

— 2020 —

ICA Chef of The Year



CHEF ADAM GOOCH

SYNOPSIS

2018 WAS MY WAKE-UP CALL.

Common Plea Catering was growing at an alarming rate and I felt like I was fighting to keep my head above water. Staff turnover was high, I was struggling to establish more structure within the culinary department, and no matter how hard I worked and attempted to set a plan in place, things just didn't seem to click. I felt beat up and I wasn't sure what my next steps would be. Little did I realize that with every obstacle that 2018 put in my way, it would set me up to have 2019 be the most professionally fulfilling year I've experienced in my tenure as a chef. What a difference a year makes...

I started from scratch with a divide and conquer mentality. I had to re-evaluate the current processes we had in place to understand what was working and what wasn't, and then began to restructure my team to tackle this beast of an operation into two main areas: Events and Contracted Catering.

Both areas of the company are completely different in the way they operate, and both needed a dedicated leader. Prior to 2019, there wasn't much organization or defined roles for my staff which lead to many operational and production issues. The Executive Chef of Events and the Executive Chef of Contracts positions were created from that need and from there I was able to build a support team for each division. Each chef would be able to handle only the department to which they were assigned, which in turn made the workload for everyone less daunting. With the new structure in place, there was still a void of support for the day to day operations of our 7,000 sq. ft. commissary kitchen. Because of that, I developed another position: Executive Chef of Production.

This was the missing link needed to complete an executive team of chefs who would help me manage and direct our culinary team to the next level of success. These changes lead our team to successfully execute not only our largest offsite event as a company but mine personally, flawlessly. We were tasked with simultaneously catering lunch for 5,500 guests, divided into 10 separate areas on a construction site that spanned over 8 square miles—all under an hour.

Along with our Director of Events, we created a "battle plan" on how to execute this event. A few sleepless nights, 10 box trucks, 10 lead chefs, 10 event coordinators, and 35 minutes later, all guests were well fed and extremely happy. As anyone in the catering field knows, this was no small feat and to be able to perform at that level was a huge success for myself and the entire CPC team.

As the contracted side of CPC continued to grow to up to 2,000 meals daily, we were asked by one of our clients to provide them with an updated HACCP plan. Because of this, I was able to do what I love most: create a system, train our team, and then implement the plan. I created our own FSP—Food Safety Program which not only was focused on food, but the safety of our team members as well.

New guidelines and standard operating procedures were established that would track the time and temperature of all food products from the moment it's received at our commissary to the time we're serving it to a guest. We document every step of the way and take pride as this is now a company standard. A Site Safety Lead (SSL) position was created so someone was always on site to monitor these tasks daily. Because of these efforts, we were recently awarded the **2019 Food Safety Award by the Pennsylvania Restaurant and Lodging Association.**

In addition, I recently developed a "Team Green" group consisting of some of our culinary staff who are working to keep CPC **running as sustainable and environmentally minded as possible.** Making small changes and replacing products with green alternatives have made a sizable impact. Both our commissary kitchen and corporate offices were recently granted a Sustainable Building Certification by the Class G Organization.

FOOD CONCEPTS



Icehouse Reimagined | SEPTEMBER 24, 2019

We hosted an event at the Senator John Heinz History Center, which was the original site of the Chautauqua Lake Ice House.

To pay homage to the original purpose of the building, we re-created a classic raw bar with hand carved ice pillars, metal sheeting to skirt the table, and suspended illuminated ice spheres above a bountiful display of cocktail shrimp, poached lobster tails, colossal crab, calamari salad, scallop ceviche, smoked trout, salmon, mussels, and seaweed salad.



FOOD CONCEPTS



Grazing Boxes

We saw a need to offer more options to clients who were hosting small gatherings or events at an office and wanted something different than a typical “party platter” drop off.

I built each box- 30 inches long, 18 inches wide, which is roughly the size of a full sheet tray. They’re filled at our commissary and shipped to events pre-built to save on time and labor.

These have been a great addition to our delivery catalog, or also can be sold as add-ons for our events.

NEW TRENDS



Hors D'oeuvres Action Station | FEBRUARY 2019

Instead of keeping the culinary staff in the kitchen during cocktail hour, I wanted to bring them into the middle of the party. We built a counter-height station in a square formation so guests could access all sides while the chefs built the items right in front of them. This proved to be a huge hit, as the guests loved interacting with our staff.

For this particular event, we served:

- Potato Chip Crusted Pimento Cheese Bites with Dill Pickles and a splash of Tabasco
- Steamed Pork Bun Canapé, pickled vegetables, micro cilantro, sour apple
- Petite Lamb Gyro Tacos with Minted Tzatziki

MENU DESIGN



Diner Theme | AUGUST 12, 2019

We constructed a 24-foot stainless steel wall to mimic an open diner kitchen, complete with bringing in real kitchen equipment, shelving, stainless steel tables, etc. Chef's were dressed in classic diner cook's uniforms and the waitstaff took guests orders from a makeshift "counter."



MENU DESIGN



Diner Theme | AUGUST 12, 2019

All dishes were prepared as they were ordered, and each item had an upscale twist to traditional diner fare: Hot Roast Beef was transformed into Roasted Veal Loin and Cabernet Mashed Potatoes and Red Wine Demi. Liver and Onions were translated into Foie Gras and Sautéed Ramps. Rounding out the evening was spiked milkshakes for dessert.

Each guest walked away, not only extremely full, but also wowed by the entire concept.

Menu Items Shown:

- "Steak & Eggs" — Lamb T-bone, quail eggs, and mini toast
- Diner Sandwich Trio — Tuna Melt (Crispy Steam Bun, Pickled Vegetables, Coriander Tuna, Yum-Yum Sauce), Mini Club (Cornish Game Hen, Iberico Ham, Crispy Pancetta, Lemon Aioli), Diner Burger (Wagyu Patty, House Made Egg Bun, Roma Tomato, Micro Greens, Aged Cheddar)
- "Fish & Chips" — Butter Poached Lobster Medallions, Crispy Artichoke Chips, Preserved Lemon Tartar Sauce

MENU DESIGN

VENUE	ITEMS	COUNTS	Time	Tim
Aliquippa 500 ppl	Breket - 10 pound pans	18	8:00 AM	8:30 A
	Chicken - 10 pound pan	18		
	Mac Cheese - 8ff + 1 gal	15		
AL-1 500 ppl	Breket - 10 pound pans	22	7:30 AM	8:00 AM
	Chicken - 10 pound pan	22		
	Mac Cheese - 8ff + 1 gal	19		
AL-3 500 ppl	Breket - 10 pound pans	25	7:30 AM	8:00 AM
	Chicken - 10 pound pan	25		
	Mac Cheese - 8ff + 1 gal	22		
AL-4 500 ppl	Breket - 10 pound pans	25	8:00 AM	8:30 AM
	Chicken - 10 pound pan	25		
	Mac Cheese - 8ff + 1 gal	22		
H1-1 500 ppl	Breket - 10 pound pans	22	8:00 AM	8:30 AM
	Chicken - 10 pound pan	22		
	Mac Cheese - 8ff + 1 gal	19		
H1-2 1000 ppl	Breket - 10 pound pans	22	8:00 AM	8:30 AM
	Chicken - 10 pound pan	22		
	Mac Cheese - 8ff + 1 gal	19		
H1-3 1000 ppl	Breket - 10 pound pans	22	7:30 AM	8:00 AM
	Chicken - 10 pound pan	22		
	Mac Cheese - 8ff + 1 gal	19		
H1-4 600 ppl	Breket - 10 pound pans	23	7:30 AM	8:00 AM
	Chicken - 10 pound pan	23		
	Mac Cheese - 8ff + 1 gal	20		
H1-5 500 ppl	Breket - 10 pound pans	23	7:30 AM	8:00 AM
	Chicken - 10 pound pan	23		
	Mac Cheese - 8ff + 1 gal	20		
TBD 2500 (dinner)	Breket - 10 pound pans	10	4:30 PM	5:00 PM
	Chicken - 10 pound pan	10		
	Mac Cheese - 8ff + 1 gal	9		



“The Beast” | MARCH 27, 2019

This menu was designed not to wow people in terms of food, but it was to serve the purpose of feeding over 5,500 people lunch within a short period of time. This was the largest CPC event and mine personally ever to design. We nicknamed it “The Beast.”

We knew we had many obstacles to overcome in order to produce this event successfully and meet the needs of our client: cater a lunch for thousands of people in separate areas spread over 8 square miles of a construction site.

No kitchens, rain or shine, we had to do it. With the support of our entire team, we exceeded the expectations of everyone involved, which has resulted in continued business with the client.

To me, The Chef of the Year title encompasses more than just designing top end events with fancy food all the time. It’s about listening to the client and catering to their wants and needs for every event. This event was the epitome of that.

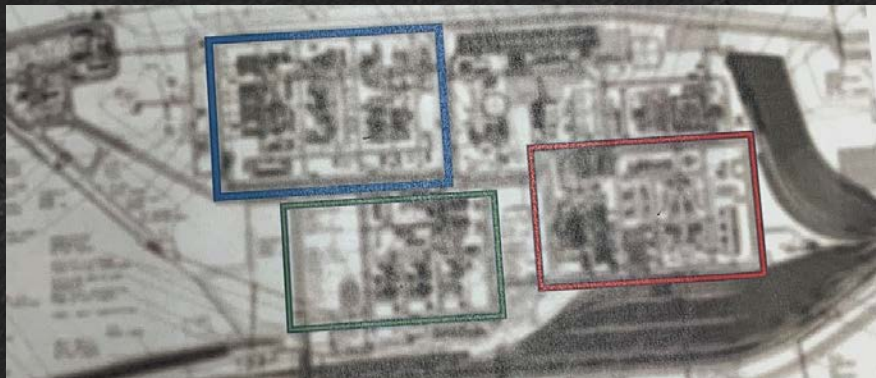


PLATE PRESENTATION



Summer Fruits Dessert

We were working with client on a new contract and wanted to roll out a new summer dessert. This was the plate I created for the menu tasting we hosted for that client.

I was able to create this dish using many different textures from frozen, crisp, smooth, and which included a fresh fruit texture as well. I was focused on using different fruits and edible flowers that aren't as common and present it on a different shaped plate that it's commonly used.

Picture Description:

Orange Curd filled clementine, Short Bread Teardrops, Blackberry Sorbet, Passion Fruits Puree, Dragon Fruits, Strawberries, Golden Kiwi

PLATE PRESENTATION



La Vendemmia Wine Dinner | SEPTEMBER 17, 2019

This was another plate from the wine dinner menu for our top clients. All items were based on the end of summer harvest, which allowed me to incorporate so many different vegetables and fruits.

For this particular dish, the Shrimp Insalata, I used assorted micro vegetables and baby artichokes, mussels, prawns, and grilled lemons.

PLATE PRESENTATION



Singapore Tourism Board Dinner | JANUARY 7, 2019

I was fortunate to work with a client from Singapore who wanted to host an authentic Singaporean-style multi course dinner here in Pittsburgh.

For the entrée, we served Braised Duck and Pork Belly, Steamed Rice and Pickled Cucumbers

Dessert was a trio of Durian Fruit Mousse, Green Tea Matcha Cake, and Mango Pudding



PLATE PRESENTATION



Spring Lemon Pound Cake | APRIL 12, 2019

A delightful spring-focused dessert featuring berries and a tart lemon pound cake.

It was garnished with lemon curd, berry puree, and Chantilly cream

ACTION STATION



Lo Mein Noodle | MAY 24, 2019

I have created this station numerous times throughout the year. It is something that many people our doing, but we like to present our version a bit different.

For the action part, the chef will sauté Lo Mein noodles as guests approach the station, but we also offer another noodle option hanging on our “Wall of Flames,” where they can help themselves without waiting in line.

BUFFET



Patel Wedding | OCTOBER 13, 2019

This was one of my favorite events that I have had the opportunity to work on. We had a Bride and Groom who wanted to do incorporate both of their heritages (Indian and Italian). Italian was not a problem, but full menu of Indian style foods was something we'd always wanted to do but never had the chance. Challenge accepted.

We met with the bride and groom and their families, who were hesitant to believe we could deliver what they were asking. My passion is catering to people and I wanted to prove that our team could do this, so I totally jumped into this full bore with guns blazing.

I started reading and researching the dishes they were wanting to try so I could understand everything behind them.

BUFFET



Patel Wedding | OCTOBER 13, 2019

I did research by going to Indian grocery stores and getting new products to taste and work with so I would be able to identify the taste of the dishes and regions the originated from.

We hosted a few tastings for this family; at each one I took all of their comments and suggestions and asked many questions. I became fast friends with the mother of the bride and listened how she cooked her own dishes so I could fully recreate them.

After each tasting, I would make the dishes and walk to my neighbors (who are Indian) with samples in hand for them to try and give feedback. This event was a true labor of love and the final product resulted in very happy clients.



SMALL PLATE



Ambrosia Salad | AUGUST 12, 2019

This dish was also a part of my diner concept menu. I took an antiquated dish and refreshed it with a modern twist.

The base was wild honey flower infused whipped goat cheese to give the sense of a whipped cream texture. To mimic the traditional fruit cocktail, I placed gooseberries, fresh cherries, lady gala apples, and champagne grapes on top of the cheese/honey whip.

To round out the flavors, I added some purple Thai basil and a little slice of jalapeño for an added kick. I added house made marshmallows flavored with blood orange and lime and topped everything with a few pearl honey drops to add a touch more sweetness.

AMUSE BOUCHE



Amuse-bouche | JUNE 4, 2019

I created an edible centerpiece for a lunch meeting held at our corporate offices.

I sourced all local produce and paired it with homemade grissini, mixed olives, local cheeses, and mixed nuts.

Everything was placed in different sizes of vases and bowls and mixed in with vases of fresh flowers for additional color.

HORS D'OEUVRE



Steamed Pork Belly Canapé

A play off one of my favorite food items, a pork belly bun. We created our own bun dough, sheeted it, and cut it into small circles.

The day of the event, we bake and lightly fry them to give the outside a crispy texture but keep the warm, soft inside.

We glaze sous vide pork belly and place that with pickled vegetables and sour apples on top of the round.

APPETIZER



Chicken Oysters | August 12, 2019

Created this as a play on fried oysters. I used the chicken oyster which is on the back side of the chicken and looks like an oyster, naturally. They were marinated in buttermilk, coated in cornmeal and then deep fried. I filled cleaned oyster shells with creamy grits and placed the chicken oyster on top and garnished with a spicy pickle relish.



ENTRÉE



Braised Short Rib **“Osso Buco” Style |** JANUARY 5, 2019

We have many clients who host multiple events with us throughout the year, or they host the same event every year and want us to create something new and different every time. This dish was created for the latter, as part of a multi-course wine dinner.

Enter Short Ribs, Osso Buco Style. I wanted to replicate the bone that is prominent in traditional Osso Buco and create an edible version of that. Using a metal pipe, I cut a chef’s potato to create the “bone” of the dish. Served with baby carrots and cipolini onions, this served as the starch of the entrée and gave a bit of height to the dish.

VEGAN VEGETARIAN



Leek and Yukon Dumplings

We are always looking for and creating new vegan meals as the plant-based movement is upon us.

I was able to create this dish and offer to encompass many different dietary restrictions as this entrée is Vegan, Dairy Free, and Gluten Free. We use wonton wrappers made from rice flour and fill them with a sautéed leek and Yukon potato filling.

They are formed into a dumpling/tortellini shape and steamed when we're on site. They're placed on top of a vegetable Bolognese that consists of roasted eggplant and mushrooms for a meaty texture. This is one of our most popular dishes for guests looking for an alternative to the regular entree at events.

DESSERT



Blackberry Panna Cotta | SEPTEMBER 17, 2019

This dessert was the finale for a dinner that our owner hosted for some of our top clients. I created the menu focusing solely on the fall harvest and specifically wanted to use corn and green tomatoes for a dessert. I juiced green tomatoes to make the base of the tomato sorbet. I wanted to play a little with the corn, so I char-grilled the whole cob, and then picked off small chunks and candied those pieces. I got a lot of weird looks when it was presented to the guests, but they enjoyed every bite.

Description of picture:

Blackberry Panna Cotta in dark Chocolate Shell, blackberry puree, candied corn, raspberries, micro basil, green tomato sorbet, olive oil

SAMPLE RECIPES

Qty	Measure	Preparation	Ingredient
1	Cup- Fld		Oil Blended (Cooking)
2 1/2	Lb.	Diced	Onion Spanish Whole
1/4	Cup- Dry	Minced	Garlic Cloves Peeled
1/4	Lb.	Chopped	Pepper Indian Green Chili
1/4	Cup- Dry		Spice Paprika
1/4	Cup- Dry		Spice Cumin (Ground)
2	Tbsp- Dry		Salt Kosher
1/4	Cup- Dry		Spice Coriander (Ground)
2	Tbsp- Dry		Spice Tumeric Ground
1/4	Cup- Dry		Spice Garam Masala
1	Tbsp- Dry		Spice Ginger Ground
1	Qt		Kitchen Water Gal.
1	Can #10		Tomato Fired Roasted (Canned)
1	Bunch	Rough Cut	Herb Cilantro Fresh
1/4	Cup- Dry	Garnish	Herb Cilantro Fresh
1	Can #10		Chickpeas/Bean Garbanzo (Canned)

Indian Chana Masala | YIELD: 30 Hotel Pan (30 Portions)

TWO DAYS BEFORE | In small bowl mix together all dry spices, set aside. Heat tilt skillet/rondo over medium heat add in oil heat until shimmering, sauté the onions and sauté until caramelized about 15-20 minutes.

Next add in the garlic, and green chillies, sauté for about 5 minutes add in 1/2 oil and heat. Add in dry spices you mixed before cook for 4 minutes add in the diced tomatoes and water.

Let simmer for 25 minutes add in 1 bunch chopped cilantro puree with hand blender until smooth. Pour into hotel pan.

Place in blast chiller and chill according to s.o.p. open and drain chic peas well. Mix with chilled cooked mixture. Wrap with parchment paper and foil, label, and place in cooler on an event rack.

DAY OF | at oven to 300° and bake chana until 165° internal temp, place into hot box/cambro. Before service garnish with fresh cilantro.

SAMPLE RECIPES

Qty	Measure	Ingredient
12	Lb.	Flour All Purpose
3	Cup- Dry	Spice Garlic Pepper
1	Container 32 oz	Spice Montreal (Chicken)
1/2	Cup- Dry	Spice Poultry Seasoning
1	Cup- Dry	Spice Paprika
1	Cup- Dry	Spice Old Bay Seasoning
1/2	Cup- Dry	Spice Cumin (Ground)
1	Cup- Dry	Spice Onion (Powder)
1	Cup- Dry	Spice Garlic Powder
1 1/2	Cup- Dry	Salt Iodized
1/4	Cup- Dry	Spice Black Pepper (Ground)
3 3/4	Lb.	Corn Meal Yellow

Chicken Flour | YIELD: 50 Serving 2 PC

Mix well.

Place in an air tight container.

Wrap, label, and place on dry storage rack.

Wrap with parchment paper and foil, label, and place in cooler on an event rack.

SAMPLE RECIPES

Qty	Measure	Ingredient
21	Serving 10 oz	Beef Chuck Flap (10 Oz Cut)
4	(Raw) Tbsp- Dry	Salt Kosher
1	Tbsp- Dry	Spice Black Pepper (Ground)
1/4	Cup- Dry Chopped	Garlic Cloves Peeled
1	Lb.	Carrots Diced Small
1	Lb.	Onion White Diced
1	Bottle 750 ml	Kitchen Wine Red 5 Ltr.
2	Qt	Kitchen Water Gal.
10	Sprig	Herb Thyme Fresh
5	Tbsp- Dry	Base Beef
21	Sprig	Herb Thyme Fresh

Beef Barolo Wine Braised Short Rib |

YIELD: 21 Serving 10 oz (Raw)

TWO DAYS BEFORE | Place short ribs on sheet tray season with salt and pepper. Place in hot tilt skillet and sear until dark color place in 4 inch hotel pan. Cover with remaining ingredients wrap with parchment and foil.

Place in 325°oven and braise for 3.5 hours.

Remove and place in blast chiller and chill according to s.o.p. remove and let sit overnight.

DAY BEFORE | Remove from cooler. Remove fat from the top of the cooking liquid and thyme sprigs place short ribs in 2 inch hotel pan.

Place cooking liquid in medium cooking pot and bring to a simmer let reduce by 1/4. Thicken with corn starch to nappe puree with stick blender.

Pour or cooked short ribs and place in blast chiller to cool. Once cooled remove, wrap, label, and place in event cooler on event rack pack thyme sprigs for garnish.

SAMPLE RECIPES

Qty	Measure	Ingredient
21	Serving 10 oz	Beef Chuck Flap (10 Oz Cut)
4	(Raw) Tbsp- Dry	Salt Kosher
1	Tbsp- Dry	Spice Black Pepper (Ground)
1/4	Cup- Dry Chopped	Garlic Cloves Peeled
1	Lb.	Carrots Diced Small
1	Lb.	Onion White Diced
1	Bottle 750 ml	Kitchen Wine Red 5 Ltr.
2	Qt	Kitchen Water Gal.
10	Sprig	Herb Thyme Fresh
5	Tbsp- Dry	Base Beef
21	Sprig	Herb Thyme Fresh

Indian Palak Paneer | YIELD: 30 Portions

TWO DAYS BEFORE | Place garlic, ginger, and Indian chilies in robo coupe puree until paste like, set aside. Place ground cumin and coriander seeds into spice grinder and grind to powder in large rondeau/tilt skillet.

Heat oil and 1/4 lb. butter. Add in cumin seeds(whole) and sauté for about 3 minutes. Add onions and sauté until golden brown color- need to be darker than sautéed add in garlic-ginger-chili paste. Cook for about 4 minutes. Add in dry spices and let cook for about 3 minutes to bloom spices add tomatoes and stock. Let cook for about 10 minutes. Remove from heat, puree using hand blender until smooth place back on heat and add cream, spinach, salt, and butter let simmer for about 5 minutes to wilt down spinach. Puree until smooth. Remove and place in blast chiller and chill according to s.o.p. wrap, label, and place in cooler on event rack.

DAY OF | Cube paneer cheese. Fry in 325° fryer until golden brown remove and place in hotel pan. Cool and wrap, label, and place in cooler on event rack.

AT EVENT | Mix fried paneer and spinach together cover with parchment and foil. Place in 300° oven and cook for about 40 until 165° temp place in hot box/cambro. At service place in correct serving container.

SAMPLE RECIPES

Qty	Measure	Ingredient
1/2	Cup- Fld	Vinegar Rice Seasoned (Sushi)
1/2	Cup- Fld	Kitchen Water Gal.
2	Tbsp- Dry	Sugar White Granulated
4	Tbsp- Dry	Salt Kosher
1	Each	Carrots Whole
1	Each	Cucumber English Seedless
3	Each	Apple Granny Smith
6 1/4	Lb.	Pork Belly Sous Vide
1	Jug 1/2 Gal.	Sauce Korean BBQ
1/2	Container 4 oz	Micro Green Cilantro
1	Qt	Sauce Korean BBQ
100	-Piece	Bs- Hors Prep- Steam bun Canape

Pork Belly Steamed Bun Canapé | YIELD: 100 Pieces

TWO DAYS BEFORE | Cut pork belly into long strips about 1 inch x 1 inch the length of the pork marinate in the 1/2 gal of Korean BBQ sauce. Wrap, label, and place in cooler on event rack.

Julienne the cucumber and carrots into small julienne 1/8 inch x 1/8 inch x 3/4 inch long pieces (need about 200 pieces each). Place in qt container. In mixing bowl place rive vinegar, water, sugar, and salt pour over the julienne cucumbers and carrots. Wrap, label, and place in cooler on event rack.

DAY BEFORE | Pack granny smith apples, micro cilantro, and 1 qt Korean BBQ sauce. Remove pork from marinate and cut into 1/4 inch slices place on sheet tray. Wrap, label, and place in cooler on event rack.

DAY OF | Fry steam bun circle 1 1/2 inch circles place on sheet trays. Wrap, label, and place in cooler on event rack assemble on site according to SOP.

SAMPLE RECIPES

Qty	Measure	Ingredient
5 5/9	Tbsp- Dry	Yeast
5 5/9	Tbsp- Dry	Sugar White Granulated
1 2/5	Cup- Dry	Flour All Purpose
1 2/5	Cup- Fld	Kitchen Water Gal.
2 7/9	Cup- Fld	Kitchen Water Gal.
8 1/3	Cup- Dry	Flour All Purpose
1 2/5	Tbsp- Dry	Salt Kosher
1 1/9	Tbsp- Dry	Sugar White Granulated
5 5/9	Tbsp-Fld	Oil Canola (Dressing Bake)
2 7/9	Tsp- Dry	Baking Powder 6/5 Lb.

Steam Bun Canapé | YIELD: 90 1/2" Circles

TWO DAYS BEFORE | Place yeast, sugar, flour, and water to make sour and let stand 30 mins place in mixer bowl and add in remaining ingredients. Mix 5 min on speed 2.

Remove and let proof for 1 hour or until it doubles punch down on a pan 1/2 sheet tray sprayed very well brush top with oil and let rest 10 minutes. Place in 350° oven and bake 10 minutes remove and cool.

Wrap, label, and place on dry rack.

DAY BEFORE | Cut out circles 1.5 inches place in container. Wrap, label, and place on dry shipping rack.

DAY OF | Lightly fry until golden brown place on half sheet trays. Wrap, label, and place on dry shipping rack.

ICA INVOLVEMENT



ICA active member	2008-present
ICA Star Service Awards	2011 2012-2013 2013-2014 2014-2015 2015-2016 2016-2017
ICA Culinary President	2015-2016
CULINARTS	
Louisville, Kentucky	2008 2009 2010 2011
ART OF CATERING FOOD	
Denver	2013
Philadelphia	2014 Presenter
Atlanta	2014 Presenter / Kitchen Lead
Salt Lake City	2015 Presenter / Kitchen Lead
Washington	2016 Presenter
New Orleans	2017

RESUME

I am a Corporate Executive Chef with extensive culinary experience and vast knowledge of the foodservice industry with a strong background in catering operations.

I possess a dedicated work ethic and am well versed in facility operations, management, menu development, and food safety.

Along with my meticulous attention to detail, I've won multiple awards during my tenure as a chef and have served as a Board Member of the International Catering Association, Culinary Council, and the American Culinary Federation.

I take great pride in my reputation as well as the company that I represent.

WORK EXPERIENCE

Common Plea Catering, Pittsburgh, PA

Corporate Executive Chef | 2015—Present

- Responsible for overseeing at \$11.5 M/year catering operation, including a 7,000 sq. ft. commissary, an 18,000 sq. ft. warehouse, and corporate office/private event space
- Expanded the culinary department from \$4.4M to \$11.5M within 3 years, and the staff from 15- 70
- Implemented new catering software
- Redesigned existing and created new catering menus for all offsite events
- Launched a food safety program and HACCAP plan to track time and temperature of all food product from delivery to execution

Purple Onion Catering, Vienna, VA

Executive Chef | 2011—2014

- Responsible for all culinary operations for an off-site catering company
- Coordinated the moving and set up of a new 3,500 sq. ft. production kitchen without disruption of day to day food production
- Assisted with development of a new catering software system
- Maintained a food cost of 24% and labor cost of 8% by working with Sous and Lead Chefs to meet goals set by owners
- Worked with Sales Team and Event Designers to roll out seasonal menus
- Supervised a culinary team of 30+ employees during peak seasons in both the production kitchen and at off-site events

RESUME (CONT'D)

PROFESSIONAL AFFILIATIONS

- International Caterers Association
- Leading Caterers of America
- Pennsylvania Restaurant & Lodging Association
- American Culinary Federation, Pittsburgh Chapter (Board Member 2007-2009)

Bella Sera, Canonsburg, PA

- Recruited specifically by the owner to expand a \$2M catering and event center, and 60-seat restaurant and wine bar
- Established and maintained standard operating procedures, inventory control, employee relations, and menu development
- Worked to obtain the first Certified Green Restaurant certificate and Certified Green Caterer by the Green Restaurant Association

Executive Chef | 2009—2011

The Willow Room, Rostraver, PA

- Managed and was accountable for all daily operations
- Directly supervised and trained sales team, service staff, and culinary team
- Specifically hired to handle the initial start up, kitchen layout, and construction coordination for a new Foodservice Magazine award-winning event center
- Coordinated and obtained all purveyor contract and alcohol license
- Responsible for developing and managing all monthly, quarterly, and yearly P&L statements
- Reached \$1M in sales after the first year of business

General Manager/Executive Chef | 2004—2009

RESUME (CONT'D)

PROFESSIONAL AWARDS & HONORS

- 2019 PRLA Food Safety Award
- 2019 Class G Certified Buildings
- 2019 SB Value Ambassador
- 2016 Pennsylvania Workplace Safety Training
- 2016 PRLA Food Safety Award
- 2016 CATIE Award Nomination | *Best Wedding*
- 2015 Rapid Recipe Challenge | *Appetizer Winner*
- 2013 CATIE Award Winner | *Best Specialty Cake*
- 2013 CATIE Award Nomination | *Best New Hors d'oeuvres*
- 2012 CATIE Award Nomination | *Chef of the Year*
- 2012 CATIE Award Nomination | *Best Specialty Cake*
- 2012 Democratic National Convention Assisted in producing 5 individual events For 1,000 guests each Worked with FDA Inspectors on Food Safety
- 2011 Chef de Cuisine Inaugural Bal of Pennsylvania Governor Tom Corbett

EDUCATION

Catersource + Art of Catering Food

New Orleans, LA	2017
Washington, D.C.	2016
Salt Lake City, UT	2015
Atlanta, GA	2014
Denver, CO	2013

CaterArts

Louisville, KY	2009, 2010, 2011
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ServSafe 8-hour Foodservice Handler	2000
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Culinary Institute of America, Hyde Park, NY	Continuing Education Certificate 2000
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National Ice Carving Federation Class, Pittsburgh, PA	Certificate of Completion 1996
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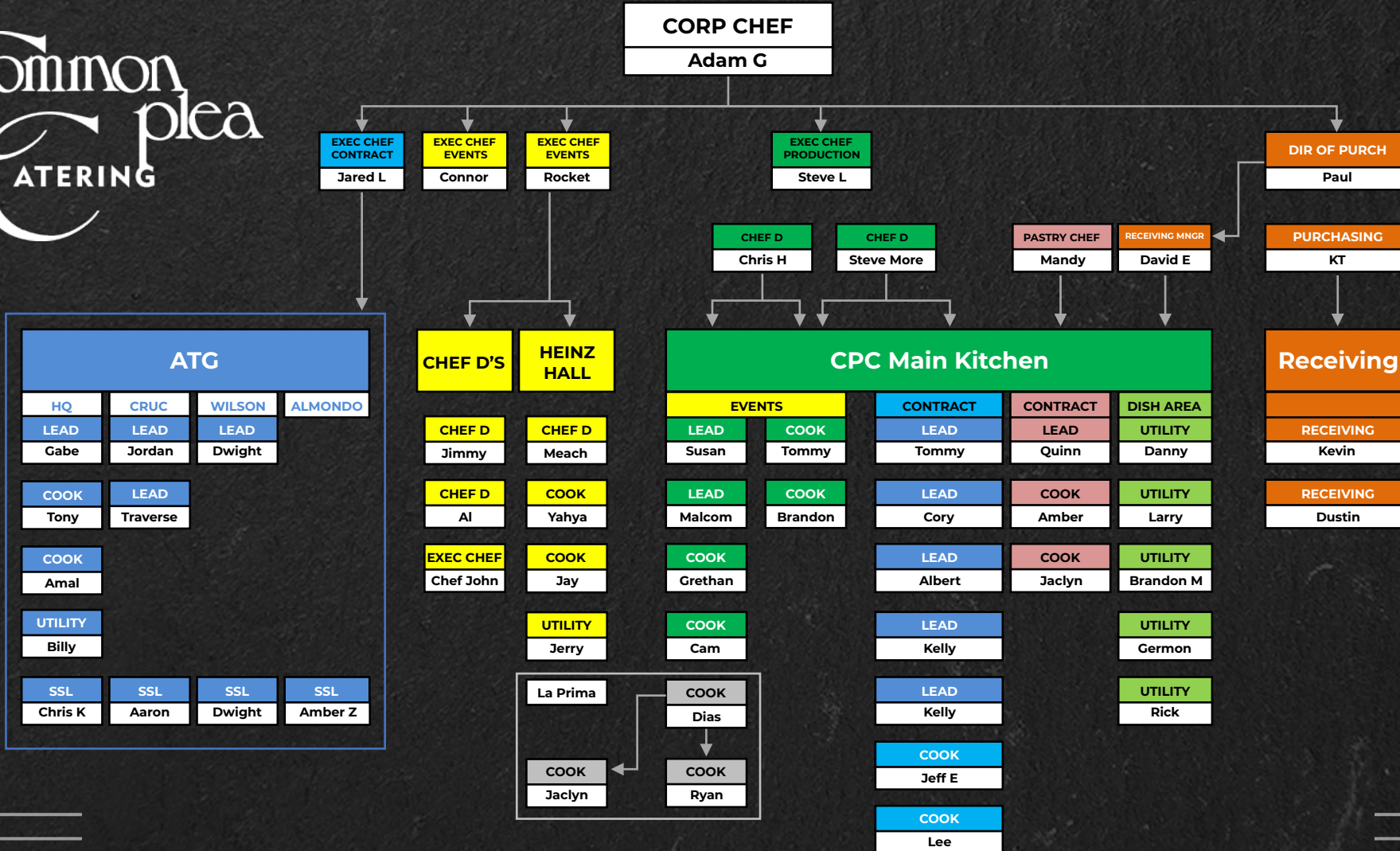
Pennsylvania Institute of Culinary Arts, Pittsburgh, PA	Associates Degree 1994
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Le Cordon Bleu, Paris, France	Certificate of Completion 1993
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Le Ritz Escoffier, Paris, France	Certificate of Completion 1993
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La Varenne, Paris, France	Certificate of Completion 1993
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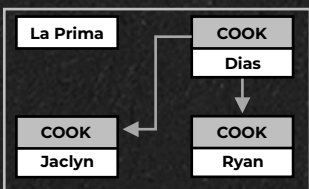
CULINARY TEAM ORGANIZATIONAL CHART



ATG			
HQ	CRUC	WILSON	ALMONDO
LEAD	LEAD	LEAD	
Gabe	Jordan	Dwight	
COOK	LEAD		
Tony	Traverse		
COOK			
Amal			
UTILITY			
Billy			
SSL	SSL	SSL	SSL
Chris K	Aaron	Dwight	Amber Z

CHEF D'S	HEINZ HALL
CHEF D	CHEF D
Jimmy	Meach
CHEF D	COOK
Al	Yahya
EXEC CHEF	COOK
Chef John	Jay
	UTILITY
	Jerry

CPC Main Kitchen			
EVENTS		CONTRACT	CONTRACT
LEAD	COOK	LEAD	DISH AREA
Susan	Tommy	Tommy	UTILITY
LEAD	COOK	LEAD	UTILITY
Malcom	Brandon	Cory	Amber
COOK	COOK	LEAD	COOK
Grethan	Cam	Albert	Jaclyn
COOK	COOK	LEAD	UTILITY
Cam	Cam	Kelly	Germon
		LEAD	UTILITY
		Kelly	Rick
		COOK	
		Jeff E	
		COOK	
		Lee	



CHEF ADAM GOOCH | 2020 ICA CHEF OF THE YEAR

MY TEAM



CHEF ADAM GOOCH | 2020 ICA CHEF OF THE YEAR



3700 Liberty Ave. | Pittsburgh, PA 15201
412.281.5140 | commonplea-catering.com

To whom it may concern,

Adam Gooch began his career with me as an Executive Chef in 2015. I quickly realized that I was fortunate to have found someone with the creative drive and true leadership qualities which were so important to my company. At that time, Common Plea Catering was venue based off premises caterer with a history of fine dining from their restaurant operation of 45 years.

Adam was a "Foodie" who fit right into the operation and became the dominate leader in the kitchen and became the Executive Corporate Chef. Our Company began to service the corporate lunch business to the tech companies locating in the Pittsburgh market. This very soon became a significant upheaval in our world. Our volume was increasing 10% per month and soon we were serving over 1000 people a day. Adam maintained the quality and creativity throughout the scaling volume and was highly praised by our clients. The client base and volume grew to nearly 2000 meals a day during this period.

Adam established new systems in every department. He trained chef de cuisines to support the large increase in preparation and distribution. He developed a purchasing department where orders were processed, measured and accounted through a new automated system. He also established and coordinated a senior staff meeting with the event planners, chefs and distribution managers on a weekly basis and enhanced communication within the various departments. Additionally, Adam developed seasonal menus for our customers and provided opportunities for us to support our local vendors for food and supplies whenever possible.

Adam systemized surplus food from operations to provide resources to needy organizations who feed the poor. 412 Rescue, Red Door, Jubilee Kitchen, and Little Sisters of the Poor receive daily food items from our commissary.

Adam instituted a comprehensive FSP (Food Safety Program) with support from The Allegheny County Heath department and an independent inspection coordinator to have random health inspection at the various facilities we provide where we food service (10). He established a SERVSAFE program where he has every associated in our Company receive an 8-hour food safety certification. He also has installed a Class G Green building measurement system to improve compliance with environmental savings and providing green awareness for the Company.

Yes, it sounds like a tremendous undertaking and it was and yes, he did all of it with the dedication and leadership it required to move his team to be successful. Adam has been a self-starter, motivated by "Doing the Right Thing" paying attention to detail, supporting his team and Common Plea Catering could not prouder and fortunate to have him in our organization.

There's no question in my mind that he deserves the title of "Chef of the Year"

Thank you,

John Barsotti
President,
Common Plea Catering

CHEF ADAM GOOCH | 2020 ICA CHEF OF THE YEAR

It is an honor and privilege to write this letter of recommendation for Chef Adam Gooch who is applying for the 2019 ICA Chef of the Year Award.

I have personally known Adam for many years and have watched him grow from a young, energetic and creative aspiring chef into a Master Chef with numerous skill sets.

He manages the Culinary offering of a Multi-Million Dollar company, is always re-creating the classics, putting a "Spin" on the ordinary and wow's clients and guests with his culinary prowess.

Adam has been a leader in the industry, tirelessly working for the good of others. Not only does Adam create and execute recipes and presentations in a World Class way, he also is an inspiring teacher.

Adam always finds the time and energy to give back to our industry whether on stage at Conferences, on webinars, in one on one conversations or on the phone. He is always willing to share his knowledge and expertise with others. One can truly say "Adam has improved the professional life of many young chefs".

Adam is a leader in the industry always professional in every respect, creating exceptional experiences, teaching, sharing and giving of himself. Please consider awarding this extraordinary award to an Extraordinary Chef: Chef Adam Gooch. I cannot think of a more deserving person for this prestigious award.

Sincerely submitted,

Lon Lane
Founder
Lon Lane's Inspired Occasions



December 1, 2019

To: The ICA and Catie Awards Judges

We work with hundreds of chefs who are organized, creative, open to new ideas, always want to learn, can handle stress, and pay attention to the details. But it's very rare when a chef exemplifies all these traits. One such chef is Adam Gooch, Corporate Executive Chef, Common Plea Catering, Pittsburgh, PA.

I've known Adam for three years and am still surprised at the breadth of skills he has. Yes, Adam is a great chef, but his business acumen is on par with his exemplary culinary skills. The questions he asks and the conversations we have illustrate Adam's inclusiveness as a chef. When Adam thinks about his department, he considers elements beyond ingredients and techniques needed to prepare a meal. He thinks strategically how his department fits into the larger business context of Common Plea. He thinks about how an idea might impact all facets of the kitchen and his staff. Most importantly, he thinks about the client and how he can meet and improve upon their culinary goals.

To be successful one must master many skills. To run a kitchen, a chef has to be good at culinary, operations, communications, strategy, organization, creativity and of course managing people. Adam is good at all these things. It's Adam's extraordinary ability to be good at so many things that makes him such a fantastic chef and businessman.

Sincerely,

A handwritten signature in blue ink that reads 'TRIP'.

Trip Wheeler
President, SB Value

CHEF ADAM GOOCH | 2020 ICA CHEF OF THE YEAR

I met Adam five years ago when he came on as a new member of our Common Plea Catering Team. Chef Adam turned things up as far as business, kitchen productivity, and excitement – he put new life into my life 's work (of 35+ years as a chef), and for that I am very appreciative.

His passion for this industry, his love for food in our craft and in the culinary hospitality profession gave me new interest and a different way of looking at the big picture: a team-oriented mindset!!! His style and craftsmanship gave us new growth in our company and to this day we are still growing. His passion for organizational systems, training, and growth of our team all have been a big part of our company's success.

Chef Adam strives to develop our individual team members as well as our whole team. It's been quite exciting in these past five years: growing fast while learning new systems was at times very overwhelming. Adam always kept it together finding new ways for us to be on the right path and showed our team leadership that I am thankful for.

Candidate for Chef of the year, I don't know what that entails but as far as Adam's passion for this industry, love for cuisine, and determination to be successful I can see him being in the running, and be rewarded this high honor with humbleness and appreciation of his team!! Adam definitely puts in the work, puts in the time and energy, and has the passion to lead a company in the right direction to be successful.

John Brush
Executive Chef

CHEF ADAM GOOCH | 2020 ICA CHEF OF THE YEAR

To the International Caterers Association Judging Board,

I am writing this letter with extreme pleasure to support Chef Adam Gooch for your consideration as Chef of the Year.

Chef Adam led his team at Common Plea Catering to design and execute the most incredible multi-cultural feast for my wedding. And as I am of Indian decent, and my husband is Italian, Polish and Irish, this was no small feat.

Going into the process, I was nervous about having a caterer that didn't specialize in authentic Indian cuisine. From our first meeting, Chef Adam put us at ease, speaking with my mother about the various spices and types of cooking methods that he had experience with. But Chef Adam didn't just "talk the talk" – he delivered!

We were more than pleasantly surprised with our first tasting of the Indian dishes. The meat dishes were cooked to perfection, the spicy dishes were perfectly balanced (which was great insight on his part, since many of our guests never had Indian food before), and Chef Adam went above and beyond to source traditional ingredients from the local Indian grocery store as garnishes. The best part was that my father—who has one of the most critical palettes I know—was very impressed and gave the food a shocking 4.5/5 rating (for context, I have never heard my father give a rating above 3/5, and even that is rare).

For the very few dishes we wanted to adjust (based on our regional preferences), Chef Adam listened to our feedback, was thoughtful in his follow-up questions, and was eager to get back to work. Our second tasting of the Indian dishes was even better than the first! We appreciated that he tested his adjustments with some neighbors of Indian decent beforehand, and didn't rest until he got it perfect. He even thought of the little details, like bringing special Indian hot peppers that my dad mentioned he loved, as an accompaniment for the tasting.

Once we had our Indian dishes nailed down, the real challenge of designing the full menu began. We wanted to include a variety of dishes that celebrated our individual backgrounds, but also entice our guests to try something new. Chef Adam's creativity really came through as he came up with fusion items like chutney tea sandwiches, tandoori chicken wings, naan pizzettes and salmon tikka. Rounding off the menu were amazing Italian dishes, including meatballs and mushroom ravioli, making this truly a feast like no other we've ever seen.

When it came to execution at our wedding, Chef Adam and his team proved to be true artists. The unique food displays—including a Tuscan display that made you feel like you were on the streets of Italy, and traditional Indian drinks served in corked glass spheres—looked right out of a magazine. Our guests could not stop raving about the food, and we were so happy to learn that several of our "more picky" guests actually tried and loved something new. My husband and I even made sure we got to sit and enjoy dinner because we didn't want to miss out on Chef Adam's amazing food.

Chef Adam is passionate, creative, collaborative and talented. He has already won 'Chef of the Year' in our hearts, and we would be thrilled to see him recognized by your organization as well.

Sincerely,
Manisha Patel

P.S. As I write this, I admit that my mouth is watering for many of the dishes we had. I have not been able to replicate or find some of the dishes made as well as Chef Adam's—it almost makes me want to plan another wedding so we can get all of that amazing food again!

EXTRACURRICULAR ACTIVITIES

Thank you for your support,



COMMON PLEA CATERING

Total Pounds	# of Donations	Total Meals	CO2e Reduced (lbs)
31,838	615	26,532	17,288



Good food belongs to people, not landfills.



Donations and Giving Back

Part of the mission statement of Common Plea Catering is to “Maintain a vibrant partnership with our community.” As a large caterer we produce a lot of food for numerous events and clients, which in turn, provides us with extra unused food. We’ve partnered with three local organizations (412 Food Rescue, The Red Door, and Jubilee Kitchen) and have a set schedule with each group for either daily or weekly pickups for all extra food. Each of these wonderful organizations serve those in need around the Pittsburgh area and we are honored to be a small part of that.

We also work with and donate weekly to the Veterans Leadership Program. This is a great program that help Veterans in Western Pennsylvania with housing assistance and employee programs.

Sustainable and Team Green Movement

I was able to create our own green team which started making positive and sustainable movements in our company. First, we were able to have our commissary and corporate offices certified green by Class G. Next, we were able to make changes on the food and paper that were more sustainable and ecofriendly.

I, along with the rest of Common Plea Catering understand that small changes to improve our community and our environment are part of a greater impact of good in the world.

EXTRACURRICULAR ACTIVITIES

Prioritize food temperatures

Cold food isn't appetizing in the winter, but you may find yourself battling the thermometer. Fortunately, there are plenty of catering solutions to keep food insulated and hot until the moment they are served to guests.

"Just like the summer months, the temperatures will be working against you," says Adam Gooch of Pittsburgh-based **Common Plea Catering**. "Keeping hot food hot will be harder to manage and maintain."

Gooch continues: "Coffee and sauces will lose temperature very quickly, so you need to plan ahead. Teach and train your staff on charging Cambro and/or hot boxes to make sure you are keeping food at the right temperature. You also need a backup plan, like a pot and burner to rewarm and heat things back up."



Ambassador for SB Value

I signed up to the Premier food buying group a couple years ago which has led to great results and savings for our company. After seeing how beneficial being a part of this buying group was, I was introduced to the team members of SB Value and they have been nothing but a constant source of knowledge and support for our purchasing department. This year I was asked to become an ambassador for them, and I was thrilled.

As a SB Value Ambassador, I work with their sales and marketing team monthly to help promote their brand. This has proven to be a fun yet challenging adventure; I'm able to use my knowledge of our industry to provide insight for publications and social media platforms on a variety of topics. This is a great way to promote their brand as well as help teach, mentor, and guide other professionals in our industry which is a passion of mine.

Cold Weather Catering Logistics Article
October 14, 2019

EXTRACURRICULAR ACTIVITIES



Family

Our family firmly believes in the “Work Hard, Play Hard” mentality. While I put in many hours at work, I put in just as much time and energy into my family and friends.

While finding a work-life balance can be difficult at times, I’m fortunate enough to work every day with my lovely wife Maggie. She’s not only our Director of Events, but she’s my biggest supporter and best friend. While some may think working with a spouse wouldn’t be ideal, I feel it’s the opposite; working together makes me love what I do even more. I’m also proud to say that our awesome daughter, Sam, started as a server with us this year so some events are truly a family affair.

When we’re not working, we love to travel, garden, host our friends for impromptu get togethers, or just sit on our patio with a cocktail and talk about our day. Mags’ and Sam’s unwavering support in everything I do pushes me to be a better husband, dad, and chef, every day.

EXTRACURRICULAR ACTIVITIES



Woodworking

For as long as I can remember, I've always been drawn to making things—whether it be in the kitchen or in my wood shop at home.

I grew up around lots of tools and big equipment due to my dad's profession and what he did around the house. From him, I learned so many skills over the years that I still use to this day, both at work and at home.

I've developed a love and appreciation of woodworking. I have a small workshop at home, and it's afforded me the ability to remodel, build furniture, and create new props and ideas for work. To me, sawdust is "man glitter."

Attached our pictures of the Grazing boards and mini taco holders I have created from reclaimed pallets.