

VICKY

Crease

Catering +

EVENTS

CATERER OF THE YEAR

CATIE AWARDS 2020

VICKY

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BUSINESS PROFIECIENCY

CATIE AWARDS 2020

JOB DESCRIPTIONS



Chef and Kitchen Support Staff

- Job description: employee
- Job title: chef and Kitchen support staff
- Department: Kitchen and event Venues
- Reports to : Directly to executive chef but also may be accountable to Kitchen supervisor, event coordinators, management
- Principal purpose of job : The primary responsibility of this position is to assist with the daily preparation of food for catered events as well as performing affiliated duties at the kitchen and at the actual event.
- Level authority : performs duties under the guidance of the executive chef, kitchen supervisor, or event planner realizing that all actions and decisions influence the quality of the product at the company
- Work environment : prep Work is performed primarily at the Vicky crease cate ring Kitchen in rosebank, Johannesburg or other Outside Venue as determined by management and the client

1. responsible for receiving and counting food stock and placing it in the appropriate place. ie: fridge, freezer, store- room.
 2. responsible for preparing all required items on the relevant menu and making a note of finished food goods, which are ready to go.
 3. inform head chef of any
 4. take care and every reasonable precaution to produce a superior culinary offering-observe and report inferior quality produce, monitor ovens for burnt goods, rotten goods etc.
 5. eradicate wastage in the kitchen including fresh produce, cleaning detergents and paper products and unnecessary fuel wastage.
 6. to maintain the central kitchen and event kitchens in an orderly and hygienic condition
 7. Greets the client on arrival at the venue and sets up kitchen in a quiet orderly manner, showcasing the company's high standards
 8. assists with new menu ideas, suggestions on quantity requirements and preparation techniques.
 9. maintains and enforces necessary health Department health and safety regulations, for the safety of all staff and general good of the company and its reputation.
 10. left-over food from events will be donated to a local charity and may not be taken away. a staff meal and drink will be provided during the course of the day.
4. must have effective oral and written communications skills.
 5. must have ability to establish and maintain effective work relationships and to deal effectively and courteously with other employees, suppliers, clients and the public through oral and written mediums.
 6. must have ability to improvise in any given situation.
 7. must be able and willing to work weekends, evenings and holidays if so required.
 8. must have ability to read, understand and interpret written materials and oral instructions.
 9. must have excellent interpersonal skills.
 1. must be able to lift and carry objects and materials up to 25kg.
 2. must be able to maneuver stairs without difficulty.
 3. must be able to have sufficient visual and hearing capabilities to respond to public needs and for detailed work.

Oth e r :

1. as an absolute condition of employment, employees are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job.
2. The use of cellphones is prohibited during working hours.
3. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.
4. The consumption of alcoholic beverages is strictly prohibited during company work hours.
5. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. it should not be considered an all-inclusive listing of work requirements. individuals may perform other duties as assigned including work in other functional areas to cover

Qualifications

a. t e c h n i c a l

1. chefs must be at least 18 years old, preferably have a high school diploma/culinary diploma and an interest in food and events.
2. must have demonstrated ability to handle pressure in the work-place as well as have a high work ethic.
3. must have proven ability to work in a group and resolve conflict where necessary

absences or relief, to equalize peak work periods, or to otherwise balance the workload.

6. as a condition of employment, all employees are required to demonstrate a mastery of catering and food knowledge and the successful completion of a written examination, within 30 days of the date of hiring.
7. employment period is to be permanent, with three paid weeks of leave per annum
8. position pays R 6 000/month per month.
9. an extra R 100 will be given as an incentive for very early kitchen arrival i.e. anytime on or before 4:00am.
10. benefits include transport costs, 13th cheque bonus, crew meals and other incentives

responsibility of this position is to assist with the daily delivery and collection of food, props, décor items and other necessary items at the kitchen and outside venues, as well as performing affiliated duties at the kitchen and at the actual event.

- Level of authority: performs duties under the guidance of the kitchen supervisor, or event planner realizing that all actions and decisions influence the quality of the product at the company
- Work environment: Work is performed primarily at the Vicky Crease Catering Kitchen in Rosebank, Johannesburg or other outside venue as determined by management and the client

Driver

- Job Description: employee
- Job title: Driver
- Department: trucks, Kitchen and event Venues
- reports to: directly to Kitchen supervisor, event coordinators, management
- principal purpose of Job: The primary

Essential job functions:

1. responsible for collecting and delivering goods from third parties for the purpose of the event. no private use of the vehicle is allowed
2. to check the road worthiness and licensing obligations of the vehicle and inform management.
3. to endeavour not to incur extra fines or costs, and to take every reasonable care of the vehicle.



1. to check that the correct items have been delivered and
2. collected and load in a responsible manner to avoid double trips and hence extra fuel costs.
3. to maintain cleanliness and hygiene of the vehicle at all times. Washing the truck is the responsibility of the driver.
4. take care and every reasonable precaution to deliver the items in a presentable, unspoilt way, eradicating damaged goods.
5. Greets the client/supplier on arrival at the venue showcasing the company's high standards
6. maintains and enforces necessary health Department health and safety regulations, for the safety of all staff and general good of the company and its reputation.
7. a log book will be kept so that trips are recorded.

Qualifications:

a. technical

1. Driver must preferably be 18 years or older, have a valid drivers license and an interest in food and events would be preferred.
3. must have demonstrated ability to handle pressure in the traffic, work-place as well as have a high work ethic.
4. must have proven ability to work in a group and resolve conflict where necessary.
5. must have effective oral and written communications skills.
6. must have ability to establish and maintain effective work relationships and to deal effectively and courteously with other employees, suppliers, clients and the public through oral and written mediums.
7. must have ability to improvise in any given situation.
8. must be able and willing to work weekends, evenings and holidays if so required.
9. must have ability to read, understand and interpret written materials and oral instructions.
10. must have excellent interpersonal skills.

b. physical

1. must be able to lift and carry objects and materials up to
2. 25kg.
3. must be able to maneuver stairs without difficulty.
4. must be able to have sufficient visual and hearing capabilities to respond to public needs and for detailed work.

Other:

1. as an absolute condition of employment, employees
2. are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job.
3. The use of cellphones is prohibited during working hours.
4. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.
5. The consumption of alcoholic beverages is strictly prohibited during company work hours and we reserve the





1. right to breathe/live drivers (as set down by South African constitution)
2. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods, or to otherwise balance the workload.
3. as a condition of employment, all employees are required to demonstrate a mastery of catering and food knowledge and the successful completion of a written examination, within 30 days of the date of hiring.
4. employment period is to be permanent, with three paid

weeks of leave per annum

1. 8. position pays R4 500/month per month. benefits include transport costs, 13th cheque per annum and other incentives

Catering and Event Coordinator

1. Job Description - employee
2. Job title: catering and event co-ordinator
3. Department: Kitchen, site visits and event Venues
4. reports to: management
5. principal purpose of Job: The primary responsibility of this position is to assist with the daily and timeous co-ordinating of events, such as the food component, props, décor items, staff, beverage, hiring, rentals, set-up crew, entertainment, audio visual, risk assessment, as well as performing affiliated and necessary duties at the kitchen, site meeting and at the actual event.
6. Level of authority: performs duties in association with the kitchen supervisor and management, realizing that all actions and decisions influence the quality of the product at the company
7. Work environment: Work is performed primarily at the Vicky crease catering Kitchen in Rosebank, Johannesburg or other Outside Venue as determined by management and the client

Essential job functions:

1. responsible for concept development and ordering the necessary items from various suppliers.
2. responsible for sending out timeous quotations to the clients and following up with a courteous phone call the next day to secure the business
3. liaise with executive chef and Kitchen manager regarding special culinary requirements, timings, concepts etc



1. look for avenues of new business at the office and whilst at
2. the event, marketing the company where possible.
3. to endeavour not to incur extra fines or costs, and to take every reasonable care of the event.
4. to check that the correct items have been received at the event to avoid double trips and hence extra fuel costs.
5. to maintain cleanliness, order and hygiene of the venue at all times, encouraging kitchen staff to do so.
6. take care and every reasonable effort to deliver a superior end product.
7. upon arrival at the venue announce yourself and greet the client/supplier to ascertain needs and concerns, showcasing the company's high standards.

1. upon departure thank and greet the client when you are
2. leaving so that they know that you are no longer there.
3. maintain and enforce necessary health Department health and safety regulations, for the safety of all staff and general

1. good of the company and it's reputation.
2. a props return book will be kept so that the company's own props and goods are returned to the kitchen and double checked.
3. to inform the Kitchen manager about items or goods that are left at a venue and must be collected.
4. to ensure that communication is free and flowing, resulting in a more effective event.
5. to ensure that deposits are received for jobs and invoices are sent timeously to the accounts department.

Qualifications

a. technical

1. 1. co-ordinator must be 18 years or older, have a valid
2. drivers license and a genuine interest in food and events. a professional eventing diploma, university degree and relevant work experience is preferred.

1. must have demonstrated ability to handle pressure in the workplace as well as have a high work ethic and truly enjoy events.
2. must have proven ability to work in a group and resolve conflict where necessary.
3. must have effective oral and written communications skills.
4. must have ability to establish and maintain effective work relationships and to deal effectively and courteously with other employees, suppliers, clients and the public through oral and written mediums.
5. must have ability to improvise in any given situation.
6. must be able and willing to work weekends, evenings and holidays if so required.
7. must have ability to read, understand and interpret written materials and oral instructions.
8. must have excellent interpersonal skills and preferably enjoy spending time with people.
9. co-ordinator must be willing to travel into all areas of the city as well as be flexible regarding travel to other destinations in the country/internationally
10. to co-ordinate food tastings and mock-ups and work hand in hand with the kitchen to deliver a superior product thus gaining the business.

b. physical

1. must be able to lift and carry objects and materials up to 25kg.
2. must be able to maneuver stairs without difficulty.
3. must be able to have sufficient visual and hearing capabilities to respond to public needs and for detailed work.
4. must be willing to assist with the food component if necessary. This includes set-up and replenishing of buffets, plating food etc.
5. should be able to assist with the set-up of décor of the event, kitchen etc
6. Driving the vans is required under extreme circumstances should a driver not be able to do so

Other :

1. as an absolute condition of employment, employees are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job.
2. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.
3. The consumption of alcoholic beverages is strictly prohibited during company work hours and we reserve the right to breathalize staff (as set down by South African constitution)
4. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods, or to otherwise balance the workload.
5. as a condition of employment, all employees are required to demonstrate a mastery of catering and food knowledge and the successful completion of a written examination, within 30 days of the date of hiring.
6. employment period is to be permanent, with three paid weeks of leave per annum
7. position pays R 12 000- R 15 000 per month with 1% commission on sales. Benefits include transport costs, 13th cheque per annum, cell phone costs, crew meals and other incentives.

Sales Team

1. Job Description - employee
2. Job title: catering and event sales executive
3. Department : Kitchen, site visits and event Venues

1. repOrts tO: management
2. principal purpOse Of JOb: The primary responsibility of this position is to gain business for the profitability of the company ,meet monthlYsales targets as well as perform affiliated and necessary duties at the kitchen, site meeting and at the actualevent.
3. leVel Of authOrity: performs duties in association with the event coordinators and management, realizing that a ll actions and decisions influence the quality of the product at the company.
4. sales executives have the authority to influence prices and negotiate with clients on all aspects in order to gain the contract and close the deal.
5. Work environment: Work is performed primarily at the Vicky crease catering Kitchen in rosebank, Johannesburg or other Outside Venue as determined by management and the client

Essential job functions:

1. responsible for sales strategy with management and ways
 2. on implementing this.
 3. responsible for sending out timeous quotations to the clients and following up with a courteous phone call the next day to secure the business.
 4. physically visit the clients to develop a relationship thus influencing future business decisions.
 5. look for avenues of new business at the office and whilst at the event, marketing the company where possible.
 6. to endeavour not to incur extra fines or costs, and to take every reasonable care of the event.
 7. take care and every reasonable effort to deliver a superior end product.
 8. upon arrival at the venue announce yourself and greet the client/supplier to ascertain needs and concerns, showcasing the company's high standards.
 9. upon departure thank and greet the client when you are leaving so that they know that you are no longer there.
 10. maintain and enforce necessary health Department health and safety regulations, for the safety of a ll staff and general good of the company and it's reputation.
1. to ensure that communication is free and flowing, resulting
 2. in a more effective event.
 3. to ensure that deposits are received for jobs and final invoices are sent timeously to the accounts department and payments are followed up.



Qualifications

a. technical

1. event sales executive must be 18 years or older, have a valid drivers license and a genuine interest in food
2. and events. a professional eventing, marketing or sales diploma , university degree and relevant work experience is preferred.
3. must have demonstrated ability to handle pressure in the workplace as well as have a high work ethic and truly enjoy

1. events.
 2. must have proven ability to work in a group and resolve conflict where necessary.
 3. must have effective oral and written communications skills.
 4. must have ability to establish and maintain effective work relationships and to deal effectively and courteously with other employees, suppliers, clients and the public through oral and written mediums.
 5. must have ability to improvise in any given situation.
 6. must be able and willing to work weekends, evenings and holidays if so required.
 7. must have ability to read, understand and interpret written materials and oral instructions.
 8. must have excellent interpersonal skills and preferable enjoy spending time with people.
1. 10. event sales executive must be willing to travel into all areas
 2. of the city as well as be flexible regarding travel to other destinations in the country/internationally

b. physical

1. must be able to lift and carry objects and materials up to
 2. 25kg.
 3. must be able to maneuver stairs without difficulty.
 4. must be able to have sufficient visual and hearing capabilities to respond to public needs and for detailed work.
 5. should be able to assist with the set-up of décor of the event, kitchen etc
1. as an absolute condition of employment, employees
 2. are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job.
 3. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.
 4. The consumption of alcoholic beverages is strictly



1. prohibited during company work hours and we reserve
2. the right to breathe/live staff (as set down by South African constitution)
3. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods, or to otherwise balance the workload.
4. as a condition of employment, all employees are required to demonstrate a mastery of catering and food knowledge and the successful completion of a written examination, within 30 days of the date of hiring.
5. employment period is to be permanent, with three paid weeks of leave per annum
6. position pays R15 000/month per month with 2% commission. Benefits include transport costs, 13th cheque per annum, cell phone costs and other incentives.

1. guidance of the executive chef, kitchen supervisor, or event planner realizing that all actions and decisions influence the quality of the product at the company
2. WORK enVirOnment: prep Work is performed primarily at Outside Venues as determined by management and the client

Essential job functions:

Head waiter

1. head waiter responsible for double checking all rentals and beverages received at the venue.
2. head waiter responsible to brief the waiters in conjunction with the co-ordinator
3. assist with co-ordinating of room prep and supervising finished product for quality control.
4. be knowledgeable about the menu and wines/beverages for the event and be able to answer questions about the meal.
5. be knowledgeable about the caterer's company name and other relevant business details in order to secure more business.
6. assist with breakdown of event/kitchen space and consolidate hiring/props/drinks etc

Waiters, Barmen and Support Staff

1. Job Description - employee
2. Job title: Waitron, barman, support staff
3. Department: event Venues
4. reports to: executive chef but also accountable to event coordinators, management, client
5. principal purpose of Job: The primary responsibility of this position is to assist with the set-up of the tables, buffets, room preparation etc and serving of the food and beverages as well as performing affiliated duties at the kitchen and at the actual event.
6. Level of authority: performs duties under the

Waitron

1. responsible for preparing the hospitality component of the event, such as setting tables and chairs, polishing glassware, assisting with table décor.
2. be knowledgeable about the menu and wines/beverages for the event and be able to answer questions about the meal.
3. be knowledgeable about the caterer's company name and other relevant business details in order to secure more business.
4. inform head Waiter and head chef of any special requirements
5. take every reasonable care to offer superior service
6. to maintain the event space in an orderly and hygienic condition

7. Greets the client on arrival at the table in a quiet dignified manner, showcasing the company's high standards
8. maintains and enforces necessary health Department health and safety regulations, for the safety of all staff and general good of the company and its reputation.
9. left-over food from events will be donated to a local charity and may not be taken away. a staff meal and drink will be provided during the course of the day.

Qualifications:

a. technical

1. Waiters must be at least 16 years old, preferably have a high school diploma/culinary diploma and an interest in food and events.
2. must have demonstrated ability to handle pressure in the work-place as well as have a high work ethic.
3. must have proven ability to work in a group and resolve conflict where necessary.
4. must have effective oral and written communications skills.
5. must have ability to establish and maintain effective work relationships and to deal effectively and courteously with guests, employees, clients and the public through oral and written mediums.
6. must be able and willing to work weekends, evenings and holidays if so required.
7. must have ability to read, understand and interpret written materials and oral instructions.
8. must have excellent interpersonal skills.

b. physical

1. must be able to lift and carry objects and materials up to 25kg and balance food and drinks on trays whilst in motion.
2. must be able to maneuver stairs without difficulty.
3. must be able to have sufficient visual and hearing capabilities to respond to public needs and for detailed work.

Other:

1. as an absolute condition of employment, employees are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job.
2. The use of cellphones is prohibited during working hours.
3. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.



4. The consumption of alcoholic beverages is strictly prohibited during company work hours.
5. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods, or to

otherwise balance the workload.

6. as a condition of employment, all employees are required to demonstrate a mastery of catering and food knowledge and the successful completion of a written examination, within 30 days of the date of hiring.
7. employment period is to be permanent, with three paid weeks of leave per annum
8. position pays \$50 per hour. benefits for full time staff include transport costs, crew meal and other incentives.

MANAGEMENT: FINANCIAL DIRECTOR

- Job Description - employee
- Job title: financial Director
- Work environment: Work is performed primarily in an office setting or in corporate meeting rooms and other venues
- principal purpose of Job: coordinates the financial management of the company to oversee purchasing and contract payments, and other financial services as directed. negotiates financially on behalf of the company and provides supervision of staff
- level of authority: performs routine and non-routine duties independently with only general direction, according to sound accounting principles and generally known procedures and practices. is responsible for thoroughness, competency, and sound judgment, where failure to perform effectively and efficiently could have serious impact on departmental operations and public relations and could result in legal and fiscal liability for the company.
- work environment: prep work is performed primarily at outside Venues as determined by management and the client

Essential job functions:

1. supervise the finance support team. responsibilities include communicating with the president and the assistant Director to establish fiscal priorities; running and coordinating the business; balancing priorities, payments and workloads; troubleshooting employee and customer conflicts and concerns; scheduling work and vacations; managing employee performance; completing formal performance evaluations; and communicating with the ceo.
2. attend tender/bid openings and ensure bid processes comply with state and city law. negotiate and motivate the closing of major business deals.
3. review all purchase orders, requisitions, and contracts. approve payment of all invoices and action such payments.
4. perform other related professional financial and administrative functions as assigned.
5. provide information within scope of knowledge and authority

Additional Job Functions:

1. may perform portions of the work of higher classified jobs occasionally, as assigned.

Qualifications:

technical

1. must have a strong accounting background, with a minimum of two years of accounting experience, preferably in food accounting, and have, or quickly acquire, a good understanding of the culinary field.
2. Desirable to have a two-year college degree, preferably in business management or accounting.
3. must have ability to plan, schedule, and review the performance of assigned staff in a manner conducive to proficient performance and high morale. Desirable to have demonstrated competency in administration or supervision through previous experience.

1. must be bondable.
2. must possess a valid driver's license.

1. physical capabilities
2. ability to sit at work station and computer for extended periods.
3. ability to stand, walk, and drive as needed throughout day.

Other capabilities

1. must be extremely accurate with numbers and in keyboarding on the computer.
2. must have ability to establish and maintain effective working relationships with officials, suppliers, commissions, boards, agencies, employees, and the public.
3. must have excellent interpersonal skills. be flexible and creative, a good communicator, and demonstrate a strong goal achievement and customer service attitude. must be able to work with the public and the skills necessary to work effectively as a team member.
4. must be willing to maintain professional and technical

1. expertise through continuing education and membership in
2. professional organizations as directed.
3. 5. must be able to exercise decorum and discretion regarding personal and financial information that position provides access to.



1. Use of tools and equipment
2. 1. ability to operate general office equipment, including computer, ten key calculator, copier, and fax.

Other:

1. as an absolute condition of employment, employees are required upon hire to sign a drug free workplace agreement and an agreement not to use tobacco products in any form while on the job.
2. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. it should not be considered an all-inclusive listing of work

- requirements. individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise to balance the workload.
3. The consumption of alcoholic beverages is strictly prohibited during company work hours.

2. forming, staffing, guiding, leading, and managing an organization sufficient to accomplish the president's responsibilities and the strategic plan of the business.
3. Overseeing the complete operation of an organization in accordance with the direction established in the strategic plans.
4. evaluating the success of the organization.
5. maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards.
6. The president frequently represents the organization in civic and professional association responsibilities and activities in the local community, the state, and at the national level.

OWNER/PRESIDENT

- Job Description - employee
- Job title : president of the company
- Work environment : Work is performed primarily in an office setting or in corporate meeting rooms as well as the event venues
- reports to: self/shareholders
- principal purpose Of Job: creating, communicating, and implementing the organization's vision, mission, and overall direction. leading the development and implementation of the overall company strategy. leading, guiding, directing, and evaluating the work of other executive leaders and directors.

Level of authority:

- formulating and implementing the strategic plan that guides the direction of the business or organization.
- maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards, and so forth.
- Demonstrating the leadership necessary to make the organization's mission a success. This leadership includes providing leadership vision, leadership that attracts followers, and all other aspects of successful leadership.

Essential job functions:

1. formulating and implementing the strategic plan that guides the direction of the business.



Employee Handbook: “THE VICKY CREASE CATERING BIBLE”

Our Employee Handbook is the most important communication tool between our company and Our Employees. This handbook sets forth our Expectations for our employees, and describes what they can expect from the company.

1. Company history

We have included a brief history on the company for employee knowledge but also so that the employees can ‘sell’ the company to prospective clients.

Vicky Crease has extensive experience in the food industry with over 20 years of knowledge and expertise which she brings to the company as marketing Director and president.

Vicky Crease Catering and Events was founded by Vicky Crease, assisted by her husband Andreas Crease in 2001. Initially they baked cakes for cafes and restaurants and although extremely popular, the financial side was not as profitable as the effort that was put in. In view of this, Vicky then co-founded life style emporium incorporating a restaurant in Sandton, Johannesburg. Due to the overwhelming response to the food component of life, Vicky branched off and opened Vicky Crease Catering and Events operating from Brixton and then moved to larger premises in the prestigious suburb of Rosebank.

The company grew from strength to strength, employing more people on an annual basis and continues to grow with major international corporate and private clients on our books.





in 2009 we became be e registered which is a policy of black economic empowerment for previously disadvantaged people.

2. Benefits

after the probation period of 3 months, and once in permanent employ, the employee becomes eligible for the following benefits:

Car Allowance:

a car allow ance for each kilometer travelled for company work. tran spo rt costs from home to work and back are the responsibility of the employee and will not be compensated.

Cell Phone Allowance:

The co-ordinators will be allowed a cell phone allowance of R 300/month for business related phone calls.

Laptop or iPad:

The senior co-ordinators will be issued with a laptop or ipad in order to conduct business off-site and for powerpoint presentations to potential clients.

Staff Discounts:

staff are privy to a 40% discount on catered events and may utilize this offer for a maximum of 4 times per year. The ordering of single orders such as platters or cakes is unlimited.

Staff Birthdays:

staff birthdays are celebrated by allowing the employee a day off, or alternatively if the employee chooses to work, we celebrate with cake.

3. Time off

The company allows 3 weeks of paid leave after one year of work. should the employee require time off during the year, this needs to be requested and approved by the necessary manager, prioritizing the needs of the company. leave shall not be granted during high season (from beginning september to mid- December) unless under extreme circumstances. The company is traditionally closed for the holiday season in December and staff is encouraged to take their leave during this time.

maternity leave is granted for 3 months-one month before and

two months after the birth is the recommended time. regarding sick leave,the employee is entitled to one day sick

leave per month but needs to produce a doctor's letter justifying such leave in order to be paid.

bereavement leave shall be granted on a discretionary basis

and three days will be paid after employee has worked daily for 6 months or more. management reserves to right to ask for necessary documentation to support the leave.

4. Dress code

Kitchen staff is expected to be dressed in full kitchen attire adhering to the relevant health and safety requirements such as hair nets, safety shoes,disposable gloves, no jewellery and hair tied back. co-ordinators and managers are required to look clean and presentable with no visible tattoos and piercings.

They are required to look stylish primarily because we sell 'experiences' and the first impression is made by a well-dressed hygienic employee . During events,employee are encouraged to wear smart black clothing with a jacket and comfortable closed

shoes.for set-up they may wear casual shoes and clothes,but

no shorts, vests and flip flops at any time. The chewing of gum during an event is prohibited.

5. Employee uniform

Kitchen staff is required to purchase uniforms from the company. The employees will be compensated for these items upon their return. uniform is to be clean, and hygienic and match the company specification.

6. Work attendance

The company expects all employees to arrive at work timeously each day. should the employee fail to do so on more than 5 occasions without valid excuse a disciplinary hearing will be held with a view to dismissal. Given the nature of the job, a pre- determined lunch hour cannot be guaranteed but can be taken at a suitable time.

7. Pay day

pay day is typically by the 25th of every month. in December, salaries shall be paid on the 20th December. Deductions that are prescribed by law,such as unemployment fund and Workman's compensation will be applied to the salary.

8. Promotion

The company reserves the right to promote any employee it deems fit, even if such employee was the last to arrive.

9. Staff discounts

The company is able to offer a 30% discount on the invoice for staff requirements. This is limited to 4 times per year.

10. Client treatment and expectations

Our core business is built on the 'service industry' and employees are required to willingly assist clients wherever



possible, whether prior to the event, during the negotiation process, or during the event.

We are available to serve at all times, and only if something is completely illegal, immoral or contradicts the employee religious beliefs will this be denied. Clients are always dealt with the highest respect and there shall be no discrimination on the basis of race, national origin, religion, gender, age, or disability

11. Non-disclosure agreements (NDA's) and conflict of interest statements

The company requires the signature of a non-disclosure agreement as well as conflict of interest statements protecting our trade secrets and company proprietary information. At no time shall an employee cater or co-ordinate an event in their

own capacity, or represent another company as this would constitute a conflict of interest.

12. Anti-discrimination policies

Our workplace is governed by strict anti-discrimination policies based on religious, personal, medical, sex, nationality or race. Should this be transgressed, a disciplinary hearing will be scheduled.

13. Probation period

An employee is obliged to serve a three-month probation period during which time they will be trained about the job and final decisions are made by both parties. Following this period, an assessment meeting will be held to proceed with either employment or dismissal.

14. Cursing and profanity

The use of foul language and gestures as well as profanity is forbidden in the work environment, particularly around children and clients.

15. Pornography

The viewing of pornography during work hours by any medium is strictly prohibited. A warning shall be issued for this and after three warnings, immediate dismissal follows.

16. Drugs and smoking

As an absolute condition of employment, employees are required upon hire to sign a drug-free workplace agreement and an agreement not to use tobacco products in any form while on the job. Theft will not be tolerated under any circumstances and may lead to immediate dismissal.

17. Social media sites

Social media sites such as Facebook, Twitter etc. are disallowed in the workplace. Should you wish to visit these sites during the

day, it should be done in your own time, from your own smart-phone. Work computers are reserved for work related issues only.

19. Alcohol

The consumption of drinks of alcoholic beverages is strictly prohibited during company work hours and the company reserves the right to breathalize any employee who is suspected on consuming alcohol. should alcohol levels be abnormally high, we reserve the right to dismiss the employee with immediate effect.

20. Telephone etiquette

all staff shall answer the telephone in a prompt and professional manner. The name of the company and a short welcome is prescribed. The responsibility of putting a call through to an extension or taking a message, is borne by the employee who answered the phone.

21. Media enquiries

all media enquiries will be dealt with by Vicky Crease or her duly appointed public relations agent. please inform interested media that requests should be forwarded electronically. Vicky Crease reserves the right not to revert to any communication.

22. Safety and security

safety and security is of the highest concern in our company and we adhere to the strictest safety and security ethics.

Our kitchen has a certificate of acceptability and we will employ a specific health and safety officer to ensure safety in the workplace. compliance with the Occupational safety and health administration's laws that require employees to report all accidents, injuries, potential safety hazards, safety suggestions and health and safety related issues to management. We are committed to creating a secure work environment for all employees through our safety policies..

23. Computers and technology

computers and communication technology are essential tools for conducting business. however employee misuse can have serious consequences for the company. Therefore, computer and software use should be professional and responsible and employees are not allowed to share confidential customer details and information with a third party.

24. Work environment

employees are requested to keep their desks and surrounding space, as well as kitchen and bathroom space in a neat and tidy condition. sloppy dirty spaces will not be tolerated and staff are encouraged to notify the cleaners to tidy up timeously should a client or supplier be arriving.



Employee recognition & appreciation

in our company, given the manageable size of the operation, there are several recognition and appreciation programs currently implemented:

1. firstly we know all our employees by name and are familiar with their personal lives and situations, taking interest in their career and private growth, which gives them huge job satisfaction.
2. secondly, on their birthdays, we allow them to have an optional paid half day off or should they be working we bake a celebration cake to be enjoyed by the team in recognition of the employee's special day.
3. Thirdly Vicky crease calls weekly meetings at the office and the 'star of the Week' is commended at the internal meetings, based on customer service, sales and other factors. We have found public acknowledgement in front of ones peers to be very effective.
4. fourthly, through our vast relationships with the media, we encourage featuring the entire team in the article, and don't limit it just to Vicky crease being featured.
5. On many occasions, Vicky posts Thank you's after a momentous event to her team on the company facebook page, which is public acknowledgement by many people.
6. a huge example of employee recognition and job satisfaction is the inclusion of different employees on the tv show that Vicky crease was featured in this year- it was an exciting way of saying ~Thank you to the staff.

Incentives include:

1. The payment of additional commissions for events, encouraging the coordinators to excel in customer service and delivery.
2. The payment of a bonus before christmas based on good performance
3. a luxurious themed year-end party for all staff and

management before the holidays, encouraging team building

and company pride.

4. allowing employees to attend meetings and offer creative advice, as well as write some magazine articles on behalf of Vicky crease when she's unavailable is a huge driving factor for employee recognition
5. Vicky crease often sends a letter to all team members at the conclusion of a project, thanking them for their participation.
6. We give the employees the opportunity to take credit for a job that's done well
7. We provide opportunity. people want chances for training and cross-training and to be educated. They want to participate on a special committee where their talents are noticed. They like to attend professional association meetings and represent your organization at civic and philanthropic events. This year, our employees attended the bridal awards in Johannesburg and since we won, taking great pride in the win raising their job satisfaction quotient quite substantially.
8. We allow the employees to be part of the event by introducing them to the clients with respect and encouraging them to elaborate on their ideas and interact with the guests.
9. We often put vases on the employees desks filled with fresh flowers from leftover functions to brighten their day, with flowers from the event. This is a touch that is always appreciated.
10. We ensure that if the co-ordinator is working out of town that the accommodation is of a high quality to make them feel secure and happy.
11. On countless occasions, the co-ordinators have been included and invited to launches and parties on behalf of Vicky crease because of her reputation as a celebrity chef in south africa.

MARKETING PLAN EXECUTION 2019

Our company has always had a very exciting marketing angle

which is vibrant, alive and innovative.

The founder Vicky crease, has a degree in marketing management and psychology which has certainly assisted our drive, but it's the creative strategy that is instrumental in winning new business deals, and our commitment to our marketing plan that positions us ahead of our competitors.

TELEVISION SHOW

in 2011, the greatest marketing tool was the production of our ground-breaking tV "fresh and simple" where Vicky crease was elevated to celebrity chef status and is now a household name in south africa.

The first season was an economical production, with no major sponsor to throw their weight, and financing behind the show. The trade off for our company was that we negotiated to have our website details as well as our logo shown after every episode. Vicky was also given the opportunity to say her name at the beginning of every show, making the brand recognizable and synonymous with quality and style, further enforcing the brand. The show was the first cooking and décor show in south africa and of the 5 cookery shows on air at the time, our local one had 40 times more viewership than the other 4 international ones- great news and a testament to the fantastic show we were producing.

such was the popularity of season One that we were asked to do another season but this time we had the sponsorship of the biggest manufacturer of glassware in south africa- consol Glass. With this came more budget so we were able to add more finesse and luxury to the show with hair and makeup

stylists, décor budget and we had budget for an assistant to

Vicky crease- season 2 was more popular with improvements on all elements of the show, from the cameras, to the sound to post-production.

This was a very welcome change as the show was now more in

line with our own exclusive brand.

from a marketing perspective 2011 was an exceptionally

successful year as we experienced huge growth and it was directly attributable to the tV show.

Our website statistics clearly show that the ratings and hits on

our website shot up from april-June, the three months the show was aired the first time.

We experienced the after-effects of the show when we suddenly

became very busy at a time that is traditionally quieter- the beginning of southern hemisphere Winter! We employed additional staff to cope with the flurry of enquiries and interestingly we received many calls from old clients who were reminded of our services.

The status of our celebrity chef owner Vicky crease certainly

increased sales as the clients often required Vip standards from a famous name and it is now within reach in their own country- a culinary icon of whom they are very proud!

PUBLIC SPEAKER AT TRADE SHOW

Grand Designs is the premier design and décor show with a live 'chefs Theatre' featuring the best culinary personalities

in the country. Vicky offered her vast knowledge to the public, managing to market her own company to the 25 000 guests that visited the show.

MAGAZINE FEATURES

for many years, we have been sought after to offer opinion on culinary trends and entertaining in the print media. We find this to be a very effective marketing tool since magazines stay on the shelf for a couple of weeks and are enjoyed months later, sometimes from the most obscure locations, such as doctors rooms and airplanes! With Vicky Crease being the culinary star, having graced the covers on numerous occasions, the requests to be featured have increased and thus awareness of the brand is at an all time high.

AWARDS

We have received several prestigious awards over the years and belong to numerous catering associations and professional culinary bodies. The awards are an opportunity for us to receive publicity during and after the awards program maximising media exposure and customer endorsement.

NEWSPAPERS

newspaper print is also a very effective communication medium and the citizen newspaper carries a social page called 'cheek to chic' with Sarah Cangley.

We have often been featured in these pages since we are commissioned to cater for the hottest parties and weddings in the country, and our work is attractive and interesting to the readers, with the publishers aware that our inclusion increases circulation.

WEBSITE

at the end of 2010, we re-invented our website into a high level passage to style and fantasy! We have used it as a very effective marketing tool with clients referring to it several times a day. We know it is successful as countless people ask permission to use the pictures on it or include it in a presentation to promote their own businesses. The fact that the TV show led to our website, drove thousands to our company which in turn translated into revenue and prestigious events.

SUPER PIE AND CAKE DELIVERIES

at the beginning of the year, we decided that the way to market a catering company to the world is through delicious food. so we created a clever concept called, "a bigger piece of the pie" and we delivered handmade chicken pies decorated in gorgeous boxes with cascading ribbons to our targeted clients with a clever message: 'We appreciate all your business but would love a

BIGGER PIECE OF THE PIE'

This humorous marketing campaign got endless comments and demonstrated 2 things: our exceptional culinary skills and our creative thinking and marketing strategy!

PERSONAL RELATIONSHIPS

The human touch is the most effective marketing tool in the world! This is a maxim we at Vicky Crease catering live and breathe by.

Our strategy for the year was to further cement our

relationships with our leading clients so the senior co-

ordinators and sales team would often personally visit our leading clients and connect about daily personal issues, solidifying our relationships with them.

CLIENT ENTERTAINING

Gordon Ramsay was the guest celebrity chef at an event we co-ordinated for Bobbi Bear charity in Johannesburg in conjunction with the Good Food and Wine show. The setting was an exquisite venue with a 5 course plated menu accompanied by vintage wines and a celebrity guest list to match. To add to the exclusivity, only 200 tickets were made available and the tickets were pitched at a premium price range. A silent auction was orchestrated for the night and we raised millions of rands for charity.



We saw this as the perfect opportunity to spoil our top clients. Since they are in the event industry they are familiar with the best of the best, so we had to really impress them with something new and our invitation was an exquisite gift to them. Also, since Vicky Crease was involved in the running of the event they felt proud to be associated with the brand and from a marketing perspective was super effective!

CELEBRITY CHEF APPEARANCES

Nothing is more exciting for an amateur cook than meeting and interacting with a TV chef in an informal environment. The personal hints, the humour and the fun is priceless in cementing the brand in people's minds. Vicky Crease was asked to make several appearances in 2011, from Décor mornings, to chefs tables, to exclusive Gourmet parties - all of which hugely enhanced the company.



Awards and accolades

2018

- Signature caterer for best event
- Best new food concept
- Best barbecue or picnic
- Best innovative mixology

2017

- Best multiple day event

2016

- SA Style Awards – Most stylish business personality – Vicky Crease

2015

- Caterer of the year
- Best multiple day event
- Ace Award for best international caterer

2014

- ca tie awards (u sa): best buffet presentation & menu 2014.
- ca tie awards (u sa): best plated menu 2014.
- ca tie awards (u sa): signature caterer for best event 2014.
- Glamour magazine, Woman of the year awards 2015

2013

- ca tie awards (u sa): best tablescapes Design
- event solutions, spotlight awards (u sa): supplier of the year

2012

- ca tie awards (u sa): best buffet

2011

- 2011 brides choice awards, abia, best independent caterer
- 2010 international caterers association's, ca tie award, best buffet

2010

- 2010 catersource ace award (u sa), best international caterer
- 2010 event solutions spotlight award (usa), catering company of the year finalist

2009

- 2009 international caterers association's ca tie awards (u sa):
 - best use of food as Décor;
 - best new food concept;
 - best barbecue or picnic
- 2009 VOW Gold award for best independent caterer (sa bridal institute)

2008

- 2008 international caterers association's ca tie awards (usa): best Themed menu; best use of food as Décor
- 2008 south african chamber of commerce, business person of the year, finalist

2007

- 2007 sunday times (sa) best party of the year

2005

- 2005 sunday times (sa) best party of the year

2004

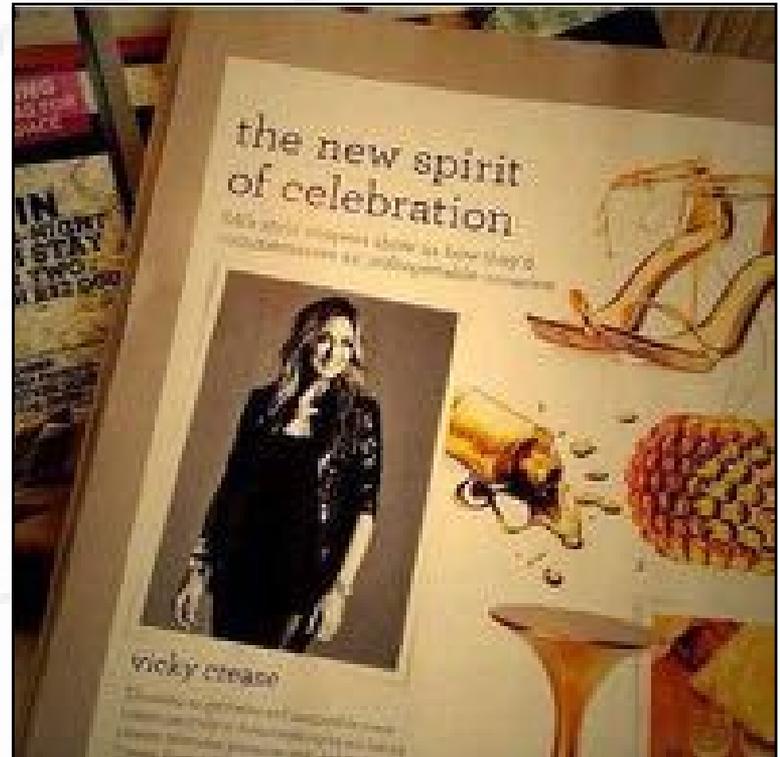
- 2004 Wedding expo (sa) best stand

Press and industry

Vicky crease house and leisure magazine - "the glitterati"



Vicky Crease house and leisure magazine



Vicky Crease egee magazine



Vicky Crease CondeNast – House and garden magazine



Vicky Crease The star newspaper - Lifestyle Verve



Vicky Crease Get It magazine – Get the party started



Vicky Crease Sunday Times Newspaper SA Style awards 2014

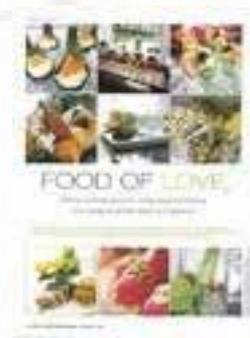
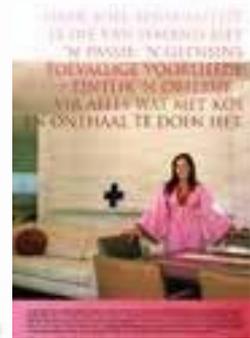


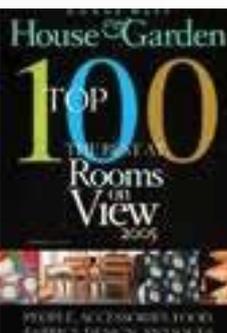
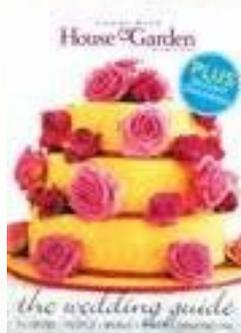
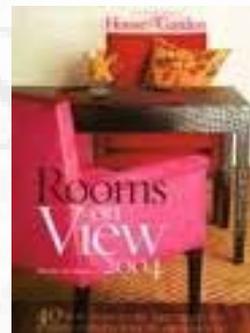
Vicky Crease People Magazine

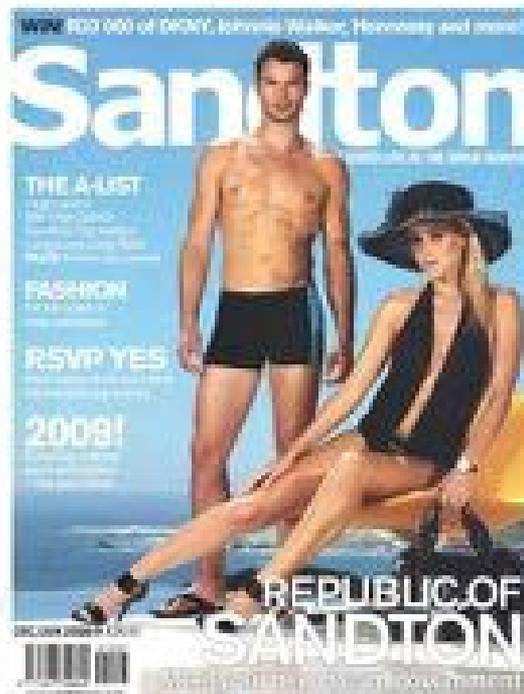


WICKY









VICKY CREASE

VICKYCREASE CATERING AND ENTERTAINING
 (011) 880-5776, www.vickycrease.com

Vicky Crease Catering and Entertaining specialises in all 7 genres – catering, flowers, music, dancing, etc – for private and corporate events

What makes a great event? In my opinion, beautifully presented, table food is a must at every party coupled with a fantastic guest list – it's best to have a good mix of people with interesting careers, fun people, globetrotters, stylish types, enjoying exquisite food presented with a sense of abundance. And there should be stylish presentation that's relevant to the context of the party. If it's a beach party, it needs a big basket with lots of grilled lobster tails served with juicy lemons and fresh coriander. Or, if it was a street party, it goes for street food like gourmet burgers with mushroom and chorizo, french onion soup. For weddings I tend to opt for more classic dishes – like char grilled fillet with a sage balsamic reduction on potatoes, steak – and lots of sides, soups, desserts, lovely and crisp potatoes. In a few words: abundance, passion, glamour.

What's been your best ever event? Carter's launch into South Africa – we worked with Foreyn@8 Communications, Centre from Africa Group, then from Johannesburg and loads of other hot talent. We served customised beer samples with gold-themed, imported Carter champagne and hand made chandeliers with floral elements. And the launch of Richard Branson's Virgin Money was also great, working off the fabulous Memphis theme – with more than 1,200 hungry guests at the City Hall.

What's your dream event? To be honest, we've already done it – an event for Nelson Mandela in aid of his Children's Fund, a very rewarding, fulfilling and emotional experience. Otherwise, it'll be at the top of the Empire State Building overlooking all of Manhattan, doing a big birthday event for David Beckham – loads of champagne, elegant food, fabulous entertainment and colourful fireworks.

What's the future of events? Green, yes, healthy and sustainable. All such phrases of course, but put less action with real meaning, not just lip service.





downline | Entertaining With...
 MARRIAGE WITH THE MESSAGES

Entertaining With Vicky Crease

The culinary goddess and CEO of Vicky Crease Catering & Events shows us how she keeps guests happy

What's your secret?
 For every glamorous event there is a host, Vicky Crease.

As a top chef and event planner, Vicky has been making headlines for her ability to turn any event into a memorable experience. In her own words, she has been "inspired, creative, and always ready to go." She is also known for her attention to detail, her commitment to quality, and her ability to make every event a special one.

How would you describe your catering style?
 The food is a mix of traditional and modern. It is all about the quality of the ingredients and the presentation. The food is always fresh and delicious.

What are your top 3 catering tips?
 1. Know your client. 2. Communicate. 3. Be flexible.



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What's been the most interesting event you've hosted?
 I hosted a wedding for a couple who had a very unique theme. It was a mix of traditional and modern. The food was always fresh and delicious.

How do you stay motivated?
 I stay motivated by focusing on my clients and their needs. I always try to provide the best service possible.

What are your future plans?
 I plan to continue to grow my business and provide the best service possible to my clients.

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FRESH AND SIMPLE TELEVISION SHOW



Fresh & Simple

More food magic from Vicky Crease

Vicky's back with a mouth-watering spread of summer recipes. Fresh ingredients, simple menus and inspired table settings - let Joburg's favourite A-list caterer show you how to turn every meal into an occasion to remember.

Wed 8pm • Fri 10pm • Mon 3pm • Sat 8:30am & 5:30pm • Sun 12:30pm & 9:30pm



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DStv Channel 182

VICKY



FRESH & SIMPLE

*Her TV show, **Fresh and Simple**, made her a household name. And in October, the second season will be on our screens. We find out what South Africa's **Nigelima**, **Vicky Creese**, is really like, when her apron is off and she's not talking directly to the camera*

story **sharon preston**

It is a breezy Thursday evening and Vicky is fresh-faced, with not a trace of make-up. She's clad in simple jeans and pumps – no apron in sight. Despite the fact that earlier today she was in her home chef's uniform, charming and unflappable.

Her son strolls through the kitchen, smiling, looking at the refrigerator shelves as she peeks around her kitchen, checking her list. She had her way: she'd take us a cake, or at the least feed us. But we're having dinner. That's how to photograph her. This is Vicky's day to relax, to relax at the kitchen.

Our other Vicky is a living wall, and more to most magazines than April from her to 15. And when she's not on TV, she's an award-winning caterer, who has become well-known world-wide for her corporate, event and wedding when it comes to food. In fact, her catering business boasts more international catering awards than anyone on the African continent. No wonder *Sunday Times* chose her to host a local food show.

Vicky is well known in every category – people hear her name and start making plans about her parties, her concerts, her style, her business. Vicky Creese Catering, opened its doors five years ago in Roseburg. The premises are bustling,

beautiful and stylish, full of beautiful props for every kind of event imaginable, the shiny kitchen tables behind closed doors. Vicky's office is hidden in a corner – a long table full of cookbooks and a computer. It's effortlessly stylish as everything that Vicky touches – there's even a half eaten chocolate egg begging to be nibbled on.

Home is a five bedroom house, so it takes Vicky minutes to get to work in the mornings, and home again after her work is done. And it's a beautiful home, clean lines, simple, modern and stylish, an eclectic mix of old, new and Greek lines. A home fit every sense of the word, with the kitchen the heart, the garden a lush escape and the sun-drenched rooms full of loved possessions. There are books, candles, a moment from *Pygmalion* and *Mousetrap*, photographs of the family laughing and light.

Vicky's priority is the family. Her husband, Andrew, is the business partner. Her mother who inspired her to cook in the first place, has read about the table, table, is a well-known and award-winning interior designer whose exquisite goods are to be found in homes and restaurants around the country and overseas. Vicky is charming, and down-to-earth, an interesting mix when you're a celebrity in your own right. "It's so lucky to have experienced what I have," she says.



SPRING 2011

CLIENT TESTIMONIALS



50 ST GEORGES MALL ALLIANZ HOUSE CAPE TOWN SOUTH AFRICA
[REDACTED]

Dear/Sir Madam

Vicky Crease Catering has been a supplier of over the last 7 years to our business and our relationship extends beyond simply working together, together we continue to deliver on clients' expectations and needs year on year and create memorable gastronomic experiences. Vicky and her immensely talented team are responsible for an integral part of the events we do in providing not only the food, but also their collective experience and direction in the catering and hospitality environment.

We have given Vicky challenging work to execute in locations that have no infrastructure, power or water and yet she has always found a solution to delivering superb food and service. Whether it be sourcing and training local students as waiters in far out locations or lugging kitchen equipment up a rock cliff face, she has done it for us and, done it with effortless grace and ease. Working with Vicky and her team is a pleasurable experience as we are able to work as a team with a common vision in mind. Her uncanny ability to embrace a creative brief and add to it in an innovative and resourceful manner makes her my caterer of choice.

In an economic environment when people are price conscious Vicky still remains competitive whilst never compromising on quality and delivery even if we are constrained budget wise.

I have no hesitation to recommend Vicky for prospective work, awards and a serious pat on her back for she deserves it for not only the amount of effort and hard work she has put in to building a female owned business in a tough environment but because of her pure passion and commitment to her craft.

Best Regards


GAVIN RAJAH

OWNER/MANAGING DIRECTOR

GAVIN RAJAH CONCEPT

Dear Vicky,

I am writing to thank you for the wonderful job you did for the Sentebale Gala Dinner. You were so generous with your time and expertise, the room looked absolutely stunning and our guests are still raving about the food! Your team were a pleasure to work with and we all thought Jade did a fantastic job. We very much hope to come back to Johannesburg in the future and would love to work with you again.

As you know, Sentebale works with vulnerable children in Lesotho. At the heart of our work is the Mamohato Network and Camps Programme, which delivers a powerful educational message and seeks to tackle the HIV/AIDS stigma in the country.

The Programme brings together children and young people in a safe environment and gives them the knowledge and tools to effectively manage their illness, resulting in extended life expectancy through treatment adherence, reduced spread of the disease via healthy risk taking and reduced stigma via peer education.

In order to expand the number of children who can benefit from participating in this life changing experience, we are hoping to raise £2.47million to fund the construction of a permanent site for our Mamohato Programme. Your donation will be used for this purpose - the centre will strengthen our commitment to the vulnerable children of Lesotho and will also serve as a beacon for our future expansion into other southern African countries.

I am pleased to share that so far we have raised 20% of the costs of the construction. A fantastic start to our fundraising campaign!

On behalf of Prince Harry, Prince Seeiso, the trustees of Sentebale and of course the children of Lesotho, thank you.



Cathy Ferrier
CEO



Ac

A

Dear Sir

I have great pleasure in advising you of the extraordinary ability of the famed South African Caterer and Event Producer Vicky Crease.

My name is Marek Letowt and I am the General Manager of Rolls Royce in South Africa. I have been involved directly with the brand and its success for the last nine years. We naturally are very specific when it comes to choosing people and companies to get involved with when staging events for our prospective clients and various other high net worth individuals.

As a well respected business person and having attended many high profile celebrity events in the past, I have the authority to comment on Vicky Crease's phenomenal ability in her field.

Rolls Royce is regarded as the world's most prestigious car brand and is known to be regarded as "the best car in the world". Our customers and people we associate are true entrepreneurs, successful business people and interesting individuals from all walks of life. One of our identity guidelines is "To be trusted to deliver excellence"

At Rolls Royce, our reputation is our most valuable asset, and as such, we can only be associated with the very best in each field

To this end, when Rolls Royce required the staging of an Event of the highest standard for our Internationally recognized South African President at his residence, we had only one choice in appointing the most creative Event Producer-Vicky Crease.

We had absolute confidence in her ability to create a unique experience and the utilization of Vicky Crease's services and the success of the event, made a huge impact on our brand, and its credibility. So positively acclaimed was her production that the Presidential Eventing department subsequently requested Vicky's services for the same event the following year.

I strongly feel that the Rolls-Royce brand and the prestigious market segment to which we appeal, is best serviced by the extremely creative and Culinary Genius, Vicky Crease


Yours Sincerely
Marek Letowt

Rolls-Royce Motor Cars Sandton (Pty) Ltd

Sandton Mtr, 128 Bonaer Road, Cor Linden Road, Sandton P O Box 412888, Crugher, 2024
Telephone +27 (11) 676 8821 Fax +27 (11) 676 8824
www.rolls-roycemotors.com

Approved by BMW/Mini/RRCA BMW Group Company
Approved just once for the first time

Honeybell[®]

To whom it may concern:

Honeybell Brand Communication has produced a selection of brand events, most notably the launch of Virgin Money and the first Carrier boutique in South Africa.

Virgin Money Launch

Virgin is a leading branded venture capital organisation and is one of the world's most recognised and respected brands. Conceived in 1970 by Sir Richard Branson, the Virgin Group has gone on to grow very successful businesses in sectors ranging from mobile telephony to transportation, travel, financial services, media, music and fitness.

Virgin has created more than 200 branded companies world-wide with over 11 million customers in the U.K. alone and employing approximately 50,000 people in 29 countries. Virgin's global branded revenues in 2008 exceeded £11 billion (approx. US\$17 billion) across five continents.

International operations:

Virgin Money launched in the UK in 1995, in Australia in 2003, in South Africa in 2006, in the USA in 2007 and has over 2 million customers.

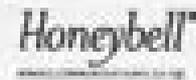
Virgin South Africa:

Honeybell was appointed to launch Virgin Money South Africa on the strength of its ability to interpret brands and conceptualizing impactful brand experiences.

A team of top South Africa talent, of which Vicky Crease was integral, was selected by Honeybell to interpret the winning concept.

I have been responsible for the selection of catering and food-styling professionals for over 18 years. As leading catering specialist in South Africa, Vicky was a natural choice. Virgin Money required exceptional food expertise, innovation and creative capabilities. Vicky was to create a real-life baroque food fest, a paradise of "milk and honey" where every dream becomes a reality. It was both a technical, culinary and creative feat.

Honeybell Brand Communication (020016046999/23 member YH Pretorius PO
Box 2432, Parklands, 2121, Johannesburg



Set in the Johannesburg City Hall and framed by a gigantic organ, a 20 meter long table was laden with a buffet of food, fruit, candy and cake; a fantasy come to life. The installation was hidden behind a kabuki screen and revealed after Sir Richard Branson's speech. It was a jaw-dropping moment accompanied by pyrotechnics as the five meter high installation appeared.

Vicky Croase again demonstrated her exceptional talent. Guests and Sir Richard Branson marvelled at the masterpiece. Sir Richard Branson requested to do his speech with the installation in the background. He later requested to meet Vicky and told her that he'd never seen a more perfect conceptualisation and understanding of a brief like the one in the Johannesburg City Hall. Of all the launches held worldwide, the South African one had been the most creatively designed and delivered. Sir Richard Branson and his London marketing team had the highest praise for Vicky Croase.

For future events, Virgin has specifically requested the services of Vicky Croase as they feel that their brand is in the hands of a worthy custodian.

Vicky Croase was recognised by her international peers at the ICA (International Caterers Association) in February 2006, when she won an award for 'Best themed menu and presentation' in the United States for this prestigious event.

Selection criteria:

Quality of food

Innovation and aesthetic

Service and presentation

Cost

A handwritten signature in blue ink, which appears to be "Honeybell".

Honeybell Brand Communication ck2001/044899/23 member YH Pistorius PO
Box 2432, Parklands, 2121, Johannesburg

GRC

GAVIN RAJAH CONCEPT

Event Concept, Strategy and Management

REFERENCE VICKY CREASE

For me Vicky Crease remains a person that is synonymous with meticulous attention to detail, innovation and uber style. I have had the pleasure of working with Vicky on more than one event and she has exceeded expectations of not only myself but that of my clients. In a business where promise is made on mere word and pretty pictures, Vicky delivers further by making sure that she understands the client's creative headspace as well as delivers over and above what is required of her.

Whether it be catering to Nike's launch party into South Africa with US superstar Ludacris, Corinne Bailey Rae and demanding stars, or to the pre-show party to my Paris Fashion Week couture collection, she handles it all with the calmness and diligence of a seasoned professional. All of the functions besides receiving rare reviews, had exceptional praise for the conceptual food, creative direction and styling thereof.

Vicky is our premiere recommendation not only in South Africa but for anyone wanting an extraordinary culinary and event experience around the world. She pursues her profession as an art form and constantly strives to perfect it.

At Gavin Rajah Concept none of our accolades or visibility is based without the input and effort of Vicky Crease. Finance Week named us post the Nike event, one of the top 40 companies responsible for shaping the future of South Africa. This we could never have done without the creative collaboration we have enjoyed with her.

Vicky Crease remains a soul the world is yet to discover and once you have fallen prey to her talent and infectious personality there is no other choice but her. Moreover you are guaranteed to enjoy your time spent with her.

Gavin Rajah



GAVIN RAJAH CONCEPT - Managing Director
UNICEF GOODWILL AMBASSADOR

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ELLE DECORATION

To Whom It May Concern

ELLE DECORATION is the world's biggest selling homes magazine, with 22 editions across the globe. The South African edition is published eight times a year in print, and its website is updated daily. This sets us apart as a magazine and on-line presence for discerning readers and advertisers alike.

ELLE DECORATION is published in South Africa under licence by Avusa Media Limited, one of the most pre-eminent media and entertainment organisations in South Africa and on the African continent, with over 40 publications including Business Day, The Sunday Times and The Herald.

Prior to editing ELLE DECORATION South Africa, I, Karen Roos, previously held the position of Fashion Editor for Glamour Magazine in New York as well as Cosmopolitan magazine in South Africa. I authored the highly successful book "South" and was the host and production organiser for the tv show Huis,Huis on SABC 2, one of South Africa's leading TV Channels.

It was our pleasure to feature Vicky Crease in ELLE DECORATION South Africa in our issue of winter 2002, when she burst onto the Event Scene. We dedicated 6 full-colour pages to this creative foodie, mostly because her work is of particular interest to our readers. Even

in those early days, her creativity was evident and she has gone on to innovate, receive numerous food-related awards in the USA, inspire many of our readers, appear in our magazine again and again - as well as cater for our own events.

Faithfully,



Karen Roos

Editor, ELLE DECORATION South Africa
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www.elledecoration.co.za

The Citizen

TO WHOM IT MAY CONCERN

My name is Sarah Cangle and I am employed by The Citizen newspaper, one of South Africa's leading national newspapers which has a readership of around 600 000 a day. The Citizen is distributed in all major cities of South Africa with headquarters in Johannesburg, South Africa.

I am the leading social columnist with established social, corporate, political and diplomatic connections at all levels. Part of my job is to comment on and critique, all the leading events that happen around the country. As an accomplished and highly experienced journalist, I have the authority to warrant that Vicky Crease's talent and expertise is unquestionably far superior to anybody else in the field.

My job has allowed me to cover some of the most exciting, positive events in South Africa's history, to travel abroad (I was sent by Cartier as a VIP guest to the Cartier International Polo in London last year as well as to view their collection for the Biennale in Paris) and to meet celebrities, actors, politicians and royalty. Over the past 15 years I have established and maintained valuable business relationships with high profile personalities, PR companies, sporting, food and entertainment personalities, diplomatic missions and the communications industry as a whole. The column is dedicated to social commentary as well as to highlight the talents of the creative people that I encounter.

One of these is Vicky Crease, a true luminary force who creates a sensation at many of the blue-chip events covered in the column. Her exquisite work is unmistakably stylish, cutting-edge and attracts interest in the social section, therefore featuring Vicky Crease in my column is a valuable asset to our newspaper. Her work has often been emulated by her competitors at other events I have attended, and always admired by her guests. During my many years in journalism and having attended countless events, I have yet to encounter genius such as Vicky Crease's, locally and abroad.

I have interviewed Vicky Crease for my column and dedicated an entire page to her expertise, and was also the first to publish Vicky's unprecedented amount of nominations for, and subsequent awarding of, the Catering Excellence Awards in the United States. This was a great subject of national pride, as up until then, nobody else in the hospitality, event design or catering industry, had achieved as many nominations and awards internationally.

My readers and I look to Vicky Crease as a source of inspiration with regard to the latest trends in event catering and styling and she is generally regarded as the unmistakable "Trendsetter" of catering and events in South Africa.

She has catered for many events in many different cities in South Africa, most notably in the hip coastal city of Durban, for The Durban July, (which is the premium million dollar horse-racing event of South Africa's social calendar, comparable to the Kentucky Derby), attracting the most prestigious guests from around the country, including our current South African President Jacob Zuma and other famous dignitaries.

I have had the great pleasure of writing about these events and featuring Vicky's Catering and Eventing expertise to the public.

As a food and social critic, I can honestly say that Vicky is 'the best of the best' and in all my years in social commentary, I have never encountered the talent that Vicky Crease possesses.

Yours sincerely

Sarah Cangle

Social editor

The Citizen newspaper

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Follow up evaluations – your opinion matters

‘Your Opinion Matters’

This is the rule that we operate by in our daily interactions with clients

Our company conducts follow-up evaluations in order to identify the impact that the event had on the client (private events such as weddings and milestone parties) or their brand (corporate brands), as well as to evaluate our own performance.

We have a structured training programme to deal with customer handling etiquette, in order to assist our staff in the sales process.

by sending out these evaluation forms, we gauge whether our product created brand awareness and hence sales, investigate the experiences gained from the event, and give further impetus for change.

The fact that we're interested in the client's opinion gives our company greater credibility and offers him a level of comfort going forward with future events.

We implement emailed and telephonic follow-up conversations to recognize any potential complaints in the operation with a view to avoid such complaints in future. We need to know how we did..

We ensure that these follow-ups are done immediately after the event to ascertain a more accurate picture and when people are still on the post-event high. The more time that lapses after clients finish an event, the more likely that the effects will have decreased.

following-up after an event is not always easy or convenient,

but it can help your clients say yes to results that you've worked hard to achieve.

Evaluation sheet

VICKY CREASE CATERING AND EVENTS YOUR VALUABLE IMPRESSION

Feel free to share your valuable impressions with us.
Please provide the best way for us to reach you should you wish to be contacted.

Name of the Event Planner that assisted you.

Correspondance:

Did the Event Planner respond promptly to your enquiry? (i.e: phone, fax, email, letter, etc.)

Yes
No

How did you find the Event Planners working knowledge of Event Co-ordinating?

Excellent
Good
Average
Fair
Poor

How would you rate the Event Planners professionalism?

Excellent
Good
Average
Fair
Poor

How would you rate the Event Planners creative and culinary talents?

Excellent
Good
Average
Fair
Poor

Please rate the Event Planners willingness to answer questions and respond to specific requests.

Excellent
Good
Average
Fair
Poor

How would you rate the food and waiter service

Excellent
Good
Average
Fair
Poor

Do you feel we offered value for money?

Yes
No

Final

Your response will be discreetly emailed to a member of our management team.
We trust that our services have fulfilled your expectations and hope to hear from you again soon.

Thank you.

Approach and philosophy to client services

“People may forget what you said, but they’ll never forget how you made them feel”

-Maya Angelou

This quote demonstrates the customer service philosophy at

Vicky crease catering in the most complete way.

customer service is of paramount importance at Vicky crease

catering. Our business is built on the way that our clients perceive we have made them and their guests feel. This is conveyed through small gestures of goodwill from the very beginning through to the very end.

The main objectives of customer service at Vicky Crease are to:

satisfy the customer ,increase sales,increase the public image we send out to our clients,ensure job satisfaction for all staff,and get repeat business and loyalty from our customers ,ultimately ensuring market survival and prominence.

We have many loyal existing customers and numerous new

clients who have heard of us via our tV show ‘fresh and simple’.

They have learnt of us by our various international awards, our informative website and from verbal referrals.

With Vicky crease now being a household name in south

africa ,great respect is shown to the company, and we, in turn reciprocate that respect with high levels of service and

commitment, never taking for granted the fact that effort

needs to be made in every detail. The positive attitude of the

co-ordinators, their willingness to meet the clients’

needs and expectations and their flexibility to

negotiate is imperative. at the actual event, the care

taken to pamper the guests and to ensure that every

detail is unique and cared for, is paramount.

customer service is an aspect which is embedded in every

co-ordinator, chef and manager through rigorous

training programmes to ensure that we provide the best

service to all our clients, be they new or existing clients.

Our customer base is extensive and we pride ourselves in

keeping our clients happy always going the extra mile.

at every step we try to improve the previous experience by

offering variety, suggesting alternative ideas, concepts,

menus and affordable options. We ensure flexibility so

that the clients are aware that the prices quoted are not

cast in stone, and where possible, will be adjusted to suit the client’s needs and budget.

from a logistics perspective, the first step to secure potential

business is by sending out a quality quotation which

comprises a tailored menu along with graphics with abundant attention

to detail, especially if a theme has been provided. We

then follow up with a friendly phone call to see if they

received the quotation, and if the quotation matches

their requirements and budget. We are willing to

negotiate pricing or design a menu to meet budget

restraints in order to get the contract.

upon sending the quotation we follow up on them on a regular

basis to ensure that all clients have a personal connection with

the company demonstrating our ‘human touch’ philosophy.

This shows our clients that we would go the extra mile to secure

their business as well as make all their functions memorable.

We represent the company's brand by providing a service that no competitor can beat and always ensure that our events are glamorous, well styled and

abundantly delicious.

as an additional service to convenience the client we offer

affiliated services over and above catering such as décor, marquees, hiring of furniture, cutlery and crockery as well as a professional and friendly waiter and beverage service.

clients are treated in a professional and courteous manner and

at every opportunity we try to "wow" them with our quality, friendliness, professionalism, and presentation, trying to ensure we stay within their budgets at all times.

complaints are handled in the most calm and reasonable way and full investigations take place to ascertain how the problem occurred so that they can be dealt with, ensuring that they

are not repeated and that valuable lessons are learned by all involved.

We have a policy of responding very fast to a complaint, immediately following up with a phone call expressing empathy and willingness to rectify the issues.

The client is later informed of the outcome and is offered an explanation to offer them a level of comfort. an email follow up is then sent to once again apologize for any inconvenience and state what necessary action has taken place and what compensation is offered.

to ensure effective customer service we believe that open communication and keeping in touch with clients on a regular basis is fundamental!

every client gets treated with the same respect and attention to detail - whether the event is for 10 or 500 people. Who knows the client for 10 pax could be our next client of 500 pax!

an unrelenting commitment to customer service and a genuine

interest in the event and the industry, are the foundation of some of our most successful catering experiences.

Our biggest opportunity is maximizing business from existing

customers, so we strive for the highest possible degree of customer satisfaction, in all spheres of the business.



Industry charitable support

Charity

Vicky crease catering is considered the most prestigious and internationally lauded catering company in south africa.

Throughout the year we support many charities and good causes and through our various programmes and events have the opportunity to contribute to the underprivileged and unfortunate people in our country.

This year amongst others we have supported the following:

1. Gordon Ramsay and Good food and Wine show charity event for Bobbi Bear
2. Hospice - Serendipitea event for cancer sufferers
3. St. Mary's children's home
4. Marie Claire 'The Kindest Cut' wigs for cancer survivors.
5. Saheti school church event

Industry support

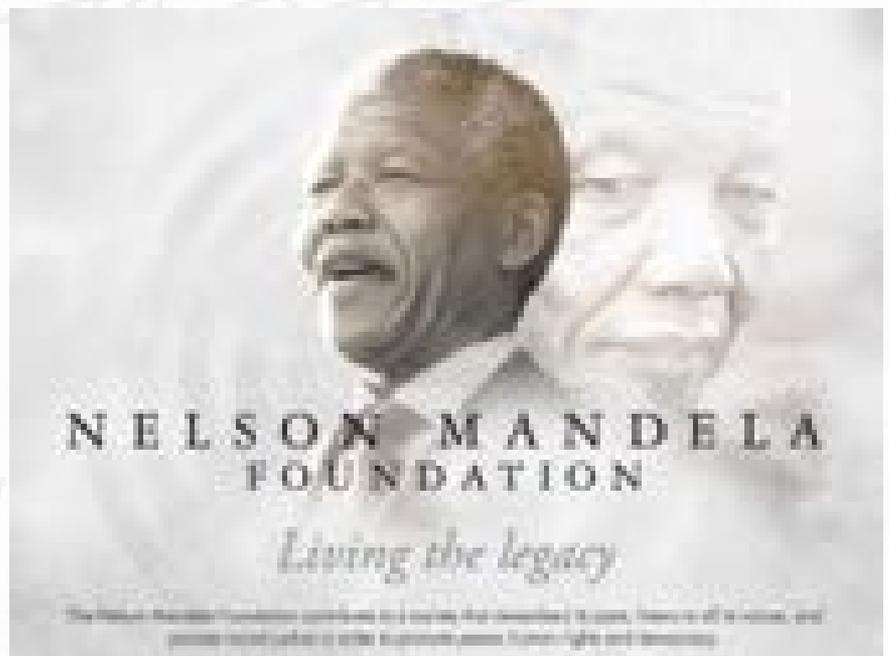
Our philosophy is to support and educate the industry, empowering previously underprivileged people through the black economic empowerment programme.

Through Vicky's vast experience in the food industry she was able to contribute to the following causes with the support of her entire team:

6. lecturing on food trends at the Good food and Wine show, the premier food show in south africa.
7. contributing to décor mornings to raise awareness of the industry and raise the standards in our country
8. mentoring new interns through practical programmes at the company with the objective of producing

creative, independent foodies from south africa.

9. contributing to various magazines as guest food editor and newspapers with regard to the catering field and events
10. creating awareness about international higher level organisations, such as the ICA and event solutions and the SA Bridal Industry Institute.
11. educating viewers through her ground-breaking TV show "fresh and simple"
12. encouraging her community to procure produce from her local suppliers thus stimulating the local economy.
13. involved in educating people about healthy living to combat obesity in children and adults



Bobbie Bear Charity



From: "Christine Cashmore" [REDACTED]
Subject: Thank you from Bobbi Bear
To: "Vicky Crease"

happy new year to you and your family.

i wanted you to know the huge difference the auction monies raised at the samsung/Gordon ramsay south african style

Dinner have made to the children at bobbi bear. please see images attached. The building work is almost finished, the awnings are installed, and the delivery of the beds, cots, mattresses, linen, mobiles, murals, and everything that was required to transform bobbi bear into a warm and loving home has happened. There is also food in the cupboards, this is a first, and there were presents on christmas day for the children. i am in contact with eureka at bobbi bear and below is an e-mail from her.

We also allocated r300000.00 to the Door of hope in Johannesburg for their third home. This money purchased security cameras, food, nappies, rebuild of kitchen.

so often monies are raised under the auspices of the word "charity" and one never knows where the funds disappear. This is not the case, your passion and commitment in creating the table settings and unique décor resulted in contributing to the atmosphere of the evening. This in turn contributed to the auction monies raised which have made a real difference to the lives of many children you will never meet.

Dear christine & all who supported

i don't even know where to start or how to say Thank you. i guess the simple way is just "t h a n K yOu" from the bottom of our hearts.

The entire team stood speechless at just how beautiful everything has turned out, tears rolling down our faces we hugged and said a prayer to say "thank you" to you all for coming into our lives. and then the Zulu staff started singing with gratitude - you can only imagine what that did to all of us! The bobbi bear team has always been so used to receiving 2nd hand goods and hand me downs for the children that we rescue from rape and abuse, never has anyone felt that these broken children in our care deserve only the best until you came into our lives.

rape d and abused children already feel that what has happened to them is their fault, because they are told this by the very men doing these disgusting deeds, so for them to receive hand me downs is acceptable and we are also grateful, but we have over the years always tried to change this way of thinking for the child, although this is not ever easy with little or no resources to do so.. everything we had on our wish list, you granted.

We needed awnings, a wheelchair ramp, dustbin enclosures, painting, furniture, linen, etc etc, we got it, not only did we get what we wished for, we got more. you thought of everything that would make our home for abused children warm and loving - you added all those special touches, beautiful mobiles for the babies, little dustbins with the most gorgeous designs, bookshelves, compactums, towels, and even the most beautiful murals for the walls, then just when i think that it is all finished, i get an email from you donating a wonderful r 10000.00 for food and treats for the children, so there goes the tears again - how do we ever repay you for this wonderful kindness?. no-one has ever thought about donating food for these children.

to samsung, and the many people who have been a part of transforming our home with you please pass on our sincerest gratitude and love to them. and also from the children who may never be in a position to personally thank each one of them, we say th a n K yOu and may God bless and protect them over this festive season and keep them all safe. They will be in all our prayers as we go into this festive period and we will thank God every day for all the sponsors who so lovingly gave towards us reaching our dream and knowing that for the first time ever there will be stocks of food, meat and enough of everything to look after the children that will be coming into our care over this period. no longer will

we have to give them peanut butter sandwiches every day purely because we have nothing else to give.

We can only once again say thank you to each and every one of you and may your christmas day be blessed with the love of those with around you. We are all working, but this will be the best christmas ever, just knowing that from a dirty police station and government hospital, we have the most beautiful home to come back to with lots of food, beautiful rooms so we can do what we do best in getting a child healed without having to worry about a thing, you all took care of that and made sure this is the best christmas for us and we have the most beautiful place of safety for children ...thank you a million times over.

All our love & Merry Christmas

Eureka & the team



g o o d f o o d a N d W I N E S H o W t H a N K y o U L E t t E r : B o B B I B E a r F r o m :

"Hilary Hefer" [REDACTED]

Subject: Letter of thanks

To: "Vicky Crease"

Dear Vicky,

On behalf of the Good food and Wine show, i would like to thank you for your generous sponsorship of your talented self! your glamorous offer compliments the culinary creations of the south african Olympic team perfectly. The marriage of creation and flair will make this a private dinner party like no other.

The samsung charity Gala Dinner was a resounding success, raising an astonishing near r1 .3 million.

The recipients of these funds, bobbi bear and The Door of hope will be sincerely grateful and on their behalf, we thank you again. The achievement of these funds being raised allows for so much more than we ever dreamed of. The settlement of bobbi bear's debt, the total completion of their safe haven for these abused children in way of decor, curtains and other interior ware and the beds being donated by ellerines for every bear bought on the night - will make such a difference to their lives, we will never be able to fully comprehend the impact it will have. We can only imagine and inherently wish and pray that the comfort and safety will help and allow for hopeful recovery after very traumatic experiences.

We take it for granted that all children are loved, and cherished because that is what and how we treat our own. The sadness and reality is that there are too many children who aren't. We thank you from the bottom of our hearts for your participation in this cause, we have all made a difference! it just reiterates over and over, we can make a difference. Thankyou.

please see the list below of the successful bidder and the amount raised: a u c t i O n i t e m 3 -
p e r s O n a l i s e D p r i V a t e D i n n e r p a r t y

a private Dinner party for 10 guests in the comfort of your own home. menu creation and food preparation by the world-renowned south african culinary Olympic tea m from your own kitchen. personal styling with flowers, candles and decor items by Vicky crease caterers and events. Vicky is the winner of the international caterer 2010 (caterersource ace, us a), the best independent caterer 2009 (VOW awards) sa bridal institute academy and the winner of 5 international caterers associations ca t i e awards us a .
final bid – r3 2 0 000.00 – anonymous

Dial- a - b e a r t h a n k s t o e l l e r i n e s . r 2 3 0 0 0 . 0 0 – 2 3 b e a r s p a i d f o r a n d o r d e r e d o n t h e n i g h t w i t h a f u r t h e r

r16 000.00, 16 bears on order. if you know of anyone or if you would like to purchase a bear/s, please contact me to arrange.

Once again, thank you for your contribution.

We look forward to a mutually beneficial association, sponsorship and future business relationship.

Kind
regards,
hilary hefer

good food and WINE SHoW tHa N K yo U LE t t E r : BoBBI BEar

From: "robyn" [REDACTED]

Subject: Bobbi Bear bears ready for collection

Good afternoon, i hope you are well.

firstly, another big thank you for contributing to the evening and helping us to raise over a million rand for this amazing charity.

your bears are now packed up and ready for collection. The bears will be at pick n pay, no 1 on nicol (William nicol Drive, hurlingham) at the information reception (next to the flower stand) from 12h30pm, next week friday (28 October 2011). unfortunately we are only able to have them available for collection on the friday till 5pm.

please let me know if i can be of assistance in any way.

tracy – are you able to forward on to Dave Kelly, mrs castle-peyper and a. Gorman from samsung, i don't have their email addresses, thank you.



Robyn Shulver
EXECUTIVE ASSISTANT

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CAPE TOWN | GAUTENG | DURBAN

Representing your business means we sign commercial ("B2B") contracts.
Our website, e-mails, text messages, social media and other communications are sent to you for your business. If you are not the intended recipient, you may be in breach of your company's confidentiality policy. If you have received this message in error, please notify us immediately. A confidentiality breach may occur if you do not delete this e-mail and do not destroy the original hard copy.

The Kindest Cut Campaign - Vodacom

From: Deanna Couvaras

Subject: Thank you!

hi all you fabulous people!

Wishing you all an awesome 2012, i just know it's gonna be a great one!!

i thought i would update you on what amazing coverage we got from our charity drive last year. can s a have posted a Great article about our endeavor to raise money for the Kindest cut campaign!

you can read it here:

http://www.cansa.org.za/cgi-bin/giga.cgi?cmd=cause_dir_news_item&cause_id=1056&news_id=113775&cat_id=748.

We also received a full page article in the marie claire february issue... get yourselves a copy or check it out below.

Thanks again to all of you for making this possible!!

X

Deanna

From: Deanna Couvaras

Subject: Thank you!

Wow, you wouldn't believe it!

so the goal was set at r24 000.00 two weeks ago and that's when i started bugging you. Thanks to all of you who generously donated to this awesome cause, we smashed our original target and instead managed to raise an incredible ... (drum roll please) ...

r 128,000 This translates to 64 wigs' worth and 14 wigs more than the marie claire Kindest cut campaign's original target! (Goose bumps i know;))

since the deposit was made on monday, marie claire has expressed big interest in publishing our story in the february issue of the magazine, as well as on the blog and possibly even on radio. They have also decided to send out a public challenge to any other group of girls to unite and try beating our amount. They have had to relook at their wig target coz we smashed that and the campaign has now been extended to april next year because of the help of you!

Thank you all again for taking up this challenge and getting so involved! it's so heart-warming to see how powerful we are when we all pull together!!

love to you all, lots of blessings and have a blast over the holidays!

This e-mail is classified C2 - Vodacom Restricted - Information to be used inside Vodacom but it may be shared with authorised partners.

marie cares

THIS MONTH WE INTRODUCE OUR NEW 'MAKE A CARES' PAGE - WATCH THIS SPACE FOR FEEDBACK ON MC CAMPAIGNS AND IMPORTANT CAUSES YOU CAN GET INVOLVED IN.

The Kindest Cut

In our December 2011 issue, we launched the Kindest Cut, a campaign in which we set out to raise enough money to make 50 wigs for young cancer survivors under the age of 18. By mid-December 2011, we had already exceeded our goal and had enough money to make 65 wigs. We had also received a number of hair donations for use in human hair wigs. Thank you to everyone for your generosity!

GOAL: 50 WIGS
Total made to date:
65



Heroines of change

These Marie-Care readers raised \$200,000 for the Kindest Cut campaign.



Meet some of the Marie-Care readers who have donated their hair towards our campaign.

Beyond the Kindest Cut campaign

Last year, the Cancer Association of South Africa (CANSA) raised and distributed 2,000 wigs through its wig bank. Since most of these are distributed to breast cancer survivors, our aim is to provide a further 500 wigs specifically for women. Get involved either by donating your hair or by making a financial contribution.



DONATE YOUR HAIR

Visit MarieCare.co.za for info on the requirements. See 'Carlton Hair gets on board' (right) for details of where to have your hair cut.



MAKE A CONTRIBUTION

Any financial donation to the Kindest Cut campaign is a valuable contribution. Visit MarieCare.co.za for a direct link to CANSA's GiveAid donation site.

Every year, this group of friends (above) gets together just before Christmas and picks a charity to support. When they read about Marie-Care's Kindest Cut campaign, they jumped at the opportunity to get involved as a friend of theirs had been diagnosed with breast cancer. Led by Wendy Marshall, Kirsty Henderson and Deanna Radzikowski, they hope their contribution will help show their love for their friend who is undergoing chemo.

They set out to raise enough money for 50 wigs - around \$200,000 - and aimed to reach their target in just two weeks. The money was raised in teams, and was a collective effort with contributions from friends, family and strangers. On 11 December 2011 they held a

celebratory picnic where they raffled a jumper bumper and tallied up the total amount they'd raised for the campaign - they were thrilled to realize they had raised \$200,000, five times their original goal! 'We are humbled and proud to know we made a difference,' says Wendy.



CARLTON HAIR GETS ON BOARD

Carlton Hair has joined the Kindest Cut campaign. Visit any one of their 26 salons countrywide, where a stylist will give you a fabulous crop and ensure your hair donation is sent directly to CANSA. Plus, Carlton Hair will offer you a 10 per cent discount if you donate your hair to BC's Kindest Cut campaign. To find your nearest participating Carlton Hair salon visit MarieCare.co.za. If you prefer to cut your own hair at home, send your donations to any CANSA Care Centre in SA (Cansa.org.za).

FOR A GOOD CAUSE If you write of a charity, organisation or event that should be included on the Marie-Care page, e-mail mariecare@mariecare.co.za Tell us in no more than 300 words about the cause and if possible, include a photograph.

Sustainability and green policies and efforts within the company

the recent COP 17 global environmental conference was held in South Africa with a view to creating ideas on how we can sustain our environment and influence climate change.

at Vicky Crease catering, we have adopted, for some years now, an environmentally sound philosophy in our catering operation and at our events and are committed to the safety of the environment.

These include the following measures

- We have used eco-lighting throughout our kitchens and offices
- When we extended our premises because of commercial growth, we used eco-friendly paint to coat our walls.
- We have an effective refuse recycling programme to recycle our trash, resulting in less land-fill and pollution.
- We have a paper saving programme in place, where we use both sides of our paper and use smaller sized paper to make notes.
- We are moving towards a digital marketing strategy which will require less paper, ink and printing materials.
- Our company has removed endangered species of fish from our menus, in an effort to educate our clients about sustainability.
- We buy organic herbs and some produce where possible.
- We make extensive use of recycled little plates and containers for our events- not only are these items good for the environment, they are extremely stylish too and send

out the right message to your guests.

- Our vehicles use low carbon diesel fuel
- We utilize low chemical based detergents where possible.
- We make energy saving efforts, by switching off lights, ovens and other electrical appliances where possible. This is not only good for the environment but saves us money.
- Our pest control chemicals are organic and natural
- We recycle plastic containers, bubble wrap and paper boxes from our events, utilizing them over and over again.

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CULINARY PHILOSOPHY – MY STORY



HISTORY

like any great story, this one started years ago with a passionate little girl who loved people and food, and was familiar with everyone in the park. That's when i was happiest, surrounded by people in the warm african sunshine.

The story comes alive when you understand the passion and respect that i have for food, people and the industry. i also say that 'catering chose me... this is exactly where i should be, doing exactly what i'm doing 'knowing deep in my heart that my love for this industry is what drives me and the entire team every day!

i started my food career while i was studying correspondence for my marketing and psychology Degree and waitressing part-time. The family business that i founded with my mother became an award winning business as we made more than 200 000 sandwiches per day for the mining industry with a machine we specially designed and patented-the first of its kind in the world. On the mines, i learnt my first valuable food lesson- to deliver no matter what!

100 000 hungry miners would strike if they were not fed and it would all be our fault. This instilled a great sense of responsibility and accountability in me which stood us in good stead for later projects and in fact, for my culinary journey which was just beginning.

after the birth of my sons at the age of 25, i co-founded a lifestyle gift emporium store with an attached restaurant with my sister. There was an overwhelming response to the food and here i learnt my next lesson - the power of expectation and the power of the media.

in this environment(which was the complete opposite of the regimental miners) quality and presentation was everything. Wealthy guests who had travelled the world were looking for style and innovation and looked to me for new delicious creations. at this time, the media got hold of us and very soon i had branched off and started a small catering company from home, supplying cakes and platters to private clients.

needless to say, our attention to detail and creative styling didn't go unnoticed and soon we needed larger premises to accommodate the growing business. Through the entire journey, my husband was supportive and encouraged me to push boundaries in every way-allowing me to live my dream and later joining me at work to manage the business and take



it to the next level. Our company grew, corporate and private

clients heard about us from the media, and from referrals and we were featured in all the magazines as the new 'hot' thing. Things spiraled upwards very quickly. many hours, days and years have been committed to the success of the business, with work often taking priority over family and personal time.

today, the business is a lucrative company that has expanded into events with affiliated services such as décor, rental, audio visual, staff and bar services and the international recognition by way of the numerous awards, and the production of my own tv show has been extremely gratifying.

My culinary philosophy is simple & authentic:

i am a self -taught foodie who is passionate about pleasing people through food and i love to entertain guests, finding beauty in every individual.

my recipes are simple and natural, always utilizing the best

quality ingredients but i take momentous pride in the concept and presentation of my offering. i'm convinced that from an eventing perspective, looks are sometimes more important than anything else. it's simple- for events concept is first, food second.

i also believe in plentiful abundance, mixing the ancient with the new and putting things together with a relaxed attitude often using ribbons and fresh flowers - anything else will look contrived but the concept must always be impressive- after all ,it's not your average daily meal you're presenting-it's a glamorous food offering

special chefs and simple cooks who have graced my kitchen have inspired me and contributed to my food journey,each with their own unique ideas and quirks, leaving a mark on my food history.

my culinary journey has taken me to many interesting countries and locations around the world,and as a celebrity chef in south africa i'm privy to the best quality wines,fish,cheeses and meats as we often have suppliers bringing us their best wares and being invited to the top restaurants in the country.

i feel privileged to have experienced life on yachts, mansions, helicopters, vineyards, beaches, concerts, stables, rivers and rooftops through my work and these locations always inspire my culinary journey as i consider them very inspirational .i enjoy creating menus to suit the location and theme in which i'm working, and i enjoy food and flower markets in any part of the world.

Over the years i have collected a diverse repertoire of dishes and presentation techniques ranging from decadent buffets, to plated creations and stunning floating cocktail snacks, all of which enhance my culinary experience.

locally, i like to use fresh baby herbs and ingredients that are appropriate for a dish,but with a twist- a crazy unexpected surprise that catches your attention- that's my philosophy

i have also met interesting people from all walks of life- from president nelson mandela, to martha stewart, designer colin

cowie, chefs Gordon ramsey, Jamie Oliver, Giorgio locatelli and molecular gastronomy guru Grant achatz, as well as royalty, sports heroes and celebrities.

all this has been possible because of my commitment to my culinary journey, my love of clean, well presented food, my creative conceptual focus on the 'entire' experience ,my dedicated team and the health i enjoy to make it all possible!



WICKY

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6. Whimsical watermelon
7. Embellished jungle
8. Christmas family style
9. Desert dreams
10. Health towers
11. Big high 'teas'
12. Grab 'n go



1. Royal South African Visit – Duke and Duchess of Sussex:
Simple elegant menu – Ultra green health salad topped with spicy oriental soy and sesame seed brittle



2. Business is an adventure with Richard Branson:
Creative stylish dessert maze hanging boxes

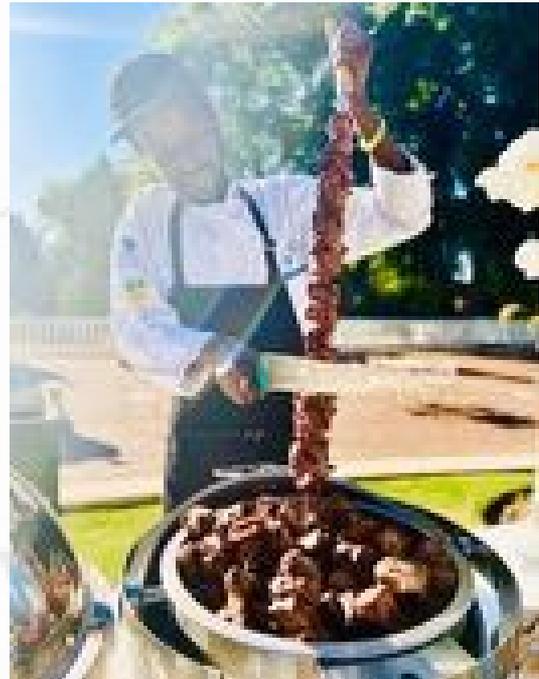


3. Dept. for Intl. Trade UK Big Bash gala dinner:
Royal red sphere plated dessert with gold dipped red coral lace

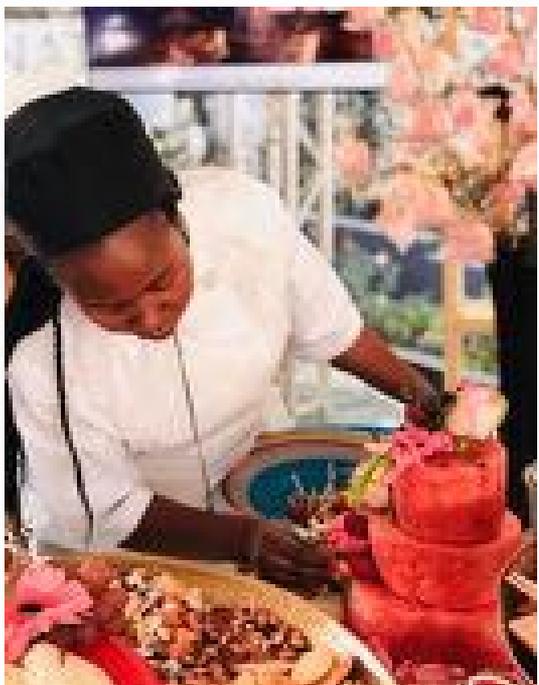
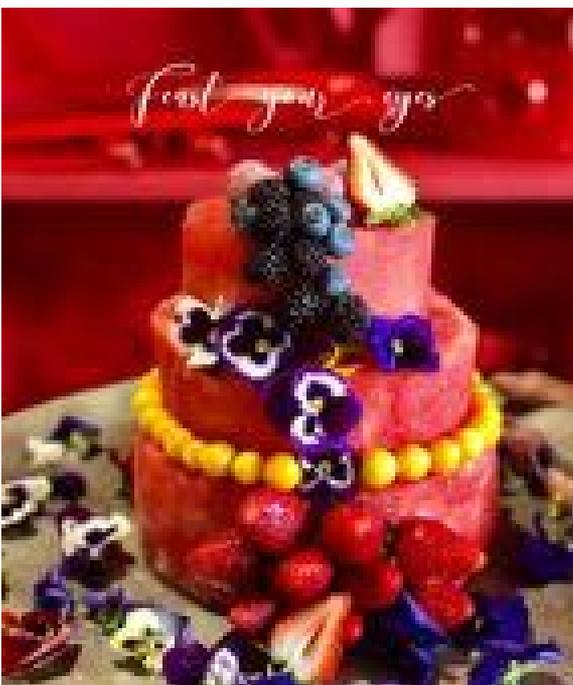


4. Ballerina Dreams –
Carla Brier baby
shower:

Whimsical pretty in pink
candy floss cones dusted
with edible glitter



5. Nelson and Cherise Porto
inspired wedding:
Traditional Portuguese
espetada bbq'd beef cubes
with coarse salt and bay
leaves on open flames



6. Johnny Walker woman's
day summer lunch:
Freshly made full vegan
watermelon cake with fresh
berries and flowers



7. Kettle One Vodka glam cocktail launch:
Dressed jungle embellished 'bloody mary' cocktails



8. Family style Christmas summer lunch:
Variety of harvest style colorful vibrant food to share with loved ones



9. Beverage desert launch :
white chocolate decadence



10. Summer clothing line launch:
Ultimate vibrancy and health fresh fruit tower



11. 'Big high tea's' stylish brunch:
Creamy boozy tiramisu with a mini cinnamon macaroon and sweet kataifi whisp



12. Full time catering at OR Tambo Intl.:
A la carte menu as well as daily pre packaged grab and go meals for one of the leading banks in South Africa

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1. Royal South African Visit – Duke and Duchess of Sussex:

Simple elegant menu – Ultra green health salad topped with spicy oriental soy and sesame seed brittle

CLIENT: UK DIT & VIRGIN ATLANTIC

DATE: 2 OCTOBER 2019



2. Business is an adventure with Richard Branson:

Creative stylish dessert maze hanging boxes

CLIENT: VIRGIN GROUP & INVESTEC

DATE: 7 NOVEMBER 2019



3. Dept. for Intl. Trade UK Big Bash gala dinner:

Royal red sphere plated dessert with gold dipped red coral lace

CLIENT: UK DIT & VIRGIN GROUP

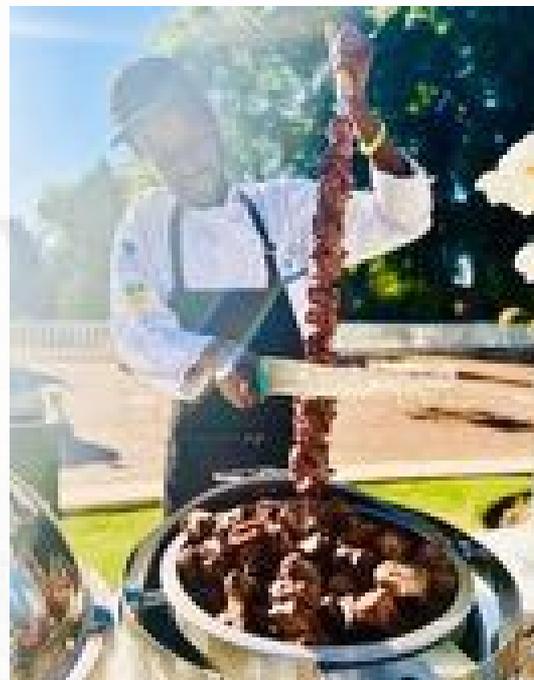
DATE: 8 NOVEMBER 2019



4. Ballerina Dreams –
Carla Brier baby
shower:

Whimsical pretty in pink
candy floss cones dusted
with edible glitter

CLIENT: CARLA BRIERS
DATE: 31 AUGUST 2019



5. Nelson and Cherise Porto
inspired wedding:

Traditional Portuguese
espetada bbq'd beef cubes
with coarse salt and bay
leaves on open flames

CLIENT: EVENTS BY NS
DATE: 30 NOVEMBER 2019

PRODUCT QUALITY, SAFETY CONTROL AND OVERCOING CHALLENGES

Product quality control and safety

Working with the world's most prestigious brands has encouraged us to focus on the quality and safety of our product in order to offer a superior product and to avoid possible disasters.

We have had extensive training courses on food safety and have learnt how to store, prepare, cook and transport food correctly. Our health and safety officer does routine checks on our fridges, freezers and store room as well as our vehicles to check that everything is being handled properly and suitable for human consumption.

Where we think that certain foods will not be suitable for the venue because of high perishability caused by heat, wind or sand, we communicate this to the client and steer them in the right direction, choosing an alternate menu.

Our chefs can identify hazardous, rotten items quite effectively and ensure that they test quality on a daily basis.

We use eco-detergents for our kitchen utensils and cutting boards as well as covering all our food with the appropriate sanitized plastic or stainless steel lids.

We subscribe to the following rules set out by the world health organization

1. prevent contaminating food with pathogens spreading from people, pets & pests.
2. separate raw and cooked foods to prevent contaminating the cooked foods.
3. cook foods for the appropriate length of time and at the appropriate temperature to kill pathogens.
4. store food at the proper temperature.
5. use safe water and cooked materials.

Our staff is dressed in appropriate safety clothing such as closed shoes, chefs jackets and pants, as well as aprons, hair nets and disposable gloves where necessary.



in an off-site kitchen we always take the following items with

us as we are working in uncontrolled environments:

sanitizer, soap, tablecloths, lined trash bins, small water tanker with a tap, dishcloths, mops and brooms, paper roller towel on a stand and a medical aid box for emergencies. We are required by law to have fire extinguishers and our health certificate on hand should it be requested.

Our staff is obliged to wash their hands every 30 minutes or

after using the bathroom, coughing or sneezing.

We adhere to all these safety regulations and not only have we

not had a food poisoning incident, but these

requirements have made our operation more

respectable and effective.



Overcoming challenges

There is no culinary journey without challenges and disasters.

Our philosophy regarding operational logistics at Vicky crease

catering is simple: "planning is paramount : h e who fails to plan, plans to fail"

We have had events that have been rained out, staff that hasn't arrived, food that has been burnt, suppliers that have disappointed us, power failures and no shows. every event has to a greater or lesser degree its own complications and the way we overcome challenges is as follows:

prior to an event, we plan and discuss every aspect with the

kitchen staff, co-ordinators and management. at the venue, we check the food, equipment, venue, staff and décor early on in order to get additional items or manpower should they be required. We find this pre-checking stage imperative and very important as many disasters have been averted early on. We start the event in a methodical manner, working calmly and efficiently.

should we be faced with challenges, we have observed that the best remedy is have open lines of communication and to be able to work quickly as a team to overcome the difficulty. We improvise and carry on, communicating all the time as to the developments taking extra special care not to allow the challenge to influence other areas of the event.

Thankfully over the years, we have become experienced in all areas of the culinary journey and are able to take challenges in our stride, supplying a deliciously superior product .

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