

SANTA 
BARBARA
catering

www.santabarbaracatering.com

CATERER OF THE YEAR 2016

1090 West Fifth Street | Tempe, Arizona | Patricia Christofolo, Owner



SANTA 
BARBARA
catering



**VOTED #1
CATERER**
RANKING AZ





Central & McDowell
602 257 2191

PhxArt.org/Palette



32nd Street & Southern
602 276 6545

TheFarmAtSouthMountain.com



32nd Street & Southern
602 276 8804

TheFarmAtSouthMountain.com



32nd Street & Southern
602 276 0601

qatthefarm.com

Welcome to Santa Barbara Catering Company!

Santa Barbara Catering is committed to distinctive design, quality foods, and unparalleled customer service in all aspects of our business. Our passion for creating memorable events and the pride we take in our product is the driving force that guides us.

Our team of experienced Event Planners are highly knowledgeable and work to create events that are one of a kind, customized to the vision of each client and always include a WOW factor! From the planning process to on site coordination, the team is committed to the success of the event.

Logistical expertise is in our blood. No matter what the challenge, we have the solution. From building catering kitchens in barricaded city bus lanes to spreading out events over multiple levels and buildings, we will find a way!

Education and innovation are a must here at SBCC. We stay on top of (and in front of) the trends to make sure our ideas and design are fresh, up to speed and never tired.

Our culinary product is the cornerstone of SBCC. We take pride in using only the highest quality ingredients, sourcing local and seasonal whenever possible, and cooking all of our foods from scratch. Prepared on site, our food is always fresh and restaurant quality goodness!

Service with a smile! We are proud to have a team of over 200 employees, many have been with us for several years, who offer truly memorable service. We will always go the extra mile to ensure that everyone feels well taken care of at our events.

Everything else! In addition to Santa Barbara Catering, we have several other endeavors in the Phoenix area. Our sister corporation, The Farm at South Mountain, is a ten acre farm that is the home to three of our award winning restaurants, an organic garden, a gift shop and two unique exclusive event venues that host 100 plus events per year.

In addition to being a preferred caterer at many of the valley's top venues, we also proudly operate the restaurant at the Phoenix Art Museum, Palette, as well as act as their exclusive daytime caterer.



FRESH INGREDIENTS.



NATURAL FLAVORS.



DELICIOUS RESULTS!



480.921.3150

1090 WEST FIFTH STREET
TEMPE, AZ 85281

SantaBarbaraCatering.com

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ARIZONA DEPARTMENT OF REVENUE
ATTN: License and Registration
PO BOX 29032
Phoenix, AZ 85038-9032



ARIZONA DEPARTMENT OF REVENUE
TRANSACTION PRIVILEGE TAX LICENSE
NOT TRANSFERABLE

The licensee listed below is licensed to conduct business upon the condition that taxes are paid to Arizona Department of Revenue as required under provisions of A.R.S. Title 42, Chapter 5, Article 1.

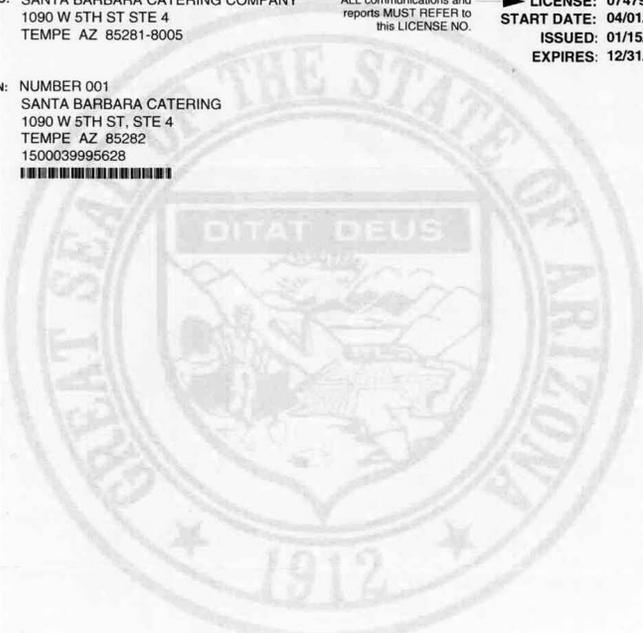
2015

ISSUED TO: SANTA BARBARA CATERING COMPANY
1090 W 5TH ST STE 4
TEMPE AZ 85281-8005

ALL communications and reports MUST REFER to this LICENSE NO.

LICENSE: 07479486
START DATE: 04/01/1994
ISSUED: 01/15/2015
EXPIRES: 12/31/2015

LOCATION: NUMBER 001
SANTA BARBARA CATERING
1090 W 5TH ST, STE 4
TEMPE AZ 85282
1500039995628



This License is issued to the business named above for the address shown. Licensees, by law, cannot be transferred from one person to another, nor can they be transferred from one location to another. Arizona law requires licensees to notify the Department of Revenue if there is a change in business name, trade name, location, mailing address, or ownership. In addition, when the business ceases to operate or the business location changes and a new license is issued, this license must be returned to the Arizona Department of Revenue. According to R15-5-2201, license must be displayed in a conspicuous place.



Environmental Services
Department

Special Conditions:

Permit Owner:
Pat Christofolo
1090 W 5th St Ste #5
Tempe AZ 85281

PERMIT TO OPERATE

This permit is not transferable and must be placed in a conspicuous place.
A copy of the most recent inspection report for this establishment is available upon request.



Permit Type: Food Catering
Class: 5
Permit Number: FD-03140
Expiration Date: 11/30/2016
Notes:
SG28510 : EMS Permit ID

Premises:
Santa Barbara Catering
1090 W 5th St, Suite 5
Tempe, AZ 85281

Please contact the Department prior to making any changes to the operation including ownership.
esd.maricopa.gov

NON-TRANSFERABLE AND NON-REFUNDABLE

GENERAL PERMIT & INSPECTION INFORMATION

Owner Name: Pat Christofolo **Permit Type:** Food Catering **Class** 5
Mailing Address: 1090 W 5th St Ste #5 **Permit Location:** class 5
Phone Number:
Food Manager Licenses: 1 **Award:** A
Embargoed: 0

Status indicates whether the item was met during the evaluation. Key: IN = In Compliance OUT = Not in Compliance N/O = Not Observed N/A = Not Applicable Foodborne Illness Risk factors are food preparation and employee behaviors most commonly reported to the Centers for Disease Control and Prevention (CDC) as contributing factors in foodborne illness outbreaks. The specific observations made in a category marked 'OUT' can be found at the beginning of this report.

Foodborne Illness Risk Factors:

Status	Item	Status	Item
01	In	16	N/O
	Certification by accredited program, compliance with Code, or correct responses	17	N/O
			Proper reheating procedures for hot holding
02	In	18	In
	Management Awareness; policy present		Proper cooling time & temperatures
03	In	19	In
	Proper use of reporting, restriction & exclusion		Proper hot holding temperatures
04	In	20	In
	Proper eating, tasting, drinking, or tobacco use		Proper cold holding temperatures
05	In	21	In
	No discharge from eyes, nose, and mouth		Proper date marking & disposition
06	In	22	N/A
	Hands clean & properly washed		Time as a public health control: procedures & record
07	In	23	N/A
	No bare hand contact with RTE foods or approved alternate method properly followed		Consumer advisory provided for raw or undercooked foods
08	In	24	N/A
	Adequate hand washing facilities supplied & accessible		Pasteurized foods used; prohibited foods not offered
09	In	25	N/A
	Food obtained from approved source		Food additives; approved and properly used
10	N/O	26	In
	Food received at proper temperature		Toxic substances properly identified, stored, and used
11	In	27	N/A
	Food in good condition safe, & unadulterated		Compliance with variance, specialized process, & HACCP plan
12	N/A		
	Required records available; shell stock tags, parasite destruction		
13	In		
	Food separated & protected		
14	In		
	Food-contact surfaces: cleaned & sanitized		
15	In		
	Proper disposition of returned, previously served, reconditioned & unsafe food		

Based on this inspection, the issues/ items listed below identify violations of the Maricopa County Environmental Health Code and/or FDA 2013 Food Code. Failure to comply with the Code may result in permit suspension, permit revocation, Notice of Violation and Demand for Compliance, Cease and Desist, citation or referral to the County Attorney's Office. Priority items are required to be corrected within 3 days, Priority Foundation Items within 10 days, and Core items within 90 days unless otherwise noted on this inspection report. For additional compliance assistance, please contact the inspector listed below or their supervisor. If violations were noted on a previous inspection and have been corrected, legal enforcement action may already have been initiated and will continue. Violations found on any inspection may be used to determine a pattern of non-compliance.

Received By:

Amy Keene _____

Environmental Health Specialist:

Marcella McDonald R.S. 602.526.6221

Supervisor:

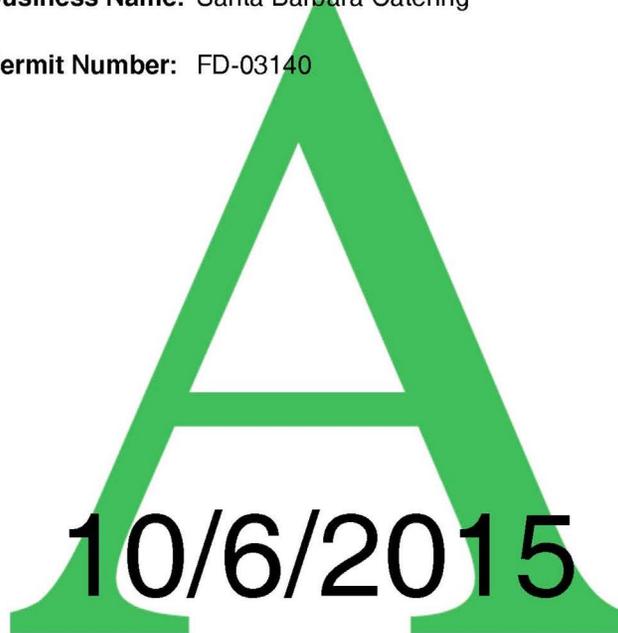
Tim Hurst 602-372-3353
 thurst@mail.maricopa.gov



**Environmental Service Department
Environmental Health Division**

Business Name: Santa Barbara Catering

Permit Number: FD-03140



www.maricopa.gov



This award card is property of the Maricopa County Environmental Services Dept. Tampering or altering this card may result in legal action.



CERTIFICATE OF LIABILITY INSURANCE

SANTBAR-02 SNURIDDIN

DATE (MM/DD/YYYY)
1/11/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER General Southwest Insurance Agency, Inc. A United Valley Insurance Services Member 5628 E Thomas Rd. Phoenix, AZ 85018	CONTACT NAME: Michele Uribe, CISR, CIC, CRM PHONE (A/C, No, Ext): (480) 990-1900 FAX (A/C, No): (480) 481-9551 E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE INSURER A: Ohio Security Insurance Company NAIC # 24082 INSURER B: OHIO CASUALTY INSURANCE CO. 24074 INSURER C: Ohio Casualty Insurance Group 1481 INSURER D: INSURER E: INSURER F:
INSURED Santa Barbara Catering Co. Inc., 1090 W 5th St Tempe, AZ 85281	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURED	SUBROGATION	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC <input type="checkbox"/> OTHER:			BKS55867927	12/15/2015	12/15/2016	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 EBL AGGREGATE \$ 2,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			BAS55867927	12/15/2015	12/15/2016	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			USO55867927	12/15/2015	12/15/2016	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	XWS55867927	12/15/2015	12/15/2016	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
C	Liquor Liability			BKS55867927	12/15/2015	12/15/2016	Per Occ 1,000,000
C	Liquor Liability			BKS55867927	12/15/2015	12/15/2016	Aggregate 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Verification of Insurance

CERTIFICATE HOLDER Santa Barbara Catering Company 1090 W. 5th Street Tempe, AZ 85281	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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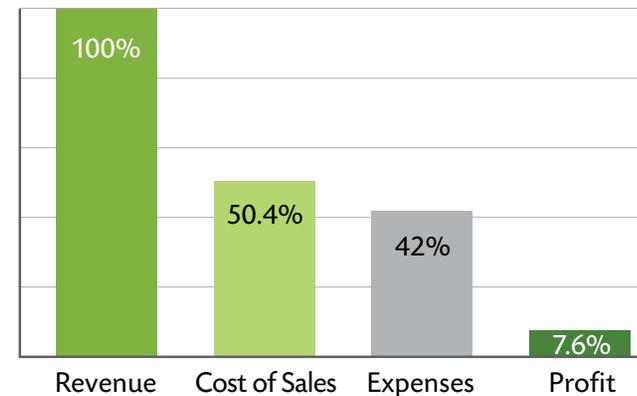
ACORD 25 (2014/01)

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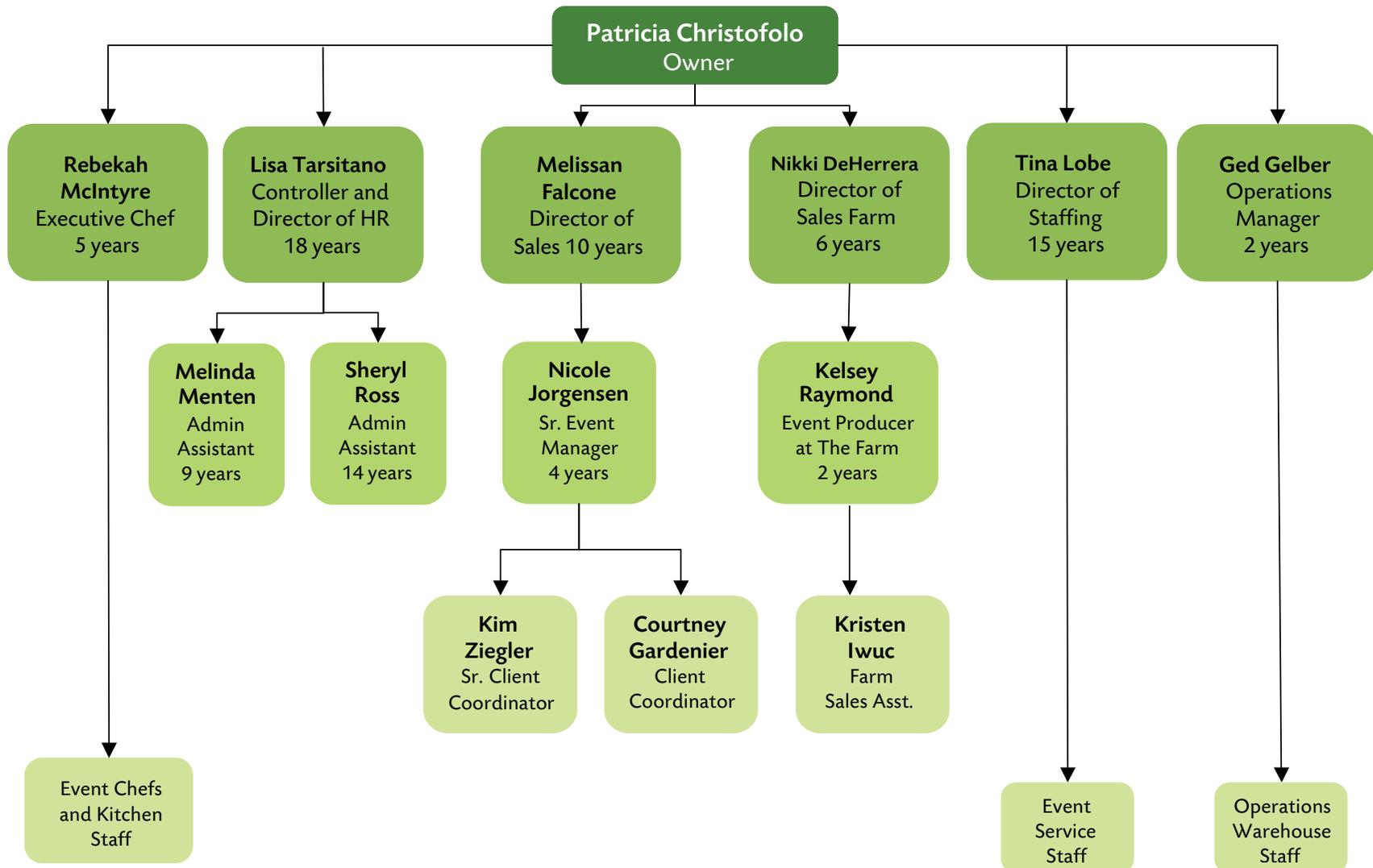
Santa Barbara Catering Financial Viability 2015

BUSINESS AND FINANCIAL STRATEGY

- Our Corporate Drop catering was revised to a higher minimum food and beverage total which allowed our kitchen more man hours on events that were more profitable to the bottom line
- Maintain 52% or more on Gross Profit
- Executive Chef continually develops individuals and maintains a training kitchen
 - Empowers employees
 - Builds confidence
 - Stimulates team building
- Cross market to assist in exposure for all entities to increase business volume and sales
 - Creates more events to our exclusive venue at The Farm
 - Increase volume of guests to any of our four restaurants
 - Shows both to potential and existing clients of our well rounded culinary expertise
- During exceptionally busy times, employees can be shared from the entities to ensure we exceed our goal of excellent customer service
- Review the past to better predict the future
- Maintain a Line of Credit for cash flow when seasonal sales are slower
- Continually review and understand the “break even” analysis
- Set goals and accountability in maintaining annual sales growth
- Create an environment that is safe, fulfilling, and having an open door, that allows our employees to feel a commitment to our mission, and motivated to continue to strive for excellence
- Continually analyze Profit and Loss monthly statements on in house spreadsheets to determine if our strategies positively contribute to the bottom line



Santa Barbara Catering Organization Chart: Our Biggest Asset – Over 200 Employees



Job Description: Executive Chef

JOB TITLE: Executive Chef
SUPERVISOR: Reports to owner
SHIFT/HOURS: Minimum 50 hours per week

Primary Functions of the Position:

Under the General Guidance of Owner of SBCC and within limits of established policies, procedures and company manual, is responsible for the profitable functioning of the kitchen and all off premise (full service) and corporate events.

Secondary Functions of the Position:

Ensures compliance of all company rules and regulations. Maintains leadership standards and encourages employees to conduct themselves in like manner. Must be able to stand and work for 6 to 8 hours at a time and able to work evenings and weekends. Must have ability to lift pots, pans, etc. up to 40 pounds.

Job Responsibilities:

1. Checks on the quality of food prepared in the kitchen and randomly checks for taste, temperature and visual appeal.
2. Ensures all dishes are uniform and the established portion sizes are adhered to.
3. Maintains food cost goal of 24%. This includes overseeing established portion sizes and controls, maintain food cost goal through proper purchasing, storing, production and utilization of food.
4. Maintain par levels of all food and supply products.
5. Competitively shop for the best quality products at the fairest prices.
6. Assure controls are in place and practiced to minimize food and supply waste and to eliminate theft.
7. Closely communicates with off premise chefs to ensure standards are met at all off premise events.
8. Troubleshoot any food and kitchen related situations that arise.
9. Ensure labor goal of 15% (does not include Executive Chef, Culinary Consultant, or Dishwashers)
10. Ensure pricing from vendors by initiating daily/weekly price checks.
11. Strive to create not only quality on off- premise plated meals, but also focuses on delivering plated meal in timely manner.
12. Develops new menu items as needed as well as on quarterly basis.
13. Continues to input information into Caterease on consistent basis for maximum performance of the program.
14. Ensures that all tasting are well executed and represents quality, taste, freshness and timeliness.
15. Hire, interview, train and evaluate all kitchen personnel as appropriate and directs staff with their direct tasks and responsibilities.

16. Review and update job descriptions and make changes as needed.
17. Perform orientation of new employees.
18. Follow disciplinary policies of the company and ensure all culinary management consistently adheres to the policies. Involve HR department / owner as needed.
19. Attend weekly meetings to review upcoming events and review previous weeks' events.
20. Schedule hours for all full and part time employees.
21. Supervise, train and coach all employees to improve performance.
22. Train staff on existing and new Maricopa County Health Department regulations.
23. Formerly recommend bonuses, raises, and promotions in department to supervisor.
24. Establish and maintain effective employee relations a all times.
25. Attend monthly management meetings.
26. Maintains maximum communication between sales, kitchen, office and operations.
27. Enforce sales responsibilities and supervising sales staff systems by keeping owner and sales managers, informed of potential problems.
28. Keeps owner informed of pertinent information regarding food, equipment, personnel and situations connected to kitchen, other departments, and elsewhere.
29. Attend events as Executive Chef representing professional appearance to clients and guests.
30. With Operations Manager, check and ensure proper maintenance of all equipment. (located in kitchen and sent out for off premise events)
31. Work closely with operations to ensure on- time departure of off premise events.
32. Ensures all in house daily procedures are followed.
33. Understands and adheres to all company rules, sanitation and ensures these regulations are followed by staff members, especially in the dish area and assists in enforcing them. Conducts him/herself in such manner so as to encourage fellow employees to do likewise.
34. Ensures safety and training in lifting, carrying, hazardous material control, chemical control, first aid and CPR. Implements the policies and practices to ensure safe, clean environment to ensure employee safety a all times.
35. In charge of all associated company orders and deliveries.
36. Make recommendations for maintenance, repair, and upkeep of the kitchen and its equipment.
37. Other job duties as assigned by owner.

I have read the Job Description and understand the primary functions of the job, the job responsibilities, physical, environmental and mental demands of the position. I can fulfill all the requirements of this position.

EMPLOYEE SIGNATURE: _____ DATE: _____

APPROVED BY: _____ DATE: _____

Job Description: Operations Warehouse Lead

JOB TITLE: Operations Warehouse Lead
SUPERVISOR: Executive Chef, Owner
CLASSIFICATION: Salaried
SHIFT/HOURS: Minimum 50 hours per week

Primary Functions:

Supervise operations department and all deliveries for corporate and other special events. Maintain all company vehicles, building repairs, outside maintenance contracts, equipment repairs and ordering supplies for operations department.

Secondary Functions:

Projects as assigned by supervisors. Ensure compliance with company rules and regulations. Maintain leadership standards and encourage employees to conduct themselves in like manner.

Job Responsibilities:

1. Responsible for supervising all deliveries (incoming and outgoing). This including but not limited to The Farm, Phoenix Art Museum, Costco, Western Paper, linen, ice, and rentals.
2. Pack orders for deliveries (including but not limited to The Farm, Phoenix Art Museum, drop off, hot food from kitchen to events) ensuring all items are included to avoid re-work.
3. Organize and execute customer pick-ups.
4. Monitor full service staff to ensure "shop time" duties are completed.
5. Ensure careful handling of all SBCC equipment, vehicles and property.
6. Work special events and help supervise full service set up as needed.
7. Review event paperwork for any discrepancies, inconsistency, and issues representing excessive costs.
8. Reconcile packing sheets and required equipment items to event proposal needs.
9. Communicate any event paperwork issues to sales team.
10. Communicate unique item requests cost information to sales team.
11. Transfer change order requests from sales team after distribution date to event paperwork (pinks).
12. Ensure all change orders have been documented and executed accurately. Update Executive Chef on any changes/updates.
13. Ensure all rental equipment from events is accounted for; follow up with appropriate vendor.
14. Train, hire and terminate operations employees.
15. Create weekly work schedule for operations employees.
16. Supervise operations employees to ensure high quality of work utilizing task lists, scheduling of routine duties, and performance evaluations.
17. Ensure overtime is utilized only as needed.

18. Create daily task list (the day before) and give copy to kitchen.
19. Responsible for the maintenance of the building premises
20. Responsible for all vehicle upkeep, repairs and inspections, to ensure safety at all times.
21. Responsible for ensuring vehicles are kept clean and washed as needed.
22. Contact for outside vendors for building and equipment repairs, pest control, hoods, Cintas, and Ansul system.
23. Keep warehouse clean and organized at all times.
24. Maintain and inventory paper products, dry goods, bars and beverages
25. Order and receive house linens, paper products, beverages, office supplies, and other catering equipment.
26. Maintain and inventory catering equipment, china, glassware, and linen.
27. Organize moves for departmental changes and storage purposes.
28. Enforce and follow all dress code requirements.
29. Learn and follow the employee policy manual and full service training manual.
30. Attend weekly event production meetings.
31. Enforce safety and sanitation standards.
32. Develop and enforce cost- savings controls for Operations department.
33. Lead by professional example at all times and promote a respectful, team minded work environment.
34. Act as bridge between the operations, sales, kitchen and staffing departments to ensure events are executed successfully.
35. Aide management team on logistically challenging events as needed.
36. Represent the company to clients and staff in a positive manner at all times.
37. Must be able to lift 50 pounds.
38. All other duties as requested by Supervisor.

I have read the Job Description and understand the primary functions of the job, the job responsibilities, the physical, environmental and mental demands of the position. I can fulfill all the requirements of this position. I understand that this Job Description is not any agreement of contract with Santa Barbara Catering.

EMPLOYEE SIGNATURE: _____ DATE: _____

APPROVED BY: _____ DATE: _____

Job Description: Sales Event Coordinator

JOB TITLE: Sales Event Coordinator
SUPERVISOR: Director of Sales
CLASSIFICATION: Salaried + Commission SHIFT/HOURS: 40 hours per week + Events
LOCATION: Santa Barbara Catering (SBC)

Primary Functions of the Position:

Solicit new accounts and maintain and strengthen relationships of existing accounts

Job Responsibilities:

1. Take Sales calls on assigned Call Days and follow-up with requested information within 2 hours.
2. Develop and conduct persuasive verbal sales presentations to prospective clients.
3. Develop client menus, write contracts and letters, as well as organize all other arrangements as they relate to social and corporate events, all in an accurate manner.
4. Actively bring in new business through out-going sales calls, networking and involvement in industry associations and organizations
5. Maintain accurate client, event, and proposal information in Caterbase database
6. Communicate with relevant departments to ensure proper servicing of accounts/events.
7. After event is booked, ensure proposal is distributed to appropriate departments
8. Prepare all information for weekly distribution by the assigned deadlines
9. Ensure the success of events by coordinating with Client, Venue, Chefs, Staffing Manager, Operations, Captain, and other SBC Staff Members
10. Attend events as needed
11. Plan and oversee assigned Donated Events
12. Attend weekly Event and Sales Meetings
13. Ability to lift a minimum of 40 pounds
14. Other job duties as assigned.

I have read the Job Description and understand the primary functions of the job, the job responsibilities, physical, environmental and mental demands of the position.

I can fulfill all the requirements of this position.

I understand that this Job Description is not any agreement of contract with Santa Barbara Catering.

EMPLOYEE SIGNATURE: _____ DATE: _____

APPROVED BY: _____ DATE: _____

Santa Barbara Catering Employee Handbook: Table of Contents

Section 1: Introduction

- 1.1 About Santa Barbara Catering Company
- 1.2 Mission Statement
- 1.3 About This Employee Handbook
- 1.4 Nature of Employment at SBCC

Section 2: Equal Employment Opportunity

- 2.1 EEO Policy
- 2.2 Policy Against Harassment

Section 3: Communicating, Business Ethics, Confidentiality

- 3.1 Open Door Suggestions
- 3.2 General Business Ethics
- 3.3 Confidentiality of Information

Section 4: Employee Conduct and Related Rules

- 4.1 General Statement of SBCC's Expectations
- 4.2 Discipline
- 4.3 Attendance and Punctuality
- 4.4 Drugs and Alcohol
- 4.5 Workplace Violence
- 4.6 Use of Computers, E-Mail and the Internet
- 4.7 Telephone Use
- 4.8 Mail Systems
- 4.9 Dress, Appearance and Cleanliness
- 4.10 Smoking
- 4.11 Personal Property
- 4.12 Customer Relations
- 4.13 Outside Employment
- 4.14 Visitors
- 4.15 Vehicles

Section 5: Personnel Records, Compensation, Expense Reimbursement

- 5.1 Immigration Law Compliance
- 5.2 Records Changes
- 5.3 Employment Classification
- 5.4 Timekeeping for Non-Exempt Employees
- 5.5 Overtime
- 5.6 Workweeks and Paydays
- 5.7 Reimbursement of Business Expenses

Section 6: Benefits

- 6.1 Overview
- 6.2 Bereavement Leave
- 6.3 Family and Medical Leave Act Benefits
- 6.4 Health Insurance
- 6.5 Holidays
- 6.6 Military Leave
- 6.7 Social Security and Medicare
- 6.8 Unemployment
- 6.9 Vacation
- 6.10 Workers' Compensation
- 6.11 Benefits Continuation (COBRA)

Employee Recognition / Appreciation

We recognize our employees in a number of ways:

- Continually create an environment that builds a strong sense of teamwork and purpose.
- One way to hold our kitchen staff accountable for results is to offer a monetary incentive and goals to perform in a certain time frame. The employee then has the ability to get a bonus and increase in pay for successfully meeting those goals.
- For exceeding required sales goals, we offer incentives for the sales staff that include higher commissions based on dollars booked.
- The annual holiday party is held in January for the staff, their significant others, and their children, and the event is attended by several hundred people. The kid-friendly environment creates a feeling of family and familiarity. Petting zoos, great food, raffles, etc., are all part of the fun. In 2016, attendance was 260 people.
- To express gratitude to several long time employees (15+ years), the owner invited them to a high-end private dinner and surprised each with a bonus, as well as a letter expressing her appreciation for their service.
- To communicate achievements in excellence, our positive feedback from clients are shared with the team that executed the event.
- To show appreciation for hard work, length of employment and how they positively represent the company to our clients, Full Service Captains received hand written notes and gift cards to our restaurants, to enjoy with their families.
- We host happy hours and small gatherings after stressful work periods to acknowledge a job well done.
- Offer cash bonuses during the year after particularly challenging weeks.
- Most importantly, we show our employees that we care about them as people and appreciate how they feel, what they think, and assist in ways to develop their skills and personal growth.

Awards and Accolades

- Celebrating More than 22 Years in Business
- Certified Woman-Owned Business
- Voted #1 Caterer by Ranking Arizona 2011/2014/2015
- *Arizona Foothills* Best Wedding Caterer, 2013
- The Knot “Best of” Weddings, 2012 and 2013
- Voted one of the “Best Places to Work”
- 2015 *Arizona Bride* – Favorite Local Vendors
- 2012-2013 International Caterers Association, President, Patricia Christofolo
- 2012 Business Excellence Finalist
- 2011 Best Caterer – *AZ Bride* Magazine
- Best of 2010 *Arizona Bride* Best Caterer for Small Reception (*finalist in Top of The Tiara and Best Caterer categories as well*)
- 2010 Zonies Award – Agency Affair of the Year
- *HauteLiving Magazine* – No Dirty Dishes: The Top 5 Catering Companies in Phoenix—in November 2010 Santa Barbara Catering was named one of the top five catering companies in Phoenix
- 2010 Top 3 Catering Services by Ranking Arizona
- 2010 Barbara R. Norton Service in Action Award Recipient – Santa Barbara Catering Company owner Pat Christofolo earned this award for her repeated support and donations to a local organization, Tempe Community Action Agency. A previous Board member and founder of the charity’s annual fundraising event, Pat donates planning time as well as catering services for the event. SBCC is also heavily involved in a segment of TCAA called I-Help, which serves hot meals to the homeless population in Tempe.
- 2010 Best Corporate Event Budget under \$25,000 – Agency Affair of the Year
- Les Dames d’Escoffier International Member

Marketing Plan Execution for 2015

Social Media – Santa Barbara Catering has worked both independently and with contracted marketing specialists throughout the year of 2015 to stay current on social media by regularly updating Facebook and Instagram to showcase events, food trends, behind the scenes shots and awards. Blogs in 2015 featured a highlight of favorites, including the series of Super Bowl Events we catered.

Website Development – Our website content is updated regularly. In 2015 we added pages of event specific content to widen our reach and SEO. Website pictures and “In The Press” are regularly updated to keep it fresh and exciting.

www.santabarbaracatering.com

Catersource – In 2015 we were proud to have one of our events featured in *Catersource* Magazine!

Link to article: <http://www.catersource.com/magazine/its-easy-asone-two-three>

Photo shoots – To ensure our pictures and collateral material are updated, appealing and best expose SBCC, we arrange both staged photoshoots and have professional photographers on site at events to capture our work. This material streams through our TV in our client meeting room, is used to regularly update photobooks, and is also imbedded in client proposals.

Showcase events – We participate regularly in showcase events, and use them as an opportunity to let our brand shine. In 2015 we were a highlight in several venue launch parties, as well as supporting our venues with unforgettable menus and displays at some of their annual fundraisers. One highlight is our annual participation in Agave on the Rocks, a 1,300 person tequila, food and music festival at Desert Botanical Garden for which we are a fan favorite!

Open houses at our venues – We host monthly open houses at our venue, The Farm at South Mountain, to promote the property and provide tours in a high energy environment.

Email Blasts – Email blasts are one of our favorite forms of marketing and cross promotion. Between our four restaurants, Santa Barbara Catering, and our 10-acre venue – there is always some new and exciting news to share. We are able to pull from the customer base in all of these sister companies to best cross market ourselves.

Christmas in July – In 2015 we sent a “Christmas in July” promotional mailer to get the Holiday business flowing.

2015 Marketing Materials: We are constantly updating our collateral material, advertisements and additional promotional materials. Some sample favorites are shown on the following pages.

What better marketing material than sharing our recipes with our guests! Here is a sampling of some of our favorites that we regularly hand out for clients to enjoy and replicate at home. ALWAYS a hit!



Roasted Butternut Squash Soup

Roasted Butternut Squash Soup

2 Tbsp. extra virgin olive oil
1 cup onion, diced
1 celery stalk, sliced
1 carrot, sliced
1 cinnamon stick
Salt and pepper to taste
4 cups vegetable stock
1-1/2 cups roasted butternut squash
Optional Garnish: Drizzle with crème fraîche and a sprinkle of scallions.

Heat olive oil in large saucepan over medium heat. Add onion, celery, carrot and cinnamon stick and sauté until soft, about 10 minutes. Season with salt and pepper. Add the vegetable stock and bring to a boil. Simmer for several minutes. Stir in the squash and simmer for another 15-20 minutes to let the flavors meld. Allow the soup to cool and discard the cinnamon stick. Purée soup in a blender until smooth. Return soup to the pan and reheat. Add additional salt and pepper if necessary. To serve, garnish with a drizzle of crème fraîche and a sprinkle of scallions if desired. Serves 4.

VISIT OUR SEASONALLY FRESH CULINARY FAMILY

TheFarmAtSouthMountain.com | QatTheFarm.com | PtaArc.org/Palette

The Farm AT SOUTH MOUNTAIN | **qui's voice** AT THE FARM | **Palette** OF PHOENIX ART MUSEUM

SANTA BARBARA CATERING
480.921.3150
SantaBarbaraCatering.com



Butternut Squash Crème Brûlée

Butternut Squash Crème Brûlée

3 cups heavy cream
3/4 cup roasted Butternut Squash purée
1/2 teaspoon cinnamon
1/8 teaspoon nutmeg
6 egg yolks
1/2 cup sugar
1 teaspoon vanilla
Granulated sugar for caramelization
Preheat oven to 300 degrees.

Bring the cream, butternut squash purée, cinnamon and nutmeg to a simmer. Set aside. In medium bowl, whisk together egg yolks, sugar, and vanilla. Slowly add warm cream mixture. Pour the custard through a strainer. Divide into ramekins (recipe makes 6-8 servings, about one-half cup each). Place ramekins in a shallow baking pan of water (to about halfway up the side of the ramekins). Bake for 40 minutes or until the custard is set in the center but not overly stiff. When done, remove from pan and cool completely. Sprinkle each custard with one teaspoon of granulated sugar. Caramelize the sugar using a torch or set your oven to broil and fire the brûlée until the sugar caramelizes.

VISIT OUR SEASONALLY FRESH CULINARY FAMILY

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The Farm AT SOUTH MOUNTAIN | **qui's voice** AT THE FARM | **Palette** OF PHOENIX ART MUSEUM

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Warm Italian Donuts

Warm Italian Donuts

1 cup all purpose flour
2 tsp. baking powder
2 tsp. sugar
Cinnamon Sugar: 1/2 cup sugar, 1 Tbsp. cinnamon
Mix all ingredients together until dough is smooth. Scoop dough into balls using a #70 scoop (one Tbsp.) and deep fry in 350° canola or vegetable oil until golden brown. Slightly cool donuts and toss in cinnamon sugar. Serve with chocolate and/or caramel sauce for dipping. Yield: 2-1/2 to 3 dozen

Caramel Sauce

1/4 cup water
1 cup sugar
2 Tbsp. light corn syrup
Bring water, sugar and corn syrup to boil in medium saucepan. Cook over medium heat until amber brown. Remove from heat and add heavy cream. Add the butter and whisk until smooth. Serve warm.
Chocolate Sauce
1/2 cup water
1/4 cup sugar
1/4 cup light corn syrup
1/3 cup unsweetened cocoa powder
5 oz. semisweet chocolate chips
Bring water, sugar, corn syrup and cocoa powder to a boil over medium heat. Remove from heat and whisk in chocolate chips until melted.

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Sweet Potato Salad

Sweet Potato Salad

1 lb. sweet potatoes
1/4 cup pecan pieces, toasted
1/4 cup dried cranberries
1 bunch green onions, chopped
2 Tbsp. olive oil
Salt and pepper to taste
Chipotle Vinaigrette (see recipe)
Dice potatoes 1/2 inch thick. Toss with olive oil, salt, and pepper. Bake in 325 degree oven for 15-20 minutes. When potatoes are tender, let cool slightly and toss with remaining ingredients. Coat with vinaigrette until desired consistency. Season with salt and pepper. Serve warm or cold. Serves 6-8

Chipotle Vinaigrette

2 Tbsp. (or to taste) canned chipotle chiles
1 cup canola oil
1 shallot
1/2 Tbsp. honey
1 Tbsp. sherry vinegar
1/2 Tbsp. molasses
1 garlic clove
2 Tbsp. chopped chives
Salt and pepper
Mix all ingredients in a blender or food processor.

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We always want to showcase our venues in our marketing pieces whenever possible.
Featured below is a wedding we put together at the Phoenix Art Museum, one of our preferred venues.



Proud to be showcased
on the cover of
Catersource Magazine
with our decadent
chocolate truffles!



NOVEMBER | DECEMBER 2011

catersource

Signature THEMES

How to create an
atmosphere with
entertainment,
décor and
menus

+ Savory waffles
Elegant box lunches
Table skirt alternatives

catersource
CONFERENCE & TRADESHOW
TURN TO PAGE 24

EDUCATION, PRODUCTS & NEWS FOR PROFESSIONAL CATERERS

Client Testimonials / Follow-up Evaluations

Feedback Surveys

A feedback survey goes out to each and every client who has an event with us. We pride ourselves on getting “excellent” reviews. We have included feedback surveys from events in the last couple of weeks, as well as a few recent client emails. We have also included the feedback from our Super Bowl events to give you a feel for our scope in executing large high-profile events. We hope you enjoy reading this as much as we do!

CLIENT: Lianne

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Thank you for being so accommodating during the planning process, and listening to our feedback. Our guests RAVED about the food. Thank you!

CLIENT: Meredith

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! We received so many compliments about the catering! And, as always, at every step of the way SB staff were a pleasure to work with.

CLIENT: Janice

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! The staff was very helpful and cordial. The food was excellent, especially the desserts.

CLIENT: Rebecca

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! All of our guests have repeatedly complimented how delicious the food was. They have all also complimented us for choosing breakfast for dinner! Everyone loved the challah French toast and omelets. As the bride and groom, we were very thankful that several servers brought us food to our table, as we likely would not have gotten to eat otherwise. They were very attentive, refilled our drinks often and made sure we ate! Thank you!

CLIENT: Michelle

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! The food was phenomenal as was the service! Everyone was raving about the food! It was everything I could have hoped for and more! I'm so happy I have leftovers!

Client Testimonials / Follow-up Evaluations *(Continued)*

CLIENT: Ashley

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Everyone at our wedding couldn't believe how delicious the food was. We are still receiving compliments on it!! Thank you so much!

CLIENT: Ray

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! As parents of the California groom, we were involved initially and Nikki helped seal the deal with her good nature, knowledge, and overall planning advice. Kelsey displayed the same attributes as Nikki in running with the ball from then til the BIG DAY. The evening went off professionally organized and people were very pleased with your venue and service. We all thank you.

CLIENT: Ashley

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! As I'm sure is evident by now SBCC is my favorite caterer to work with in the Valley. I really enjoyed working with Lauren and continue to love my experience now with Nicole. I trust that the service, product, and overall experience are going to be positive, which helps me focus on other event details. Thank you yet again for a wonderful event experience! Really enjoyed the creativity on this one as well!

CLIENT: Karen

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Everything was really great. Staff at the event were exceptional.

CLIENT: Lana

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Guests loved the food and everything was delicious and beautiful!

CLIENT: Katy

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! We had an amazing experience with your company. Our wedding had a crazy wrench thrown in and the entire staff made our guests feel so comfortable and well taken care of. We have had nothing but rave reviews from our guests on the food and service for the night. The food was phenomenal! Aaron and I were so pleased with everything. We can not say enough positive things about our experience. Thank you so much for making our wedding day more than we could have imagined.

Client Testimonials / Follow-up Evaluations *(Continued)*

CLIENT: Candace

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Everyone was raving about how great the food was- best at a wedding I even heard. Thanks for being so great throughout our entire process. Melissan and Courtney were awesome to work with.

CLIENT: Ann

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Incredible! Melissan and her staff helped to make my daughter's wedding truly wonderful. The food was flawless and service superb. My guests have asked over and over again about the catering. Thank you for everything.

CLIENT: Laura

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! We always have a great experience with SB. The chef, wait staff, menu are always the best.

CLIENT: Cherise

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! We cannot thank you enough! Your staff was wonderful to work with and the food was fantastic. Thank you again for everything!

CLIENT: Cindy

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! Everything was beautifully presented, the food and service were exceptional.

CLIENT: Deborah

How was your experience planning your event with us? Excellent

How was your food? Excellent

How was your service? Excellent

Please tell us in your own words about your experience! You guys did a great job in pulling off a wonderful and memorable meal for 75 people! The food received so many compliments (especially your renowned short ribs). The service was spectacular, the coordination divine, and I would be remiss not to express my enormous gratitude to Melissan. She went above and beyond in her help, suggestions and responsiveness. With her on our side, there was no way this wedding (and especially the food) could be bad! Thank you Santa Barbara Catering!

Super Bowl 2015 Feedback

In 2015, Phoenix hosted the Super Bowl and Santa Barbara Catering had the pleasure of being a part of some of the biggest parties in town! Over the course of four days, we served more than 3,000 guests a wide variety of decadent dishes to match the theme of each event. Our partners included the NFL, the NFL Hall of Fame, Pepsi, FedEx, NBC, and Direct TV/HGTV. Each party was a hit and we had a blast pulling it all together. Here are a few samples of some of our favorite Super Bowl client e-mails.

PepsiCo

JANUARY 30, 2015

850 Guests

Pepsi VIP and Pepsi Sponsored Players

Feedback from Nancy Shapero:

It was the BEST experience I have ever had in 20 years of event planning. Nikki and Lauren were incredible to work with. The food presentation was so creative and the talk of the evening. To top it all off, the food was outstanding. Thank you for making it such an unforgettable evening.

Direct TV

JANUARY 28-29-30, 2015

850 Guests

Multi Day Event Hosted at the Stadium with Entertainment

Feedback from Laura Fewell:

I really enjoyed working with you and SBCC! I got so many compliments from the client and the guests about your food and your staff. Thanks for all you did for us on our wild journey in Glendale! Take care, Laura

Hall of Fame Luncheon

JANUARY 30, 2015

350 Hall of Fame Members and VIP's

Feedback from Ward Eastman:

Our event went great, and the feedback has been very positive all the way around. I enjoyed working with you and appreciate your ability to adjust on the fly! Hope we have a chance to work together again. All the best, Ward

NBC

FEBRUARY 2, 2015

850 Guests

Gourmet Tailgate outside the Stadium for NBC and USA Show Members, Broadcasters, and VIPs

Feedback from Jill Parcels:

Thank you so much for handling the pre-game party. The food was absolutely delicious and several people commented on how wonderful it was. It was a pleasure working with you and hopefully our paths will cross in the near future. Thanks! Jill

A Few Recent Emails

Dear Lauren and Team,

Wow, wow and more wow! You and your team delivered a fantastic event for us! I knew they were going to be wonderful, but you really blew us away. We've had multitudes of compliments from guests praising not only your delicious food, but how beautiful the presentations were and how "elegantly" each meal flowed. It's safe to say yours was the most delicious off-site catering I've ever tried!

I'd be remiss if I didn't also thank you and your staff for truly being the best team to work with. Your creativity and "can-do" attitude are astounding. You managed all of our requests and last minute changes with grace and efficiency. You epitomize excellent customer service and in doing so make my job infinitely easier!

A thousand thanks,

—Stacy, **The Phoenix Suns**

Honestly you and your team did a great job! Everyone was on point and I never had to worry about any of your staff. Your staff were also very instrumental in making sure we were ready to go at the last minute for our welcoming guests. You and your team went above and beyond your call of duty and we also hope for many great events in the future!

The clients fell in love with the food all over again!! They too enjoyed their time and were very happy with the turn out!

Thank you,
—Natalie

Nicole,

Thank you so much for providing us with such an absolutely perfect evening! Our guests were delighted with the Dragon Fire cocktail and your bartender was kind enough to give me the recipe to share. The food was out-of-this-world fantastic, from beginning to end. Lastly, your staff is exceptional; they were wonderfully prepared and helpful to the guests. They were exceptionally kind and gracious with Martin and myself. They cleaned everything up so well. I even told them I thought they left my garage cleaner than it was when they arrived!

Once again, thank you so very much for providing us with such a wonderful evening. The people at last night's gathering are from many different areas of the U.S., from coast to coast, as well as Canada, and they were all very impressed with your company and staff and will highly recommend you to anyone in the area who needs a catering service. Many travel regularly to this area and/or have homes/friends/family in the area, and it is great to have a trusted company to do business with.

—Lisa

Ladies,

I simply loved working with you. Thank you for being so patient with all of our requests, and for being so organized and professional with the delivery of the event. Your serving staff was also wonderful to work with – very friendly, courteous, hardworking and again, professional.

—Robin, **The Container Store**

Approach and Philosophy of Customer Service

The first and last impressions are the most remembered by the guest – you only have one chance for each!

FROM THE MOMENT THE PHONE RINGS...

Of course all customer service begins from the first moment the client makes contact. Phone calls and emails are returned promptly and efficiently. Listening skills are an important part of the training process for our sales team. Proposals are sent out within 24 hours, and are creative and look beautiful. We make sure to follow up the next day. Our success rate is, in part, due to the responsiveness we provide to clients. Our event sales team understands the value of the client and the responsibility and trust they have put in them.

...TO THE TRAINING AND EFFICIENCY OF OUR STAFF

Santa Barbara Catering employees are trained to be friendly and efficient with every client. A warm, hospitable environment is a must.

Our Executive Chef has a high expectation of the product that is created in our kitchen and on site at events. She spends the time to do extensive training with all members of her kitchen. Although this takes up a lot of her time, in the long run she has a kitchen that excels in meeting her expectations, and that of the company, along with a staff that feels valued, productive and contributing to the reputation of the company.

All banquet staff receives a Full Service Training Manual and our Bartenders receive additional training in alcohol awareness. A requirement of all our newly hired servers is a Standards of Service (SOS) course. This extensive training is facilitated by our Staffing Manager. In addition, new servers initially are paired up with one of our experienced staff members to continue to learn and understand the standards established in the SOS training. Each of our events are staffed with a Captain who has attended additional training on how to manage staff, work with clients and successfully execute the event.

Mission Statement

The Mission of Santa Barbara Catering Company is to create a rewarding experience by exceeding our client's expectations to insure customer loyalty with innovative cuisine, exceptional service and creative presentation. We will accomplish this successfully by consistently...

- Emphasizing quality above convenience in our service and food preparation.
- Generating positive energy and respect with our clients and employees
- Exhibiting an enthusiasm to customize our services to our clients' needs
- Increasing our efforts to be community minded and environmentally aware
- Maintaining a fundamentally sound business dedicated to growth and financial stability

This mission statement was written in 2001 and has continued to guide us. As we have grown within the profession and within the industry, we have taken great strides to elevate our offerings to the level they are today.

Industry and Charitable Support

Patricia Christofolo is a past president of the International Caterer's Association (ICA). Since 1995, our involvement with the ICA has given us the opportunity to work with the best caterers in North America and keep abreast of the latest catering trends. Santa Barbara Catering also maintains its edge in the industry by attending conferences and educational events. We encourage our sales team to be educators in the catering industry as well.

Santa Barbara Catering Company's biggest contribution to the catering industry is our involvement with the ICA. The owner, Pat Christofolo, is immediate past president and she was instrumental in the partnering of Catersource and ICA in creating The Art of Catering Food. Her support for the ICA has remained strong, and she has actively participated in growing the organization.

During her presidency, Pat helped the ICA support the catering industry through education. The organization developed a strong, talented, high-profile board, and built a talented culinary council that offered an excellent connection to its members. The goal has been to raise the profile of the catering industry as well as give catering chefs the attention, credit, and support that they need to further the industry.

In addition, Ms. Christofolo and Santa Barbara Catering Company support the ICA Education Foundation through contributions and attending culinary learning journeys. Pat and her Executive Chef have both served on the advisory board of Le Cordon Bleu as representatives of the catering industry. Pat has also served on the board of local charities, supported One Community (LGBT organization), and donated goods and services to non-profit organizations.

As a member of Les Dames d'escoffier, Pat is always involved in the culinary scene. Santa Barbara Catering supports our local community by participating in many showcase events and donating our services annually to non-profits for fundraising purposes. We love our relationships with local venues and vendors and make great efforts to support their grand openings and annual celebrations in a way that really makes them shine. Santa Barbara Catering sees these events as an opportunity to really promote our signature style and leave guests impressed and wanting more while at the same time assisting non-profits in their fundraising efforts.

Sustainability and Green Policies: Efforts within the Company

Going GREEN and LOVING IT!

- Operate our restaurants, catering company and corporate offices with a commitment to using green products, knowledge and technology in order to sustain, and not further damage or deplete our natural resources.
- Committed to investing in our community, our staff, our customers and the local family farmers who grow food for us.
- Committed to saving our local agricultural heritage by incorporating as many products into our menu as possible that are acquired from small, sustainable farms serving Arizona.
- Proud to be a pioneer of the “Green Movement” for catering and restaurant operations in Phoenix and use biodegradable plates, napkins, utensils, cups and to-go containers for our daily operations.
- Support waste reduction and recycling through smart purchasing, effective use of supplies, recycling glass bottles, cans, cardboard, ink cartridges, office and paper supplies.
- Partner with local merchants and farmers to help reduce our carbon footprint by purchasing in bulk, using refillable dispensers, table linens, towels, and dinnerware.
- Purchase supplies in concentrated forms, including our bar products, kitchen essentials and cleaning agents.
- Incorporate herb and vegetable gardens at our properties whenever possible, resulting in our own urban gardens that provide the freshest of fresh produce and help to partially support our kitchen needs.
- We compost and bring all recyclables at each event back to our facility for disposal.

Who wouldn't want to eat local? It is always the freshest and most seasonal. Having a direct relationship to seasonal products ensures that our chefs create dynamic and exciting menus using the changing season's best bounty. We gladly support our relationships with Arizona farmers and growers and understand that by collaborating with them, we help to sustain life for all of us.

While SBCC is proud of the progress we have made, we are constantly working to further develop and better our environmental practices as new products become available.

Examples of Decisions Made

To Control Product Quality and Safety and Overcome Challenges

To control product quality and safety, Executive Chef Becky McIntyre uses FIFO, and she has created Standard Operating Procedures and consistently implements them. All deliveries are checked for dates, temperature and quality at the door. Employees and vendors are fully aware that we only accept top quality product. The team is meticulously trained on food safety rules, and the rules are followed at all times. Organized systems are key to maintain safe food.

To overcome challenges, the chef has an extremely organized kitchen. Everything has a designated spot and that spot stays the same. If it changes, everyone is notified. This maintains consistency and quality. Everything on

the shelves is faced like a grocery store. There is nothing hidden. All food is labeled appropriately, sealed tight, and kept cold for delivery to the event. The team is supplied with the tools necessary to succeed, make smart decisions, and never accept anything but the best.

Another challenge is finding qualified catering chefs. For example, chefs that know food safety standards, can work in an organized kitchen environment, and can also prepare delicious food. Often times it is easier to train from scratch those who care and have a passion for cooking rather than try to break bad habits. This leads to our strong belief in promoting from within.

Safety First!

We are proud to always go the extra mile to maintain food safety and quality.

Culinary Philosophy / Our Story

Owner and CEO of Santa Barbara Catering Company, Patricia Christofolo, is well known in the community as a business owner in Tempe AZ for over 35 years. Pat's career in the food industry began at the family deli, Capistrano's. Pat opened the first of many successful food businesses in 1981. At that time she focused on the industrial park sandwich concept because the business hours afforded her time to spend nights and weekends with her young family.

In 1992 Pat detected a need in the Phoenix market for a fabulous caterer, so she founded Santa Barbara Catering Company. The catering company started with just three employees and 1,000 square feet of kitchen and office space and it ultimately grew to 200+ employees and over 9,000 square feet of working space. Many of the initial Santa Barbara Catering Company employees are still with the company today.

Santa Barbara Catering relies on the powerful word of mouth method of publicity, and Pat believes that every event is an opportunity to create more interest in the company. Through education and involvement with the International Caterer's Association, Santa Barbara Catering Company has been able to expand their service expertise, professionalism, and culinary skills. It has become the catering company that people talk about when it comes to innovative food, professional service, and creative presentation.

Pat and her team consistently broaden their knowledge of food trends and techniques. Creativity, dedication to excellence, and commitment to quality has propelled Santa Barbara Catering into a leader in off-premise catering.

Farm to Table is a specialty at SBCC and the four restaurants they own and operate. One of particular pride, Quiessence, is considered one of the top three restaurants and is receiving amazing reviews. Recently Chef Dustin Christofolo has been invited to cook at the James Beard House.

Our motto is: **Local... Seasonal... Delicious.**

We do it all!

From a casual BBQ to an upscale gala, SBCC has created innovative food and design concepts for every event in a wide variety of styles and price points.

Examples of Creativity and Originality

A snapshot of our homepage! Our website is full of creative concepts and photos. www.santabarbaracatering.com



Examples of Creativity and Originality

One of our favorite curated events, pop up farmers markets! This is an email blast we use to market this unique event concept.



SANTA BARBARA catering

A Curated Farmers Market Experience

The Farm
AT SOUTH MOUNTAIN

THE PERFECT UNIQUE EVENT!

Whether you are looking to add a special touch to an artisan themed event, or offering a stand-alone Farmers Market, allow us to create a curated experience for you and your guests where they can shop for (and sample!) local goodies.

Call us to start planning your farmers market experience today!

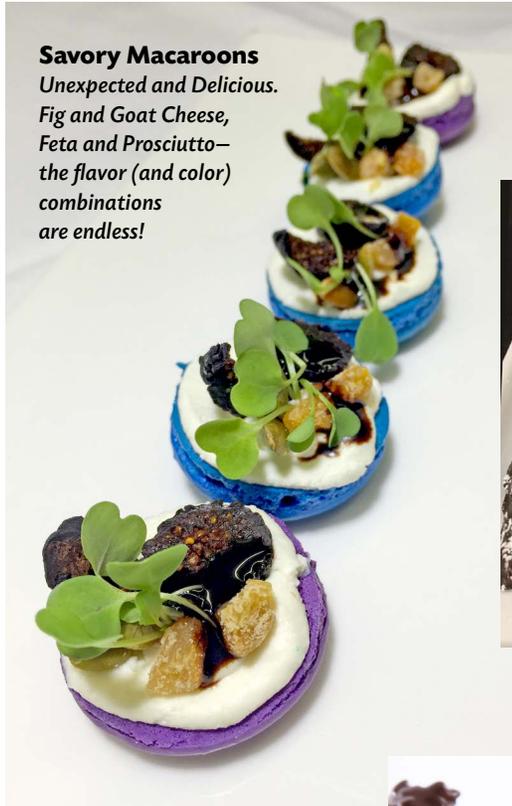
480.921.3150 | events@santabarbaracatering.com | santabarbaracatering.com

Examples of Creativity and Originality

Endive Ceviche
Colorful
and Delicious



Savory Macaroons
Unexpected and Delicious.
Fig and Goat Cheese,
Feta and Prosciutto—
the flavor (and color)
combinations
are endless!



Flaming Risotto – Step 1: Add Vodka,
Step 2: Light on FIRE, Step 3: Enjoy!



Throwback Desserts
Gala attendees had a gourmet take on
some old time classics—Homemade S'more
"Pop Tarts," Grand Marnier Fruit Roll Ups,
Orange Creamsicle Cheesecake Lollipops
and Housemade Marshmallows.



**A Small
Plate**
For Every
Occasion



**Homemade
Candy Bars, Ding
Dongs, Ho-Ho's
and More.**



Examples of Creativity and Originality

STRUCTURES, STRUCTURES, STRUCTURES!

We have an inventory of custom made structures for every style and occasion and we are constantly adding to our inventory. What better way to showcase our small plates and creative dishes than these unique one of a kind pieces. Whether it is our hanging martini station, foldable gun metal shelves, chrome and glass cubes, rustic foldable corner shelf, the hanging walls or our oversized chrome structure (2 ways!), there is always a better option than the typical table with linen.



Examples of Creativity and Originality – STRUCTURES, STRUCTURES, STRUCTURES!



Examples of Creativity and Originality – STRUCTURES, STRUCTURES, STRUCTURES!



Events Showing Culinary Diversity – #1 of 6

BRAND LIVE EVENT “FARMER’S MARKET” – 500 GUESTS | APRIL 21, 2015

What better place than our 10-acre pecan grove, The Farm at South Mountain, to create a true farm-to-table experience. The night started with our local farmers market for shopping, followed by a unique combination of signature food stations and “lawn games,” and finished with live entertainment and pizzas out of our wood burning pizza oven. From start to finish, simply unforgettable!

Farmers Market

Charcuterie Display

Shaved Prosciutto and Genoa Salami, Tomato, Mozzarella and Basil

Balsamic Grilled Vegetables, Parmesan Wedge

Marinated Peppers with Basil Capers and Lemon

Orange and Garlic Rosemary Infused Kalamata Olives

Served with Grilled Breads, Crostini and Grissini

Artisan Cheese Board

Point Reyes Blue, Smoked Gouda, Crows Dairy Feta

Parmigiano Reggiano, Cypress Grove Humboldt Fog, Prairie Breeze White Cheddar

Served with Dried Fruits, Dates, Toasted Almonds

Handcrafted Lavosh and Flatbreads, Specialty Crackers and Crostini

Olive Oil

Three Types of Locally Sourced Breads made with Arizona Wheat

Arizona Olive Oils from Queen Creek and South of Florence

All Presented by an Olive Oil Sommelier

Arizona Honey

Local Beekeepers Supply Us with Fragrant and Distinctive Honey

Drizzled over Cheese Sourced from Black Mesa Ranch in Snowflake, AZ

Arizona Pecans

Chefs Sautéing Sweet and Savory Flavors for Show

McClendon Farm Popcorn

Topped with Assorted Local Infused Salts

Naked Carrot Tasting

Petite Maya’s Carrots in a Rainbow of Colors Served in their Natural Form – Tops and All!

Chefs Muddling Hummus and Pesto Onsite for Dipping

Relishes and Preserves

Jalapeno and Prickly Pear Jelly
Carrot Relish
Housemade Cracker

Local Hot Cakes

Homemade “pancakes” topped with choice of:

- Tequila Smoked Salmon, Caviar, Capers, Red Onions and Cilantro Crème Fraîche
- Smoked Duck Breast, Pine Nuts, Goat Cheese and a Prickly Pear Chutney

Housemade Southwest Tortilla Chips

Arizona Salsa and Muddled Guacamole



BRAND LIVE EVENT "FARMER'S MARKET" (Continued)

Stations, Stations, Stations!

Salad Wall and Skewers

Ultimate Farm to Table Salad

Hanging Display of Clear Buckets Filled with Fresh Layered Salad of Cider Roasted Apples, Radish, Seasonal Squash, Brussels Sprouts, Campari Tomatoes Drizzled with Apple Sage Dressing, Dusted with Pecorino Romano on a Bed of Purple and White Kale

Guests Grab a Fresh and Delicious Salad Hung in Petite Mason Jars from our Hand Crafted Wall then head over to our Chef Station to Top off with Grill Favorites

- Citrus Grilled Chicken Skewers
- Ginger Fillet of Beef Skewers

Pickled Vegetable Display

Seasonal House Pickled Vegetables

Served with Grissini and Lavosh

Flaming Risotto

Lemon Zest, Local Peas, Asparagus, Parmigiano Reggiano, Sautéed Garlic Shrimp

Smoked Burrata

No one can resist this WOW factor! Smoke is piped into Burrata and released tableside – Served with Olive Oil Rubbed Grilled Breads, Garlic Broccolini Poached Baby Tomatoes, Fresh Basil

Sizzling Pork Belly

Topped with Fig and Honey Gastric Presented on Himalayan Salt Blocks

The Food Bar

Short Ribs

Served Atop Sweet Potato Whip and Blistered Rainbow Chard

Roasted Salmon Filet

Butternut Squash, Pomegranate and Walnut Salad, Toasted Pepitas Micro Arugula, Champagne Drizzle

"The Meat Shop" Porketta

Pomegranate Jus over Grilled Polenta Cake

Wood Fired Pizza

Olive Oil Brushed Rustic Flatbreads Topped with:

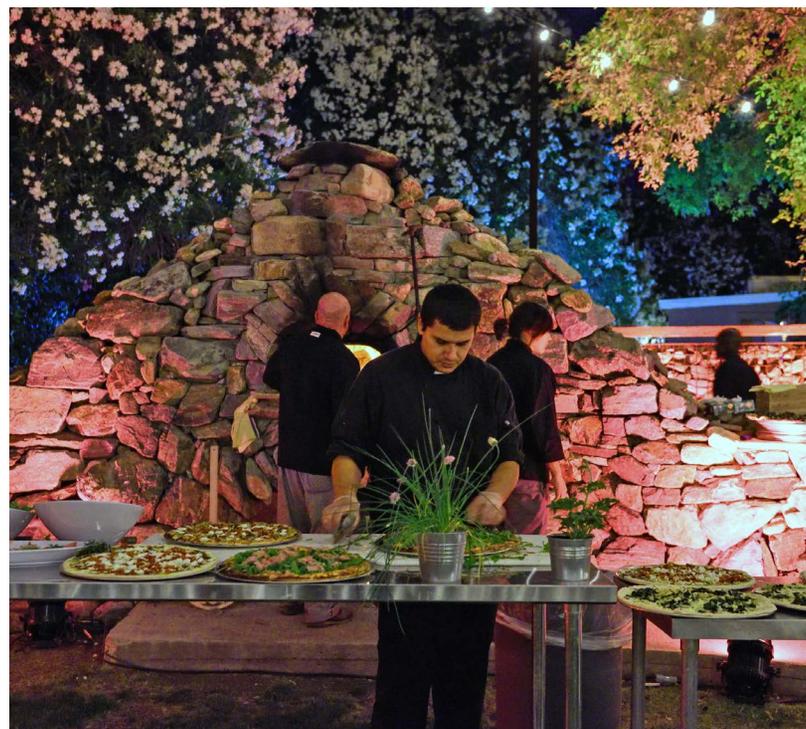
- Goat Cheese, Sun Dried Tomatoes, Roasted Red Pepper, Toasted Hazelnuts, Pesto
- Brussels Sprouts, Kale, White Cheddar, Shaved Pecorino, Garlic Cream Sauce
- Roasted Figs, Prosciutto, Honey and Mascarpone Cream, Sage

Flaming Doughnuts

Cooked to order and served with a scoop of vanilla bean gelato and salted caramel sauce

Dessert Station

Guests choose from a variety of treats Including Our Housemade Twix Bars, Red Velvet Ding Dongs, Salted Caramel Truffles, Peanut Butter Whoopie Pies, and of course The Farm Favorite, Pecan Pie!



BRAND LIVE EVENT "FARMER'S MARKET" (Continued)



THE DISH

by The International Caterers Association



**It's easy as...
one-two-three**

Tempe, AZ's Santa Barbara Catering's farm-to-table curated market was an ambitious "three complete concepts in three hours" event. Let's take a look.

1

The first took place during the traditional "hors d'oeuvres hour" and instead offered guests a curated market featuring handcrafted items from local farmers and artisans. Guests received a custom burlap bag with \$25 "farm bucks" inside. They sampled the cuisine and used the farm bucks to buy their favorite items such as popcorn topped with assorted infused salts, olive oils, Arizona pecans made-to-order, and much more.

Takeaway: It seems like everyone wants an interactive event these days, especially when it comes to the food experience. Take interactivity to the next level by adding simple concepts like the "farm bucks." Do something (simple) that gets guests talking about which food they tried, which they "bought," and which they liked best.



POPCORN IN PAILS COULD BE PURCHASED WITH "FARM BUCKS."



GRASS FOR (FOOD) GRAZING—A UNIQUE SERVING IDEA.



THE DISH (CONTINUED)

2

"Hour two, concept two" offered assorted farm-to-table chef action stations, including a salad wall and picked vegetable display creatively presented on a large crafted wall. Additionally, Santa Barbara Catering chefs cooked up flaming risotto, smoked burrata, sizzling pork belly, and "The Food Bar," with short ribs, roasted salmon filet, and "the meat shop" porketta on-site.

Takeaway: Farm-to-table has been a culinary trend for quite some time, but still, the only way to be truly successful with this theme is to be completely authentic. Be sure to use local vendors and farmers, of course, but also make sure your staff is well educated on the items and the vendors/farmers. Guests will undoubtedly ask for more information, and the more comfortable your staff is speaking about each, the more successful the theme!



CLOSE UP OF THE APP-ON GRASS.



OLIVE OILS WERE PART OF THE CURATED MARKET, THE FIRST OF THE THREE CONCEPTS.



OUR TWO, CONCEPT TWO SALAD WALL.

3

The third concept took place in the final hour of the event and was dubbed "The After-Party." This hour of hosted entertainment included gourmet pizza cooked in a LePenyol wood fire pizza oven, flaming doughnuts, and a dessert station.

Takeaway: Turn a challenge into an opportunity. Twenty-one chef stations certainly posed a challenge. However, the ambitiousness and preparation paid off. Santa Barbara Catering notes that since the event, it has had several clients request the business to host a curated market as a marketing tool for their businesses to promote shopping centers, open houses, grand openings, car dealerships! **CS**

Santa Barbara Catering is a proud member of the ICA. For more information on the ICA and becoming a member, visit www.internationalcaterers.org. The ICA is also on social media for more news, photos, and event trends.

Events Showing Culinary Diversity – #2 of 6

IMONI EVENTS / WEDDING RECEPTION – 189 GUESTS | DECEMBER 31, 2014

For this New Year's Eve Wedding, the bride and groom wanted to make sure the night was full of surprises, indulgence and celebration. Their diverse menu made for fun and interactive food stations made sure there was absolutely something for everyone. The best part? A surprise acrobat performing over their dinner!

Hand Passed Appetizers

Beef Tenderloin Skewer
with Roquefort Aioli

Mini Crab Cakes
with Southwestern Remoulade

Vegetable Spring Rolls
with Hoisin Dipping Sauce

"Fish and Chips"
with Malt Vinegar Pearls and Lemon Aioli

Artisan Cheese Board

Domestic, local, regional and international cheeses:
Swiss, Provolone, Sharp Cheddar,
Point Reyes Blue, Crow's Dairy Goat Cheese,
Cypress Grove Humboldt Fog
Crostini, Handcrafted Flatbreads, Dried Fruits

Crudites "Shooters" with Pesto Dip

STATION #1: Small Plates

A complete meal presentation on one small plate created to order by uniformed chefs.

Pistachio Pesto Chicken
with Creamy Saffron Gnudi

Rosemary Scented Shrimp
Creamy Parmesan Grit Cakes

STATION # 2: Hanging Martinis

Short Rib Martinis
Local Beer Braised Short Ribs Slow Cooked in a
Local Four-Peaks Reduction over Buttery Whipped
Potatoes Topped with Wild Mushrooms Served in a
Martini Glass

STATION # 3: Artisan Salad Bar

Choice of Quinoa, Kale and Baby Greens topped
with Roasted Baby Beets, Colorful Pickled
Vegetables, Pine Nuts, Goat Cheese, Feta, Shaved
Almonds, Crispy Chickpeas, Shredded Carrots,
Heirloom Tomatoes, White Balsamic and Lemon
Vinaigrettes

STATION # 4:

Gourmet Mac and Cheese

Three Cheese Mac and Cheese with Choice of
Toppings: Red Pepper Flakes, Roasted Green Chilis,
Crispy Bacon, Kalamata Olives,
Chopped Chives, Roasted Tomatoes

Asian Selections

Sushi – Spicy tuna roll, seasoned with special hot
sauce and cucumber vegan roll, shitake mushrooms,
cucumber, avocado

Phill Roll – salmon, cream cheese, avocado, sprinkled
with tobiko with Soy Sauce, Ginger and Wasabi

Traditional Hot Pad Thai – with Noodles, Egg, Thin
Chopped carrots, Egg and Peanut Sauce

Late Night Snacks

Mini Angus Burgers
with Tomato, Cheese and Lettuce

Veggie Burgers
Pickles on the Side

Sweet Potato Fries and French Fries
with Ketchup, Aioli, Yellow Mustard,
BBQ Sauce

Purple Cotton Candy

Dessert Minis

Seasonal Berries
Warm Italian Donuts
with Chocolate Dipping Sauce

Crème Brûlée

Molten Chocolate "Lava" Cake
in Espresso Cups



All Photos: ©Kimberly Jarman

Events Showing Culinary Diversity – #3 of 6

CONTAINER STORE EVENT – 1,200 GUESTS | SEPTEMBER 24, 2015

This was our third Container Store Grand Opening and we had so much fun mixing it up each time! Our planners and chefs worked together to create a menu that was fun and festive, served entirely in Container Store vessels and structures, and meant to be warm and delicious without the use of chafers (for 1,200 people!)

Hand Passed Hot Hors d'oeuvres

Wild Mushroom and Mascarpone Arancini

Chicken and Waffles

Tostada Cup

STATION #1: Taste of the Southwest

Spicy Lime and Chili Grilled Shrimp
over Mango Soup Shot

Fennel and Grapefruit Ceviche
with Pickled Vegetables

Chipotle Short Ribs Tostada Cup
with Housemade White Refried Beans
and Orange Marmaletta Coated Jicama Salsa

Citrus and Pepita Kale Salad

STATION #2: Asian Station

Asian Chicken Salad
with Mandarin Oranges,
Fresh Greens and Fried Noodles

Spicy Asian Beef
and Quinoa Fried Rice

Chicken Satay
with Coconut Asian Sauce

Cucumber and Daikon Kimchee

Ahi Tuna
in Sesame Cones

STATION #3: American Station

Mini Angus Burger
Served on Seeded Brioche, Roquefort Cheese

Rolled Gold Pretzel Mac and Cheese Bites

Petite Chicken and Waffles

Three Cheese Grilled Cheese on Focaccia

STATION #4: Italian Station

Antipasto Skewers
with Caper and Basil Marinated Peppers

Wild Mushroom and Mascarpone Arancini
Vine Ripened Tomatoes, Fresh Mozzarella,
Basil, Roasted Tomato Sauce Flatbread

Tuscan White Bean Brushetta
with Crispy Pancetta and Roasted Tomato Chutney

Vegetable Shots
Seasonal Raw Vegetables Artistically
Presented in Commercial Jar atop Pesto Hummus

STATION #5: Desserts

Dulche de Leche Twix Bar

Lemon Mousse

Mini Red Velvet Ding Dongs

Tiramisu

Layered Berry Cannoli

White, Teal and Purple Macaroons



Events Showing Culinary Diversity – #4 of 6

COCA COLA EVENT – 140 GUESTS | MAY 7, 2014

We welcomed the Coke executives and VIP's from all around the globe for a memorable series of events. Their final night was spent in an upscale barn, dining on a plated dinner featuring local dishes with unique combinations and an upscale presentation. (And yes, they had hand passed bottles of Coke on arrival!)

Hors d'oeuvres Reception

Hand Passed Hors d'oeuvres

Chicken and Goat Cheese

Wonton Empanadas

Accompanied with Roasted Tomato Salsa

Grilled Baby Lamb Chops

Served with a Cojita Cheese and Jalapeño Fondue

Grilled Buffalo Skewers

Served with Organic Green Chili Aioli

Nopales (Cactus) Fritters

Topped with a Dollop of Chipotle Aioli

Local Tepary Bean Hummus

Served atop Crisp Herbed Pastry
Sprinkled with Toasted Pumpkin Seeds

Wild Mushroom Tartlets

Finished with Crème Fraîche and Chives

Plated Dinner Reception

FIRST COURSE – PLATED SALAD

Ultimate Farm to Table Salad

Cider Roasted Apples, Radish, Summer Squash,
Brussels Sprouts, and Campari Tomatoes
Drizzled with an Apple Sage Infusion and
Dusted with Pecorino Romano
Placed on a Bed of Purple and White Kale

SECOND COURSE – PLATED ENTRÉE

Tenderloin of Beef

Filled with Anaheim Chilies and Leeks
Served with Asparagus Spears, Polenta Cake,
Leek Mousse and Roasted Tomatoes
with Southwestern Seasoning
and Roasted Shallot-Sage Sauce

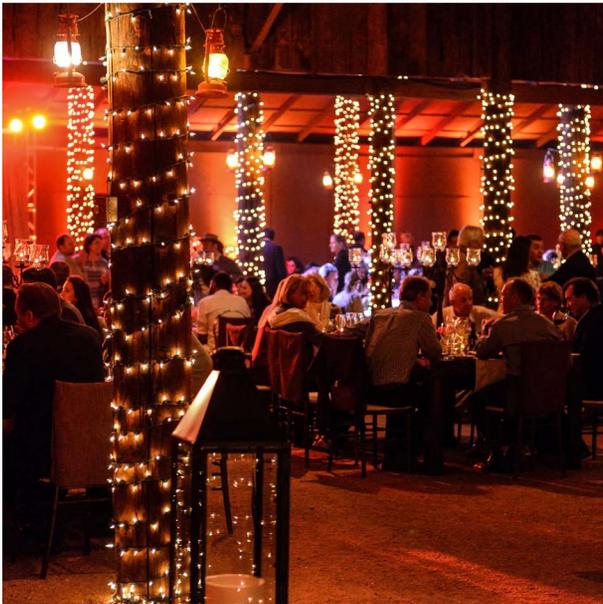
Vegan Meal on Request

Grilled Portobello Mushrooms
Topped with Chilies and Leeks
Served with Asparagus Spears, Polenta Cake
and Roasted Tomatoes with Southwestern
Seasoning and Roasted Shallot-Sage Sauce

Dessert

**Layered Lemon, Dark Chocolate
and Raspberry Trifle**
on Chocolate Streusel

Champagne Foam
with Lemon Quenelle



Events Showing Culinary Diversity – #5 of 6

PEPSI EVENT – 650 GUESTS | JANUARY 30, 2015

One of our favorite events from the 2015 Super Bowl, was Pepsi's Party, the "Pep-City" Event. Our culinary team worked with Pepsi to create an entire menu utilizing their products and ingredients to create an upscale experience, with Pepsi flair! The menu was fun, delicious, and one of a kind!

Hand Passed Hors d'oeuvres

Burgers and Fries

Buffalo Sliders with Spicy Pepsi BBQ Sauce
Accompanied by Sweet Potato Fries

Tuna Tartare

Served in Edible Cones

Mini Indian Fry Bread

Topped with Local Black Garbanzo Bean Hummus
with Toasted Pepitas

Rold Gold Pretzel Crusted

Green Chile Mac and Cheese Arancini
Over Pickled Vegetable Slaw

STATION #1: Pasta and Pizza Bar

Local Goat Cheese, Sun Dried Tomatoes,
Roasted Red Pepper, Toasted Hazelnuts, Pesto
Vine Ripened Tomatoes, Fresh Mozzarella, Basil,
Roasted Tomato Sauce, Roasted Asparagus, Charred
Red Peppers, Local Chorizo, Manchego Cheese

Fresh Orecchiette Pasta

Cooked to Perfection with Roasted Vegetables and
Fresh Basil Topped with choice of Pesto Cream Sauce
or Homemade Marinara

Pizza and Pasta Toppings

Parmesan Reggiano, Cracked Black Pepper, Red
Pepper Flakes, Olives, Artichoke Hearts, Pine Nuts

STATION #2: Street Tacos in a Bag

Chefs assist guests in choosing favorite Pepsico chip
flavor topped with Southwest favorites:

Southwest Chopped Chicken, Carne Asada

Crispy Pork Belly, Black Bean and Fajita Vegetables

Toppings: Cojita Cheese, Shredded Cheese, Tomato,
Shredded Lettuce, Fresh Chopped Cilantro, Sabra
Guacamole with Fresh Squeezed AZ Citrus, Homeade
Pico de Gallo, Green Chilies, Pickled Jalapeños, Spicy
Black Beans, Chipotle Crème Fraiche, Housemade
Salsa with Sabra Hot Sauce

Chips: Lay's Classic Potato Chips, Lay's Sour Cream
and Onion, Lay's Barbecue, Cheetos Crunchy, Doritos
Nacho Cheese, Doritos Spicy Nacho, Doritos Cool
Ranch, Fritos Chili Cheese, Fritos Original, Tostitos
Original, Sun Chips Original

STATION #3: Salad Wall

Guests grab a fresh and delicious salad hanging
in petite acrylic pails from our handcrafted wall
then head to our grilled-to-order chef-attended
skewer station.

Fennel Mizuna Pink Grapefruit Salad

Topped with Quaker Granola Clusters

Walking Caesar Salad

Toasted Black Pepper Asiago,
Roasted Garlic Tomato

Citrus Grilled Chicken Skewers

with Tropicana Orange Drizzle

Ginger Filet of Beef Skewers
with Tropicana Orange Drizzle

Pickled Vegetables

Served with Grissini and Lavosh

Noshing Station

A presentation of favorites at our self-serve
noshing station: Tomato, Mozzarella and Basil,
Vegetable Tapenades, Dried Fruits, Assorted
Nuts, Salami, Prosciutto, Capocollo, Mortadella
and Goat Cheese, Gorgonzola, Havarti, Mild
Provolone, Creamy Brie and Cheddar

Accompanied by Grilled Breads, Crostini
and Grissini

Sabra Hummus and Stacy's Pita Chips

STATION #4: Sake Flaming Fried Rice

Cooked to order with Purple Kale Fried Rice, Pepsi
Braised Short Ribs, Purple Onion Kimchee, Purple
Stripe Garlic Sauce, Micro Radish Ruby

Dessert

Arizona Churros – Dressed in Cinnamon Sugar and
Topped with Your Choice of Warm Chocolate Sauce
or Prickly Pear Syrup

Quaker Oatmeal Apple Cupcake

Toasted Marshmallow Chocolate Pepsi Cake

Tropicana Tropics and Tangerine Truffle Bites

Cajeta Caramel Cracker Jacks Popcorn



Events Showing Culinary Diversity – #6 of 6

SHUTTERFLY EVENT – 400 GUESTS | AUGUST 29, 2015

When Shutterfly opened a warehouse in Tempe, they had a series of events to celebrate. For the staff grand opening party, we choose an “Around the World” theme - featuring cuisine from their global Shutterfly locations.

Signature Greet Drink

Prosecco – Garnished with
“Shutterfly Orange” Crystallized Wheels

Station #1: Israeli Indulgence

For Vegetarians and Vegans

Roasted Garlic Hummus (V/GF)

Bright Beet Hummus (V/GF)

Roasted Red Pepper Hummus (V/GF)
Served with Pita (V), Corn Chips (V/GF)
Crudites Vegetables (V/GF)

Station # 2: A Taste of the South

Chicken and Waffles

Fried Chicken Bits Skewered with
Mini Waffles in Housemade Maple Glaze

Station #3: The California Way

NorCal Pier 39 Style Clam Chowder

Made from Scratch with Crusty Bread Bites

SoCal Salad Wall

Kale Salad–with Dried Fruits, Toasted Pecans,
Housemade Dressing (V/GF)

From the Garden Salad

with Seasonal Tomatoes, Cucumbers
Balsamic Dressing (V/GF)

Station # 4: Minneapolis... Home of Meat and Potatoes

Braised Beef Short Rib “Stew”

with Hearty Seasonal Vegetables
Slow Cooked to Perfection
Served over Buttery Whipped Potatoes

Station # 5: Hot from the Southwest Tacos

Warm Corn Tortillas (V/GF)

Slow Cooked Pork Carnitas (GF)

Black Bean, Corn and Tomato “Salsa” (V/GF)

Queso Fresco (GF)

Shredded Lettuce (V/GF)

Station # 6: New York City Deli

Mini Reubens

with Housemade Pickles and Pickled “Slaw”

Station #7: Dessert

Assorted Candy Station

Dessert Station – Mini Cupcakes in
Assorted Flavors, Brownie Bites





ISRAELI INDULGENCE

Roasted Garlic Hummus ●●
Bright Beet Hummus ●●
Roasted Red Pepper Hummus ●●

Served with:
Pita Bread ●
Corn Chips ●●
Crudites Vegetables ●●

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Vegan Gluten Free

SHUTTERFLY INC



Thank You!

