire. "I make it my business to personally pick every song with the audience in mind. Sometimes that means jazz, sometimes pop, sometimes R&B, sometimes reggae—and sometimes, all of the dream. Above all, She has lofty goals. "My dream is to be the entertainer to the stars," she explains. "I want to be the entertainer that Beyoncé or any other music or pop-culture celebrity knows will keep the dance floor energized and filled with love at his/her parties. I want to be the person that celebrities know will help craft their events in a way that will leave not only their guests but they themselves both fulfilled and wanting more!" [www.tamarajademusic.com](http://www.tamarajademusic.com)

16 **WWW.SPECIALEVENTS.COM SUMMER 2019**

- 2019 International Caterers Association "Caterer of the Year" Finalist
- 2019 Catersource "Achievement in Catering Excellence" (ACE) Award Finalist
- 2019 Michigan Meetings & Events Magazine "Best Caterer in Metro Detroit" Runner-Up
- "Food for Fêtes: All in for Appetizers" *Special Events Magazine, Fall 2019*
- "25 Young Event Pros to Watch" *Special Events Magazine, Summer 2019*
- Honoring Event Sales Director Amy Iserman
- PGA awarded the Rocket Mortgage Classic with "Best Special Event" for Area 313 Celebrity Challenge

- PGA awarded the Rocket Mortgage Classic with "Best Tournament Sales"
- PGA awarded the Rocket Mortgage Classic with new "Fair Way Award" for diversity and inclusion initiatives

**“We place our trust and confidence in Forte Belanger to cater to executives time and again because of the company’s impeccable service and its outstanding culinary expertise.”**

James Hackett, President & CEO, Ford Motor Company

“”

# WHAT CLIENTS SAY

### On what distinguishes Forte Belanger...

“I believe people like Mike, Alison and those they’ve trained make [Forte Belanger] different; and, innovation...a basic plate isn’t even in their repertoire. Attention to detail is ‘wow.’ They really do care this much!”

Rob Croll, VP & Tournament Director, Rocket Mortgage Classic

### On working with Forte Belanger...

“You’re getting one of the best caterers in the country, hands down. If you want to wow your audience and differentiate your event from the rest, you’ll do it [working with Forte Belanger].”

Rob Croll, VP & Tournament Director, RMC

### On guest experience...

“They are a ‘yes first’ solution-oriented group; any myriad of asks we made, they responded with ‘yes’ – and they we’re happy to do it. It’s really great; they are the pro’s pros, from the tastings to the presentation of food, to the detail and thoughtfulness of service.”

Rob Croll, VP & Tournament Director, RMC

### On partnership...

“Their service and staff are exceptional; you can’t put a price on it. I breathe easier because I know they take care of the details. We have each other’s backs. That’s why I value the partnership.”

Ann DeLodder, Executive Events Manager, General Motors

### On trust...

“There’s no one else I’d rather work with... they don’t let me down, there’s such a trust between General Motors and Forte Belanger – you just can’t measure that.”

Ann DeLodder, Executive Events Manager, GM

### On service ethic...

“Our experience [at the RMC] was made even greater with the service, friendliness, and hard work from the entire Forte Belanger staff...I cannot quantify the ROI from my customers but know that without the hard work from your team, it would not have been nearly as successful.”

Craig Pessina, President, Partlan-Labadie Sheet Metal Co.

“MY GRANT THORTON CLIENTS THAT HAVE ACTUALLY BEEN ON-TOUR EVENT STAFF BEFORE SAID THE FOOD, ITS PRESENTATION AND SERVICE ARE THE BEST THEY’VE HAD AT ANY PGA TOUR EVENT EVER BEFORE. AND THEY DO ALMOST EVERY TOUR STOP IN SOME ASPECT. YOU SHOULD BE REALLY PROUD.”

Elizabeth Salcedo, Manager, Client Services & Pro-Am - Rocket Mortgage Classic, Intersport

“The design, food, and service this year was above and beyond. We are so grateful to you for that. Our guests are still raving about their experience, some are even stating this is **the best event they’ve ever attended.**”

Michelle Polletta, Administrative Business Partner, Google

“Forte Belanger is an outstanding supporter of University of Michigan C.S. Mott Children’s Hospital. We rely on them to consistently deliver **high-level catering with inventive cuisine and unmatched service** for several major events. We are confident the unique experiences they design contribute to the success of our fundraising efforts.”

Paul King, Executive Director, C.S. Mott Children’s Hospital & Von Voigtlander Women’s Hospital

“The pleasure was absolutely all ours. We have all learned so much from your team and have relied so heavily on your professional experience and guidance. Quite frankly, we would have been lost without your team, your positivity, and your flexibility. Thank you again and I cannot wait to collaborate with you again in the future.”

Lauren Jacks, Event Coordinator, Bedrock Detroit

“If you’re looking for turn-key experience, to make sure all the details are covered, Forte Belanger is the right company. **They ask all the right questions, get the right answers, they do their homework.** The level of expertise and guidance they provide make Forte Belanger more than just a caterer. They deliver on lifestyle events. They’re an overall package, it’s more than just the delivery of food, it’s the service, experience and the moments of wow.”

Jaime Rae Turnbull, Owner, JR Turnbull Communications

“Over the past three decades, I’ve come to rely on Forte Belanger because of the level of professionalism we get in service, and the team’s ability to think big and deliver on big ideas. The venues we choose, like the long-abandoned Michigan Central Station that was the setting for Detroit Homecoming, are challenging. Their willingness to work with us in unique spaces, and do something different and distinctive is unsurpassed. **They can always add the ‘wow factor’** we’re looking for; that enthusiasm to go above and beyond is important to us.”

Jaime Rae Turnbull, Owner, JR Turnbull Communications

# CUSTOMER SERVICE APPROACH & PHILOSOPHY

SERVICE ISN'T EXPENSIVE. IT'S PRICELESS.

At Forte Belanger, our approach to serving customers is simple: every event produced is bespoke, tailored specifically to a client's articulated vision.

The cornerstone of our customer service philosophy is first and foremost listening.

By listening, we capture wishes and desires. By listening, we determine how best to execute based on our expertise and exacting standards. By listening, we build trust at the highest levels.

Aligning to a client's vision is based largely on the why, or purpose, behind every event. Having clients trust us to execute their vision, having them see the value in the solutions we propose, is part of the bespoke experience.

We always try to find a way to say yes; only if we feel something can't be properly executed do we say no. To be clear, that's

only because we don't want to sacrifice or jeopardize our client's vision.

As a team, Forte Belanger scrutinizes every detail; we collectively take ownership of all aspects of execution by collaborating with trusted vendors and partners, to ensure every experience meets Forte Belanger's exacting brand standards of excellence. We consistently strive to execute at the highest levels our clients have come to expect.

What happens behind the scenes makes every Forte Belanger event remarkable, and that's why we're fervent about planning. Before every event, we choreograph and rehearse every step our team will take. We write the script, and test it countless times – it's our proven process and the reason why Forte Belanger is known for delivering flawless experiences that are the talk of the town.

Our core values – creative thinking, remarkable food, and passionate service – are backed by:

**Integrity:** Operating with honesty and strong moral principles

**Collaboration:** Embracing the team spirit, working together to create remarkable experiences

**Innovation:** Transforming a clients' vision with original and entertaining solutions

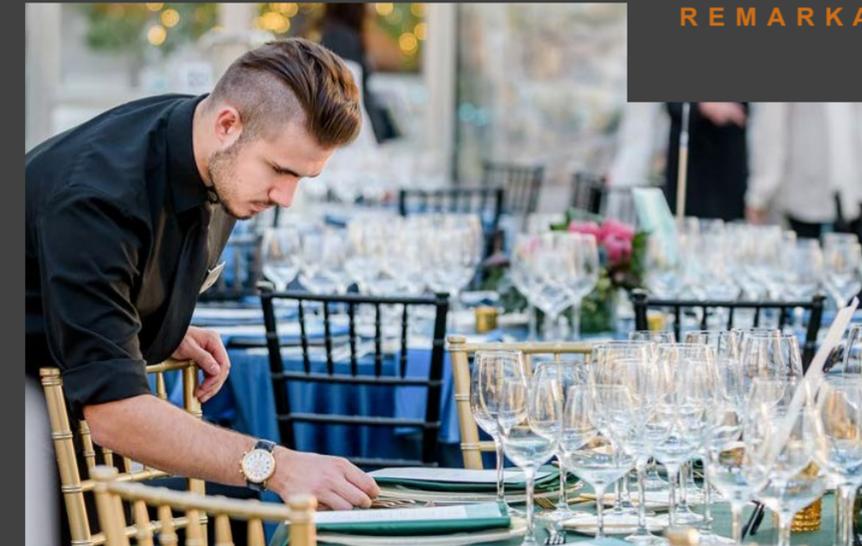
**Excellence:** Taking pride in our work while maintaining the humility to continuously sharpen and perfect what we do

**Profitability:** Utilizing careful decision-making and always being mindful of our clients' budgets

And finally, we believe service isn't expensive, it's priceless. This ethos is an essential ingredient in our customer service approach and philosophy. Forte Belanger constantly refines the quality of service our professional team provides. We raise the bar on personalized service even further by ensuring we're poised to accommodate the preferences of every special guest. From the finer points of proper service etiquette to hands-on attention to detail, our passion for service has defined our reputation as leaders in the catering industry.



THE ART OF  
REMARKABLE EVENTS



In addition to involvement with ICA, NACE, Leading Caterers of America, Detroit Metro Convention & Visitor's Bureau, and the chambers of commerce in Troy and Ann Arbor-Ypsilanti, Forte Belanger makes it a point to contribute time, talent, and resources to the following charitable organizations.



# INDUSTRY & CHARITABLE SUPPORT

## Forgotten Harvest

We provide food donations throughout the year to this Detroit-based non-profit dedicated to fighting hunger. During the week of its first PGA TOUR event, Forte Belanger donated **over 23,000 pounds of food** to Forgotten Harvest.

## COTS

COTS, the Coalition on Temporary Shelter, creates opportunities for families to collaborate, thrive, and succeed by building strong and stable households, neighborhoods, and communities. We partnered with COTS for its annual Soup City event by providing a signature soup and the staffing team to serve COTS guests.

## Rising Stars Academy

We support Rising Stars Academy, dedicated to helping special needs adults, by teaching life skills and providing training in culinary arts.

## Autism Alliance of Michigan

Autism Alliance of Michigan's Autism Hero Walk is also a focal point of participation. The annual event hosts over 6,000 attendees at the Detroit Zoo to come together in celebration of and to advocate for their loved ones affected by autism.

## Kids on the Go

For Kids on the Go, a pediatric non-profit program that provides special needs children with physical, occupational and speech therapy during the summer months, Forte Belanger staff volunteer at summer camp, and other programs.



## Caden's Full Throttle

As members of the fundraising committee, we contributed our time and catered Caden's Full Throttle Horsepower with a Heart, a Team Caden event, to benefit congenital heart research and pediatric heart transplants at C.S. Mott Children's Hospital. Part of our donation included auction items such as dinner with a chef and Summer Cruise Series tickets.

## Courageous, Inc.

Our leaders serve on the board for Courageous, Inc., a Detroit-based non-profit that dedicates itself to the positive development of youth through athletic participation and competition. We volunteer at its summer camps where at-risk youth are engaged in healthy activities, helping them learn and develop critical skills that support them becoming productive citizens. We also held a company-wide coat drive to benefit Courageous youth during the holidays.

## SUSTAINABILITY & GREEN EFFORTS

### Reducing Food Waste

Forte Belanger donates leftovers to food banks after large events; in all **5,000+ meals** and prepackaged snacks are redistributed through the community annually. Forgotten Harvest benefitted with **23,000 pounds of food** after the largest event we hosted in June.

### Shrinking Carbon Footprint

We routinely specify bio-friendly disposables, eco flatware manufactured from renewable materials, and biodegradable compostable products like biodegradable straws and bamboo knotted picks. Clients inspire us; we partnered with one such client to serve 10,000 people with environmentally friendly serving wares including Environware flatware, compostable beverage napkins, Planet Compostable cold cups, and plates made from paperboard packaging by Natural Craft.

### Renovating vs. Building + Electricity Usage

Rather than break ground, we renovated an existing 30,000 ft<sup>2</sup> building for our headquarters and innovation center. Open plan concept design meant we used less building materials in the renovation. Design prioritized natural light to reduce electricity usage. The commercial kitchen features four 6-by-20-foot skylights; administrative offices include three skylights and perimeter offices so natural light floods the interiors. Remaining offices are glazed along the building interior to continue the flow of daylight, and incorporate outdoor views. A 30-foot long glass curtain wall overlooks a screened patio where employees enjoy breaks and lunches outdoors, and is also used as event space. Motion-sensitive light switches reduce energy usage.

We recently added 13,000 ft<sup>2</sup> warehouse and showroom. In this renovation, exterior offices were strategically removed to allow natural light to penetrate to the interior and incorporate outside views. Natural lighting is so abundant that it meets employee requirements during the day; low-voltage LED lights are only used very early or late in the day, or if we are hosting a special event. Design incorporates a glazed opening in the showroom for natural lighting where none had previously existed; switching is very specific to allow for custom lighting depending on the task. By adding a window and a single low-voltage LED fixture, we were able to provide lighting for over 90 percent of the activity in this 2,300 ft<sup>2</sup> room during daylight hours. Interior finishes were minimized to expose the original concrete floor in lieu of carpeting or flooring.



## CULINARY PHILOSOPHY

Company founder John Forte was the visionary who shaped a culinary philosophy predicated on creating a fine dining experience in almost any locale. By holding this philosophy close over the course of three decades, Forte Belanger profoundly transformed the way people dine at special events.

With an exceptional collection of Detroit's top chefs in the kitchen, each skillfully trained and relentlessly dedicated to their craft, Forte Belanger consistently delivers the finest culinary experiences for discerning guests with simply remarkable food.

**Our recipe for success?** A generous helping of planning is our secret sauce. No item makes it to the table without exhaustive testing to prove it out, to ensure it can be perfectly prepared and plated in any field kitchen. Preparation favors Forte Belanger, that's why we are renowned for executing noteworthy, original concepts. Our chefs are driven to elevate every dish from ordinary to extraordinary; menus are never an afterthought, they are always inspired by a client's vision.

We weave distinctively designed and deliciously remarkable concepts into the canvas of every event, artfully presented in imaginative vessels, or served with theatrical flair. Curated with fresh (never frozen), locally grown, seasonal ingredients, we serve guests honest fare that reflects the local traditions and diverse ethnic blend that is **uniquely Detroit, unmistakably Michigan.**

According to Senior Executive Chef Kenny Rae, John Forte instilled in every Forte Belanger culinarian the desire to take pride in the product served to its guests. Says Rae,

*"We always push beyond what was sold, to make sure what we're serving is correct, top-notch. This philosophy pays the company dividends and continues to help it grow."*

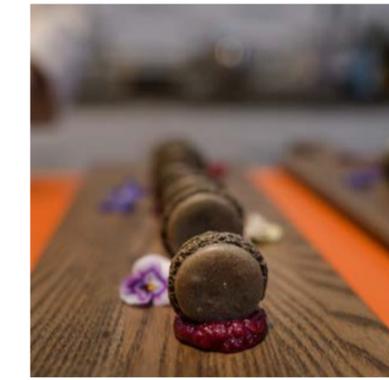
C R E A T I V I T Y  
A N D  
O R I G I N A L I T Y

Creativity and originality were on display at a recent soirée hosted at a bank-turned-private residence in Detroit. Forte Belanger chefs brought to the table an imaginative lineup of dishes crafted from original recipes. The culinary team interacted with guests as they prepared and plated this delightful six-course meal in the home's open-concept kitchen.



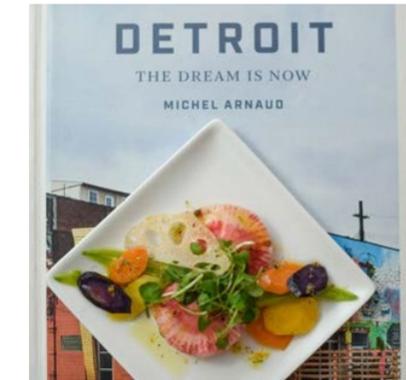
**Coral Chips**

Inventive interpretation of sweet and savory sea corals: truffle with pimento mascarpone, lavender with mango coulis, curry with cilantro chutney



**Charcoal Macaron**

Delightful savory charcoal shells stuffed with boursin mousse and presented with beet purée



**Radish Ravioli**

A collage of watermelon radish, watercress, snap peas, crispy lotus root, and heirloom carrots with heirloom pepper chèvre and saffron gastrique

### Thai Dumpling

Cauliflower-sweet pea-Thai chili mélange wrapped in a traditional Thai dumpling, floating in hibiscus-juniper broth, accented with purple tapioca puff



### Lobster Sous Vide

Maine lobster tail accompanied by confit carrots, flageolet bean risotto, cara cara beurre blanc, finished with a micro basil garnish



### Lavender Gin Martini

Bombay Sapphire, lavender simple syrup, honey, fresh squeezed lemon, shaken over ice, garnished with an edible photo; served as guests arrived, with immediate impact



Infused with cultural influences and honest ingredients, we present a variety of other distinctive plates we have served at events this past year.

### Poached Monkfish

Black beluga lentil pavé, edamame purée, accented with a plum reduction



### Sea Bass Ceviche

Cured sea bass, cara cara mojo, topped with crispy Peruvian frites



### Grilled Octopus

Artfully plated with shaved fennel, toasted coriander, Timut peppercorns, finished with citrus basil oil



### Beet Checkerboard

Grid of candy stripe and golden beets, accented with Dijon, capers, pickled shallots, coral chip

### Khichdi Arancini

This Indian-Italian fusion dish packs flavor with mascarpone, mango, and mint gremolata



### Cucumber Gin Granita

A refreshing and palate-pleasing combination of cucumber, compressed mango and lavender coral



Celebrating Detroit's renaissance and resurgence became the focal point for Forte Belanger in executing key events in 2019.

From a first-of-its-kind PGA event to a traditional Jewish wedding, the following events showcase the range, depth, ingenuity, and expertise of the Forte Belanger culinary team.



## CULINARY DIVERSITY AT EVENTS

# CELEBRITY PAIRINGS PARTY

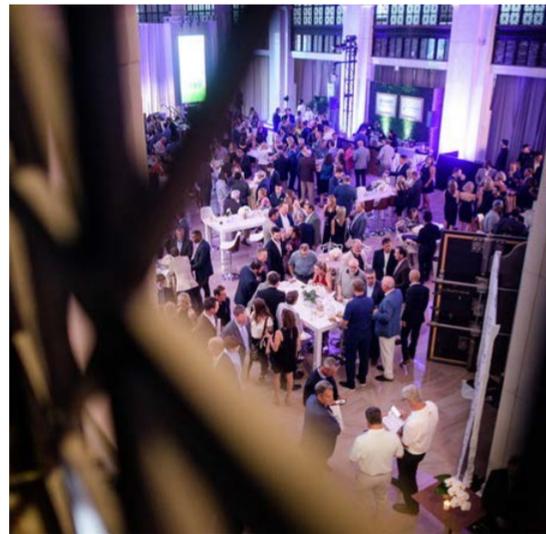
JUNE 2019 | STATE SAVINGS BANK | DETROIT, MI

**Snapshot:** We executed the Celebrity Pairings Party, one of the first events inside the newly restored State Savings Bank Building in Detroit, a 120-year-old gem listed on the National Register of Historic Places. This event was designed specifically to complement the Rocket Mortgage Classic's Area 313 Celebrity Challenge, a three-team, three-hole scramble taking place the following day on a three-hole stretch of the tournament course named after Detroit's area code.

At the Celebrity Pairings Party, teams were drafted via a live lottery. Guests enjoyed a culinary experience complete with creative tray-passed savories, hearty small plates, bountiful stations, and mixologist-inspired craft cocktails; tournament branding was featured in cocktails – as ice cubes – and on appetizers – as branded slider buns.

Among the 600 executive and VIP-level guests were PGA TOUR winners Dustin Johnson, Rickie Fowler, and Bubba Watson, along with Detroit native and football great Jerome Bettis, Kid Rock, and Michigan State University basketball coaching legend Tom Izzo.

*Client: Rocket Giving Fund*



## Bar Snacks

Dill Pickle Popcorn gluten-free  
Honey Mustard Pretzels  
Tikka Masala Crispy Garbanzo Beans vegan

## Passed Hors d'Oeuvres

Tuna Ceviche Push Pop gluten-free  
Pomelo, garlic aioli, chilis, parsnip chip

BLT  
Prosciutto, arugula, roasted tomato jam,  
"RMC"-branded pretzel slider bun

Lamb Chop gluten-free  
Chimichurri sauce

Mini Bo Ssäm Wonton Taco vegetarian  
Tofu, red peppers, carrots, celery, cilantro, Ssäm sauce

Avocado Toast vegan  
Avocado purée, pomegranate-ginger salsa



## Small Plate Stations

Steak & Frites gluten-free  
Prime New York strip, grilled to medium-rare and sliced, tomato-wild mushroom sauté, served with shoestring frites

Mediterranean Chicken gluten-free  
White wine and oregano-marinated grilled chicken breast, lemon, capers, kalamata olives, garlic EVOO, haricot verts

Artichoke Cake gluten-free, vegan  
Cauliflower purée, tomato chimichurri, EVOO-roasted asparagus

Seared Salmon gluten-free  
Tellicherry peppercorn-seared, black lentil salad, ginger-blood orange salsa

Gemelli Carbonara  
Bacon, sweet peas, black pepper-pecorino romano cream

Gnocchi vegetarian  
Tomato basil, parmesan-reggiano provençal, grissini



Compressed Watermelon gluten-free, vegetarian  
Ginger and orange-marinated watermelon, mesclun greens, cojita cheese

Kale Salad gluten-free, vegetarian  
Baby kale, marinated artichoke hearts, ricotta salata, yellow pear tomatoes, meyer lemon vinaigrette

## Passed Desserts

Ice Cream Sandwich vegetarian  
Double chocolate chunk cookies, black cherry ice cream

Butter Cake vegetarian  
Crusty butter custard, maple bourbon ice cream, caramel, heath crumble, blackberries

Cardamom Yogurt Panna Cotta gluten-free, vegetarian  
Mango and mint

Mini Lemon Tart vegan

Fruit Skewer gluten-free, vegan  
Blackberries, Cantaloupe, Green Grapes, Pineapple

# MAHANIC-BERRIS WEDDING

AUGUST 2019  
DETROIT OPERA HOUSE  
DETROIT, MI

**Snapshot:** The Detroit Opera House, and its grand stage, was the setting for this full production wedding that played up the theatre vibe, complete with vintage show ticket invitations, and playbill programs crediting the cast (wedding party) and acts (agenda). The bride, in a white jumpsuit, and groom, joined guests for a pre-ceremony cocktail hour; afterward, she changed into her gown backstage, and stage hands raised the curtain to reveal her, where she joined her groom under the chuppa.

*Client: Mr. & Mrs. Berris*



In tradition with many Jewish weddings, guests were served creative appetizers; the Ketubah signing featured classic, high-end “traveling raw bar” loaded with fruiti di mare: blue point oysters on the half shell, snow crab claws, jumbo shrimp cocktail; tray-passed chicken biscuits, tuna ceviche push-pops, tenderloin Oscar, and a bountiful charcuterie station. Dinner for 200 kicked off with appetizers and the Challah blessing; an inspired two-course chic “Sunday supper” followed featuring grilled halloumi Greek salad, and plated cider-brined bone-in chicken breast finished with Meyer lemon and herbs, accompanied by shallot-scented roasted fingerlings.

**Décor:** Curtains to backstage were open, and backlit in blue to connect to seating. Seating combined alternating rows of rectangular and round tables set as 8-tops; linens adorned tables in an ombré pattern, transitioning from navy to royal, to periwinkle to ice blue; greenery, candles and pops of gold accented the room.

As guests danced and celebrated the newlyweds, servers passed gooey butter cake, and wedding cake slices; a local ice cream caterer custom-rolled sweet toppings together with ice cream on a flash-freeze griddle to the delight of guests. Late-night snacks included sliders branded with the couple’s monogram, truffle fry cones, and creative grab-and-go favors.’

## Passed Hors d'Oeuvres

### Traveling Raw Bar

Jumbo shrimp cocktail, blue point oysters on the half shell, snow crab cracked claws presented with Vivio's bloody mary cocktail sauce, house-grated horseradish, mignonette sauce

### Chicken Biscuit

Buttermilk chicken, sliced pickles, crème fraîche biscuit, sriracha aioli

### Tuna Ceviche Push Pop gluten-free

Pomelo, garlic aioli, chilis, parsnip chip

### Piglets in a Blanket

Bite-size dogs in crisp pastry, yellow mustard sauce

### Heirloom Beet gluten-free, vegan

Citrus-ginger glaze, micro cilantro

### Tenderloin Oscar

Beef tenderloin, jumbo lump crab, asparagus, hollandaise aioli, breadstick crostini

## Station-Set Snacks

### Fromage vegetarian

Raclette, mango stilton, Maytag blue cheese, Saint-André brie accompanied by organic apricot preserves, black olive tapenade, whole grain mustard, assorted crackers, rosemary flatbread, petite toast, crostini

### Eastern Market Antipasti gluten-free

Marinated artichokes, bocconcini, grape tomatoes and basil chiffonade, pepperoncini, marinated olives

## First Course

### "Greek" Salad gluten-free, vegetarian

Grilled halloumi cheese, arugula blend, grilled red onion, marinated artichokes, heirloom beets, oregano vinaigrette, tapenade croustade

### Herb Focaccia & Challah Slices

Plugrá butter slice, herb plugrá butter

## Single Entrée

### Cider-Brined Chicken Breast gluten-free

Meyer lemon and herb-seared, drizzled with herb oil and accompanied by roasted heirloom fingerling potatoes and shallots, EVOO-roasted asparagus

### Moroccan Chickpea Cake vegan alternative entrée

Lemongrass-coconut reduction, seasonal ratatouille, arugula, tomato, EVOO salad

## Passed Sweets

### Butter Cake vegetarian

Crusty butter custard, maple bourbon whipped cream, caramel, heath crumble, blackberries

## Passed Late-Night

### Truffle Fry Cones gluten-free, vegetarian

Russet potato french fries, curry ketchup

### Classic Slider

Ground beef, American cheese, pickles, ketchup, mustard, custom "K&M"-branded bun

# DETROIT CHILDREN'S FUND 3<sup>RD</sup> ANNUAL GALA

SEPTEMBER 2019 | STATE SAVINGS BANK | DETROIT, MI

**Snapshot:** Hosted at State Savings Bank, a 120-year-old gem listed on the National Register of Historic Places. Vision focused on using the building's Beaux Arts-style architecture as the backdrop, with minimal décor, and a true culinary experience. This year's Hopes & Dreams gala, the third largest in the state, raised more than \$1.1 million to support quality education for students in Detroit.



Tray-passed savories and a St. Germain Mule, harkening the 1940's era, welcomed guests into the space. With a grand reveal of the dining room, guests were ushered to their tables to enjoy a three-course feast during the program which included a performance by the America's Got Talent semi-finalist Detroit Youth Choir. Smoked Old Fashioneds and two-bite Cuban-style pulled pork minis capped off the nostalgic evening.

As with any historic facility, serving a seated dinner presented its own set of unique challenges for culinary and service teams. The field kitchen was set up behind the stage curtain, which was decorated with rear-projected digital portraits of the youth being honored; servers had to work behind the scenes without casting shadows on the portraits. Servers also entered the dining room from stage right and left, and in a 40-minute window synchronized with the program's speakers, invisibly delivered each course to 280 seated guests. [Check out the video of the event here!](#)

*Client: Detroit Children's Fund*

## Specialty Cocktails

**St. Germain Mule**  
Grey Goose vodka, St. Germain liqueur, sparkling wine, edible flower garnish

**Smoked Old Fashioned**  
Smoked bourbon whiskey, maraschino cherries, orange peel garnish

## Passed Hors d'Oeuvres

**Beef Tenderloin Crostini**  
Roasted tomato jam

**Angus Beef Savory Cone**  
White truffle aioli, crispy baby artichokes

**Compressed Watermelon** vegetarian  
Seedless compressed watermelon, feta cheese mousse, balsamic reduction

**English Pea Gazpacho** vegan  
Pea and watercress, beet oil

**Mushroom Ravioli** vegetarian  
Parmesan-sweet pea cream, sweet potato frites

## First Course

**Pre-Set Bread & Butter**  
Petite brioche roll, pizzetta wedge, butter rosette, herb plugrá butter

**Beet Checkerboard** gluten-free, vegan  
Candy stripe and golden beets, dijon, capers, pickled shallots, black carol

## Second Course

**Beef Tenderloin** gluten-free  
Peruvian potato mash, pickled tomato chimichurri, spinach chip

*paired with*

**Lobster Thermidor**  
White wine, dijon, tarragon, gruyère beurreblanc

**Banh Mi Bowl** vegan alternative entrée, gluten-free  
Tofu, carrots, edamame, avocado, sticky rice, Ssäm sauce, cilantro, pickled red cabbage

## Dessert Course

**Grilled Vanilla Bean Panna Cotta** gluten-free  
Roasted figs, balsamic reduction, chocolate shavings, spun sugar

**Raspberry Sorbet** vegan alternative entrée, gluten-free  
Brut rosé champagne, micro mint

## Passed Afterglow

**Two-Bite Cuban**  
Sweet pulled pork, Jarlsberg cheese, pickle-onion relish, mini soft roll

**Rosemary-Roasted Cashews** gluten-free, vegetarian

**Candied Almonds**

## To-Go Snack

**Better Made Potato Chip Bark** vegetarian  
Better Made potato chips coated in rich chocolate

# YPO HOLIDAY CELEBRATION

DECEMBER 2019  
THE BANK  
DETROIT, MI



**Snapshot:** The local chapter of YPO, a global leadership community, gathered “place invader” style; the backdrop was a creatively renovated bank-turned-residence located on the fringe of Detroit’s historic Corktown district, at the forefront of the city’s renaissance and residential resurgence.

Hosted by a foodservice industry executive, Forte Belanger delivered a showcase of culinary creativity to entertain guests and celebrate the season.

The home’s classic limestone colonnaded façade lead guests to open loft-like interior space where they were greeted with craft cocktails. Once inside, cooking took center stage as guests mixed, mingled, and gathered around the home’s open kitchen to engage with the Forte Belanger culinary team as a modern six-course dinner was prepared. Forte Belanger’s beverage manager teamed up with its culinary team to add inspired pairings for a well-rounded experience.

Under the direction of Executive Chef Colin John, guests learned how a smoking cabinet was used to prepare duck for a small plate course; they also got to experiment with extruding gelée “noodles,” an ingredient in the meal’s dessert.

*Client:* YPO

## Specialty Cocktail

Lavender Gin Martini  
Gin, lavender, fresh-squeezed lemon juice, honey, rosemary, mint sprig, topped with custom sugar print

## Passed Hors d'Oeuvres

Coral Chips  
Truffle with pimento mascarpone, lavender with mango coulis, curry with cilantro chutney

Charcoal Macaron  
Beet and boursin mousse, charcoal macaron shell

Key West Shrimp "Scampi"  
Blistered tomato and arugula salsa

Foie Gras  
Marcona almond dukka, blackberry purée, brioche baton

## First Course

Radish Ravioli vegetarian  
Cracked pepper chèvre, watermelon radish, watercress, snap peas, crispy lotus root, heirloom carrots, saffron gastrique

*paired with*

2018 Whitehaven Sauvignon Blanc, Marlborough, NZ

## Second Course

Thai Dumplings vegetarian  
Cauliflower, sweet pea and Thai chili dumpling, hibiscus and juniper broth, purple tapioca puff

*paired with*

Gekkeikan Junmii 'Silver' Sake



## Third Course

St. Germain & Pomelo Sorbet  
Compressed watermelon, winter flowers, mint and cucumber "noodle"

*paired with*

Champagne Drappier 'Blancs de Blancs Signature'

## Fourth Course

Hickory Smoked Gochujang Duck  
Celery root purée, pancetta confit, plum reduction, Timut "popcorn"

*paired with*

2017 Beaux Frères Pinot Noir, Willamette Valley, OR

## Fifth Course

Sous Vide Maine Lobster  
Flageolet bean risotto, confit carrots, peppercress salad, tarragon beurre blanc

*paired with*

2017 Cakebread Cellars Chardonnay, Napa Valley, CA

## Sixth Course

Flaming Figgy Pudding  
Grilled vanilla bean, figs, whipped cream, rum

*paired with*

Blandy's 10-Year-Old Malmsey Madeira, Portugal

## QUALITY CONTROL, SAFETY & OVERCOMING CHALLENGES

Fresh is the hallmark of Forte Belanger; our chefs painstakingly create every dish from scratch. Our operations and culinary teams carefully plan and build fully-equipped field kitchens so food is prepped, cooked, plated, and served at optimum temperature and freshness. Our innovation center bakery turns out fresh-baked pastry for every event. That's why we are renowned for deliciously remarkable events.

Kitchen quality control is managed by our culinary director and executive chefs. Everything we serve undergoes rigorous taste-testing to ensure we are consistently plating outstanding products.

Lead culinarians are required to plan out every step of execution prior to event day so they can anticipate any unforeseen circumstances that may occur onsite. Our lead culinarian and front of house manager communicate prior to each event to ensure they have consistent, cohesive information for event execution. Leadership team members from all departments visit each event to ensure everything is being executed to brand standards. At the end of each event, notes are compiled including consumption, client feedback, operational execution and item consistency to ensure we can improve upon our high standards. We also have weekly meetings, attended by

### QUALITY & SAFETY ON THE JOB

- HACCP, OSHA Guidelines
- FDA Food Code Guidelines
- ServSafe Training and Certification
- TIPS Certification
- Food Handling Certification
- Product Recall Policy and Procedure
- Health and Food Safety Task Force
- Sanitation Standard
- Renowned Staff Training
- Mitigating Security Issues
- ISN Certification



all department heads, to discuss every event in depth so our teams can attend to every detail without exception.

In fostering a rewarding and collegial environment for its valued employees, Forte Belanger ensures their safety and security with the following policies and guidelines:

OSHA guidelines and work rules are posted throughout the facility

All trucks and transportation are equipped with lift gates for injury prevention and employee safety

Our in-house butcher must wear latex-free gloves, and a cut glove, when breaking down meat

Latex-free gloves are provided to staff for safe food handling

Our corporate kitchen is outfitted with proper lighting and non-slip flooring; we ensure our field kitchen build-outs also take into consideration proper

lighting and work surfaces

For kitchen safety, all employees are required to wear the proper onsite and off-site uniforms comprised coats, pants and non-skid shoes

Equipment/safety training are mandatory, as is continual training for all staff

Temperature/product logs are maintained and updated daily for food safety

Preparing in advance gives our staff the confidence and time to make sure we can anticipate challenges before they happen. Safety precautions are considered in detail during event planning through the scrutinizing eyes of our culinary, operations, service, and sales staff to ensure that once our team arrives onsite as many details as possible are accounted for.

**Overcoming Challenges.** Should any unforeseen issues arise, the Forte Belanger team is always able to quickly huddle,

formulate a plan, and delegate tasks to meet the challenge head-on. Here's a great example.

At this year's inaugural Rocket Mortgage Classic, the Detroit area experienced an unusual heat wave for June. Its operations team responded by developing a four-person team to constantly inspect food and document time/temperature controls. Morning and night, this team roamed the entire course to ensure the kitchen team was doing its job to the letter; refrigeration units in concession stands were performing to specification, and VIP suites were properly maintained. In certain cases, the team had to quickly procure and install additional refrigeration and hand-washing equipment.

The City of Detroit performed several health inspections throughout the event; it was reported that our standards exceeded those of brick and mortar facilities in the city.

 **Detroit, Michigan**

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