



- Eat, Taste, & Shop

Explore merchandise and your palate, all at the same time.

- Signature Caterer for Best Event Category

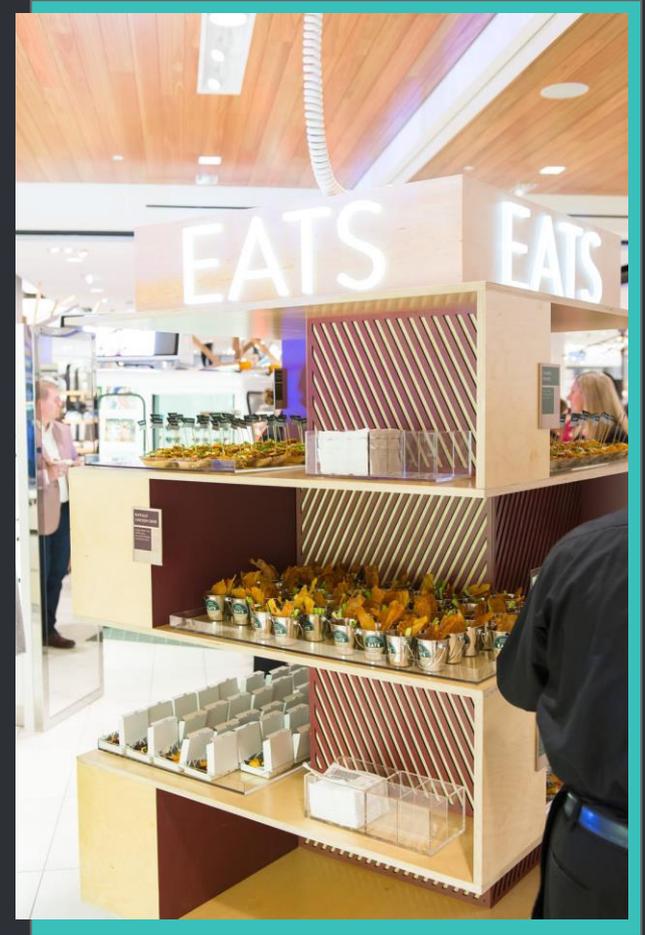
- Event: Nordstrom Milwaukee Grand Opening Gala

Synopsis:

Produce a gala for 1800 guests to attend the Grand Opening of Nordstrom. Working closely with Nordstrom staff, we designed and executed an event that surpassed the obstacles of three levels with different menus and multiple kitchens. There was a dual focus on food and merchandise that allowed for a refined and polished presentation and event. The combination of innovative recipes and stylish design allowed for a successful opening.

Event Concept

The theme Eat, Taste, and Shop encapsulates the goal of the event. We provided our client the opportunity to enjoy wonderful food while shopping throughout the gala.



● Contract & Diagrams

○ On the next several pages, a detailed document encompasses the entirety of the menu, beverages, and equipment needed to successfully execute the Nordstrom event. In addition to the contract, floor plans and back of the house diagrams are included to further depict the amount of space available for use.

NORDSTROM CLIENT GALA

LEVEL 1

TRAY PASSED

CHEESE CURDS

Breaded and Deep Fried

FISH FRY WITH LEMON CAPER AIOLI

Served in a mini fryer basket, baked cod, Ms. Vickie's vinegar chips and lemon aioli with a lemon garnish.

BURKES CANDY

Provided by Burke.

BISCOTTI

Provided by Aggies

STATIONED FOOD CARTS

CUBANO CELERY ROOT- APPLE SLAW

Smoked ham, roast pork, Swiss Cheese, pickles, mustard

MANGO SALSA PLANTAIN W SHRIMP TEQUILA SHOOTER

Served in a mini pail, mango salsa, tequila shrimp marinated Green plantains and a tequila pipette shooter.

BRAT SLIDER

3.5" Johnsonville brat garnished with dusseldorf mustard caramelized onions, and cornishon pickle.

Served on a mini onion roll.

PRETZEL BITES WITH BACON JAM

Served in a mini fryer basket, sea salted warm mini pretzels with bacon jam for dipping.

PUMPKIN SPICE MOUSSE

TIRAMISU CUP

MIXED NUTS

Glass bowls featuring an assortment of mixed Nuts.

LEVEL 2

TRAY PASSED

AHI TUNA WONTON

Ahi Tuna, crispy wonton and wasabi cream

PORK BELLY CONFIT WITH POACHED APPLES AND SHERRY GLAZE

Spiked through a skewer is seasoned pork belly, brine, and poached apples.

BURKES CANDY

Provided by Burke.

BISCOTTI

Provided by Aggies.

S'MORE SPOON

Gram cracker spoon filled with large marshmallows, chocolate calli chips, and finely grated chocolate.

CANOLLI

Traditional Italian Pastry Shell filled with Pistachio Cream and Maraschino Cherries.

STATIONED FOOD CARTS

VIETNAMESE FLAVOR BUNDLE

Place in a mini bamboo boat, Bundles of bibb Lettice and leek tie garnished with sriracha aioli and lotus root chip.

ASIAN NOODLE SALAD

Cellophane noodles, Asian slaw consisting of nappa cabbage, carrots, red peppers, scallions, bean sprouts, basil & cilantro, and nuac charm.

ASIAN BBQ CONE

Chicken thigh marinated with tamarind BBQ sauce. Mixed with KC BBQ sauce, shallot, ginger, honey, and soy sauce. Garnished with Thai Basil puree and served with curly onions.

LOBSTER CONE WITH BROCCOLI MOUSSE

Served in a cone, chicken breast, BBQ sauce, thai basil puree and curly onions.

PURPLE POTATO PUREE CONE

Mixed together purple potato puree, grilled pineapple, toasted shredded coconut and sriracha. Served in a mini cone.

FLANK STEAK FLATBREAD

Flank Steak marinated with oil, sherry, lemon juice, cumin, chili powder, oregano, cinnamon, turmeric, garlic, ginger, parsley and salt and pepper. Served on naan bread with a garlic paste and roasted tomatoes.

FARRO HARISSA SALAD

Farro, carrots and parsnips garnished with a harissa honey lemon vinaigrette. Topped with curly Parsley and fresh mint.

DARK CHOCOLATE MOUSSE CONE

FLUFFERNUTTER CONE

Mini edible cone filled with peanut butter mousse, marshmallow fluff and garnished with mini marshmallows.

WHITE CHOCOLATE MOUSSE

CARAMEL LADY APPLES

CANDIED APPLES

EATS TOWER

LOADED BABY RED SKIN POTATO

Bite size red skin potato filled with sour cream, shredded cheddar cheese, green onions, and crumbled bacon.

BUFFALO CHICKEN SKINS

Fried chicken skin seasoned with buffalo powder. Garnished with celery and blue cheese.

ROASTED ROOT VEGETABLE PIZZA

Place in a tiny pizza box, fresh bread, spread of red beets, gold beets, butternut squash, and Brussel spouts, and topped with ranch garlic herbs, and cream cheese.

TIERED TABLES

CAPRESE SALAD, BALSAMIC PIPETTE

Red and yellow grape tomatoes, fresh mozzarella and basil. Served on a balsamic glaze pipette.

CHARCUTERIE PLATTER

An assortment of gourmet cheese and crackers.

WATERMELON RADISH WRAP

Presented in a clear standup container, assorted vegetables wrapped in a watermelon radish and stood up in lemon Aioli.

WISCONSIN CHEESE PICNIC BASKET

INDULGENCE CHOCOLATES

Provided by Nordstrom.

LEVEL 3
TRAY PASSED

BYALDI FORK WITH PARMESAN & BASIL OIL

Roasted grapes tomato, red bell pepper, zucchini, yellow squash, Japanese eggplant seasoned and garnished with grated parmesan, Malden sea salt, and basil oil.

PROSCIUTTO WRAPPED PAPPADAW

Peppadaw, prosciutto, and goat cheese filling mixed with goat cheese, cream cheese, fresh thyme, lemon zest.

S'MORE SPOON

Gram cracker spoon filled with large marshmallows, chocolate calli chips, and finely grated chocolate.

CANOLLI

Traditional Italian Pastry Shell filled with Pistachio Cream and Maraschino Cherries.

STATIONED FOOD CARTS
FLANK STEAK FLATBREAD

Flank Steak marinated with oil, sherry, lemon juice, cumin, chili powder, oregano, cinnamon, turmeric, garlic, ginger, parsley and salt and pepper. Served on naan bread with a garlic paste and roasted tomatoes.

FARRO HARISSA SALAD

Farro, carrots and parsnips garnished with a harissa honey lemon vinaigrette. Topped with curly Parsley and fresh mint.

ASIAN BBQ CONE

Chicken thigh marinated with tamarind BBQ sauce. Mixed with KC BBQ sauce, shallot, ginger, honey, and soy sauce. Garnished with Thai Basil puree and served with curly onions.

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DARK CHOCOLATE MOUSSE CONE
FLUFFERNUTTER CONE

Mini edible cone filled with peanut butter mousse, marshmallow fluff and garnished with mini marshmallows.

WHITE CHOCOLATE MOUSSE CONE

TIERED TABLES
ASSORTED SUSHI

Provided by KanPai.

CHICKEN SOBA NOODLE SALAD

Boneless pork shoulder shredded onto a hoagie roll with mojo sauce, EVOO, fresh cilantro, orange juice, lime juice, fresh mint, garlic, oregano, and ground cumin. Served with fresh celery root apple slaw.

SAVORY/SWEET TABLES

CUBANO WITH CELERY ROOT- APPLE SLAW

Smoked ham, roast pork, Swiss Cheese, pickles, mustard

MANGO SALSA PLANTAIN W SHRIMP TEQUILA SHOOTER

Served in a mini pail, mango salsa, tequila shrimp marinated Green plantains and a tequila pipette shooter.

CHICKEN AND WAFFLE

Served in a mini sauce pan, waffle, sliced chicken breast, with maple syrup and blue berry mousse.

BACON & EGG

Served on a stand alone skewer bacon, quail egg, and bourbon maple glaze. Glazed with mixed maple syrup, clarified butter, brandy, shallots, and salt.

APPLE COBBLER

Fresh baked cobbler made with fresh apples

HOMESTYLE CHERRY COBBLER

Fresh baked cobbler made with cherries.

COCONUT CREME BRULEE

ORANGE VANILLA CREME BRULEE

PISTACHIO -CARDAMOM CREME BRULEE

FASHIONABLY LATE

LEVEL 1

TRAY PASSED
BURKES CANDY

BISCOTTI

PRETZEL BITES WITH BACON JAM

LEVEL 2

TRAY PASSED
BURKES CANDY

Provided by Burke.

BISCOTTI

Provided by Aggies.

EATS TOWER

LOADED BABY RED SKIN POTATO

Bite size red skin potato filled with sour cream, shredded cheddar cheese, green onions, and crumbled bacon.

BUFFALO CHICKEN SKINS

Fried chicken skin seasoned with buffalo powder. Garnished with celery and blue cheese.

ROASTED ROOT VEGETABLE PIZZA

Place in a tiny pizza box, fresh bread, spread of red beets, gold beets, butternut squash, and Brussel spouts, and topped with ranch garlic herbs, and cream cheese.

TIERED TABLES

WISCONSIN CHEESE PICNIC BASKET

SWEET SHOTS

LEVEL 3

STATIONED FOOD CART

MINI COCKTAIL BAR

FRUIT COCKTAIL

TIERED TABLE

ASSORTED SUSHI

Provided by KanPai.

CHICKEN SOBA NOODLE SALAD

SAVORY/SWEET TABLES

EMOJI BAR

BEVERAGE (Ordered through Nordstrom)

Gala & Fashionably Late

Level 1

- (1) Keg Bar - Leinenkugels Oktoberfest, Milwaukee Brewing Company's - Booyah
- (2) Beer Coolers: Cooler 1 - Sprecher Special Amber Beer, Sprecher Root Beer / Cooler 2 - Lakefront Brewery IPA, New Glarus Spotted Cow
- (2) Mobile Drink Carts: Mobile Cart 1 - Wollersheim Winery Prairie Fume / Mobile Cart 2 - Specialty Cocktail is a Basil Julip
- Tray Passed - Champagne Splits, Cavit Pinot Grigio and Bottled Water (Tray Passing ends at 9:00pm)

Level 2

Mega Bar

- (3) Mobile Drink Carts: Mobile Cart 1 - Wollersheim Winery Prairie Fume / Mobile Cart 2 - Branded Bottled Water (Still & Sparkling) / Mobile Cart 3 - Branded Champagne Splits

Level 3

Mega Bar

- (3) Mobile Drink Cart: Mobile Cart 1 - Wollersheim Winery Prairie Fume / Mobile Cart 2 - Branded Bottled Water (Still & Sparkling) / Mobile Cart 3 - Branded Champagne Splits

TIME & DESCRIPTIONS

Stations/bars ready by 5:00pm

Guest Arrival: 6:00pm

Nordstrom Gala: 6:00 - 9:00pm

Fashionably Late: 9:00 - 11:00pm

End of Event: 11:00pm

**The above timeline is approximate based upon the information you have given us. Actual timing of events may vary.

Location: Nordstrom [REDACTED]

On-Site Contact: [REDACTED] - Nordstrom Night of Catering Contract - 708.899.0780

Final count has been set at 1800. Once final count has been submitted it may not be decreased. If you feel some guests will not reply to your invitation or just show up unannounced at the last minute, please consider adding a few to your final count. Any increases the week of your event could result in additional fees.

EVENT SETUP INFORMATION

See Attached Floor Plans & Kitchen Diagrams

[REDACTED] will be coordinating Pre-Event Load Ins

FOOD

See Nordstrom Gala and Fashionably Late Food Cart Breakdown

This diagram gives detail to Food Items, Timing and Location

EQUIPMENT

Level 1

Kitchen 1 to include:

- (10) 8 ft. tables
- (3) Hot Boxes
- (3) Speed Racks
- Green "Cheers" Napkins
- "Pick Me" Food Flags
- Nordstrom Custom Parchment Paper
- Red "Cheers" Napkins

Kitchen 2 to include:

- (5) 8ft Tables
- (1) Hot Box
- (2) Speed Racks
- "Delish" Food Flags

Green "Cheers" Napkins

Kitchen 3 to include:

Red "Cheers" Napkins
Nordstrom "Cheers" Red Solo Cups
Gold Swirl Straws
Red Swirl Straws
Green Swirl Straws

Level 2

Kitchen 1 to include:

(30) 8 ft. Tables - 10 for the Tent and 20 for the Dock
(2) Hot Boxes - 1 for the Tent and 1 for the Dock
(14) Speed Racks - 4 for the Tent and 10 for the Dock
(2) Convection Ovens - for the Tent
(2) Coolers - for the Dock
(2) Deep Fryers - for the Tent
Green "Cheers" Napkins
Red "Cheers" Napkins
Sweet Shots
Indulgence Chocolates

Kitchen 2 to include:

(5) 8 ft. Tables
(1) Hot Boxes
(3) Speed Racks
Green "Cheers" Napkins
Custom Nordstrom Parchment Paper
"Yummy" Food Flags

Level 3

Kitchen 1 to include:

(4) 8ft. Tables
(2) Hot Boxes
(4) Speed Racks
(2) Mini Convection Ovens
Green "Cheers" Napkins
Red "Cheers" Napkins
"Yummy" Food Flags
Emoji Macaroons
Fashion Shoe Cookies

Kitchen 2 to include:

(2) 6 ft. Tables
(1) Hot Box - Tall/Narrow
(2) Speed Racks

Kitchen 3 to include:

(4) 8 ft. Tables
(2) Speed Racks
(1) Cooler
Green "Cheers" Napkins

Kitchen 4 to include:

(5) 8 ft. Tables
(2) Speed Racks
Plexi Glass Cone Holders
Green "Cheers" Napkins

SERVICE PERSONNEL

Par staffing levels and assignments are pre-set and listed below. Specific staff can be re-routed depending on customer flow and specific needs to each floor.

Level 1 to have 59 staff

- Manager - 3
- Replenish - 6
- Beverage Passing - 6
- Food Passing - 4
- Housekeeping - 4
- Station Greeter - 6
- Bar/Carts - 8
- BOH - 12
- Clearing - 8
- Coat Check - 2

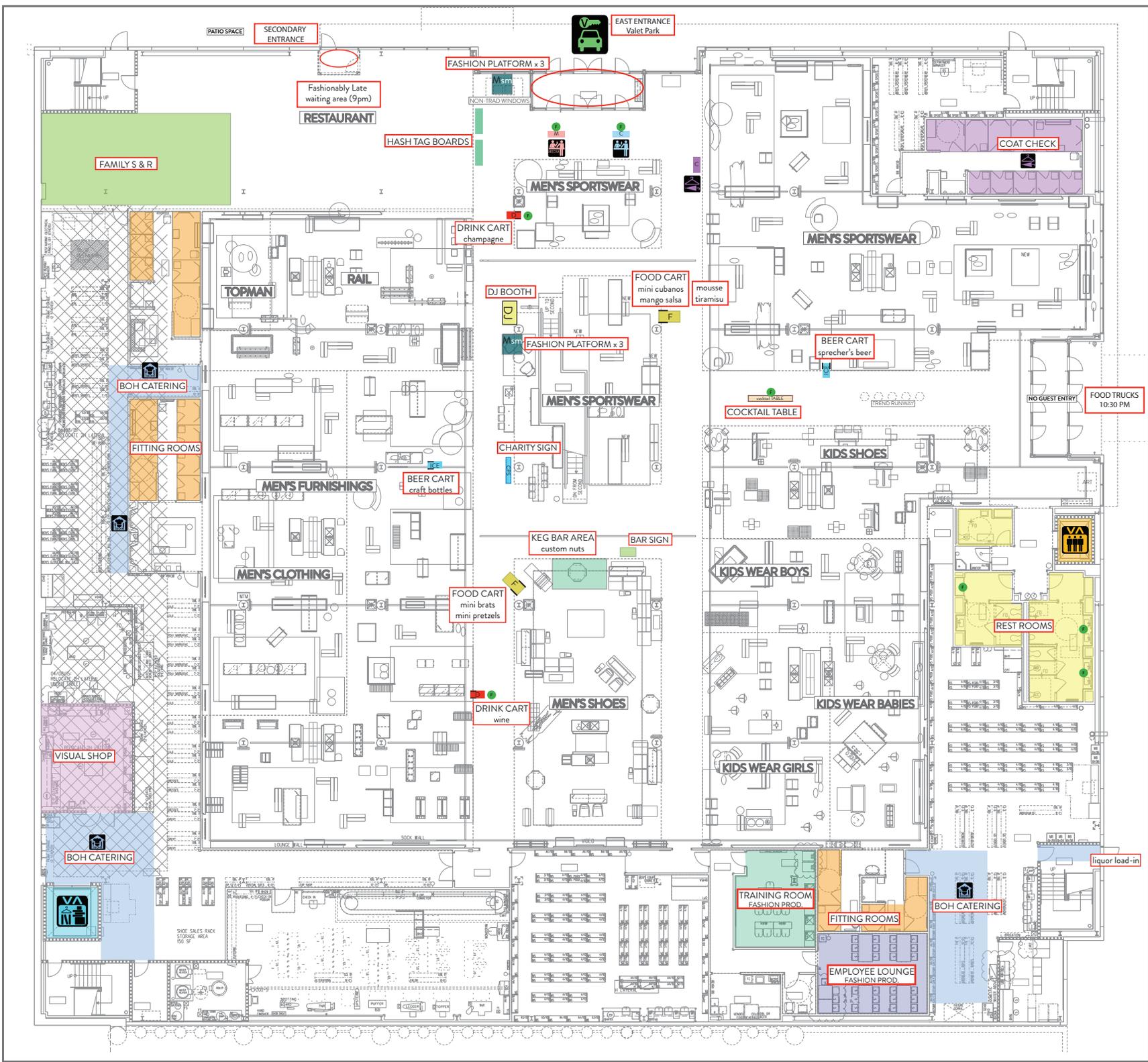
Level 2 to have 89 staff

- Manager - 3
- Staffing/Check In - 1
- Ovens/Fryers - 4
- Replenish - 12
- Beverage Passing - 6
- Food Passing - 6
- Housekeeping - 4
- Station Greeter - 8
- Bar/Carts - 12
- BOH - 18
- Clearing - 13
- Coat Check - 2

Level 3 to have 65 staff

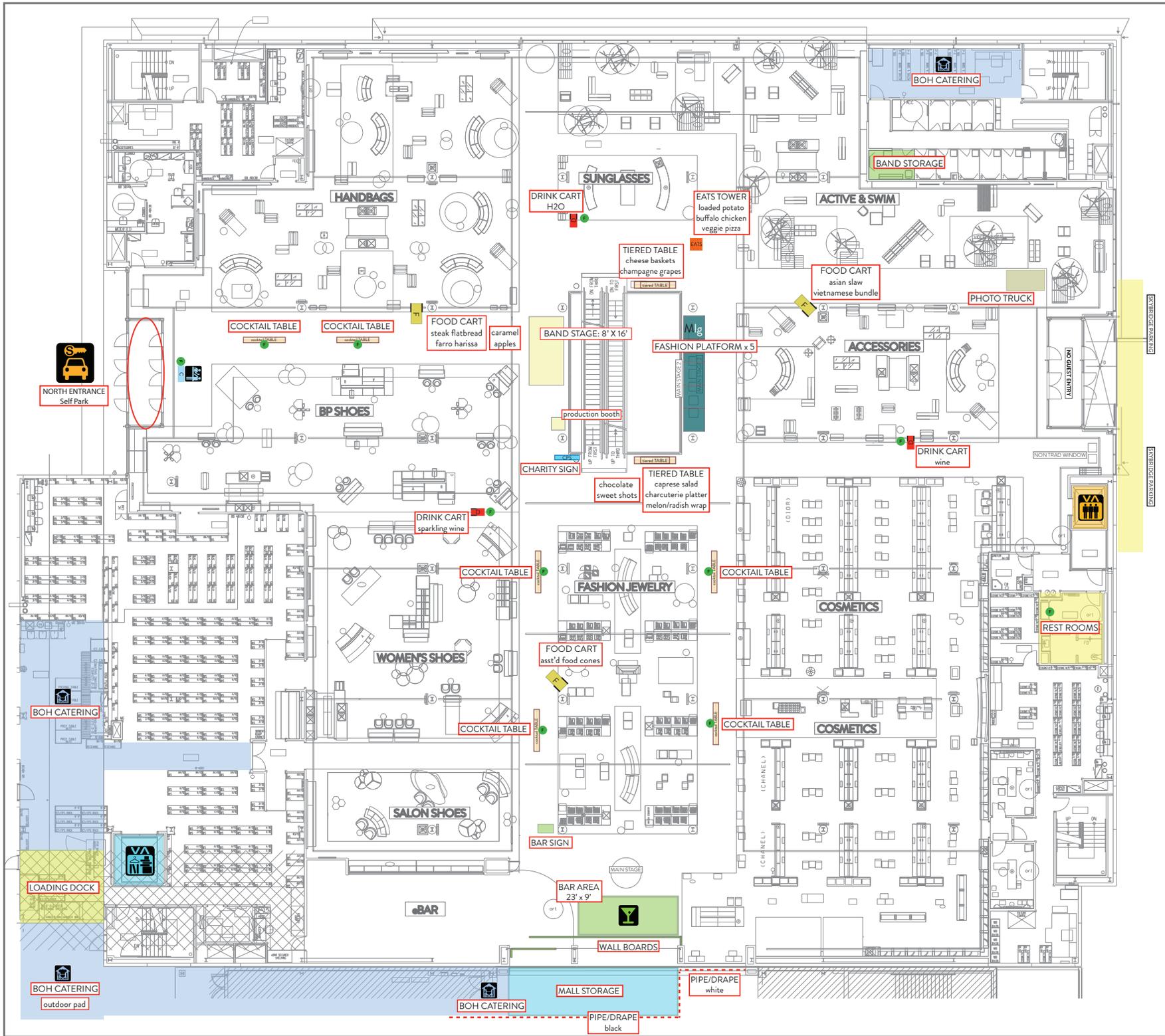
- Manager - 3
- Replenish - 8
- Beverage Passing - 6
- Food Passing - 4
- Housekeeping - 4
- Station Greeter - 6
- Bar/Carts - 10
- BOH - 14
- Clearing - 8
- Coat Check - 2

- F** stationary food cart
- D** mobile drink cart
- EATS** eats food tower
- ICE** mobile ice chest
- tiered TABLE** tiered table
- sweets TABLE** sweets table
- bar** free standing bar + signing
- cocktail TABLE** communal cocktail
- VA** elevator/passenger
- VA** elevator/freight
- BOH** BOH food prep
- butler tables**
- CPS** charity partner signing
- C** coat check
- check in**
- M MEDIA** media check in
- valet park**
- self park**
- Mlg** fashion/platforms xs, sm, lg
- BAND** band stage
- F** florals
- DJ** dj booth



#282 Mayfair
1st Floor

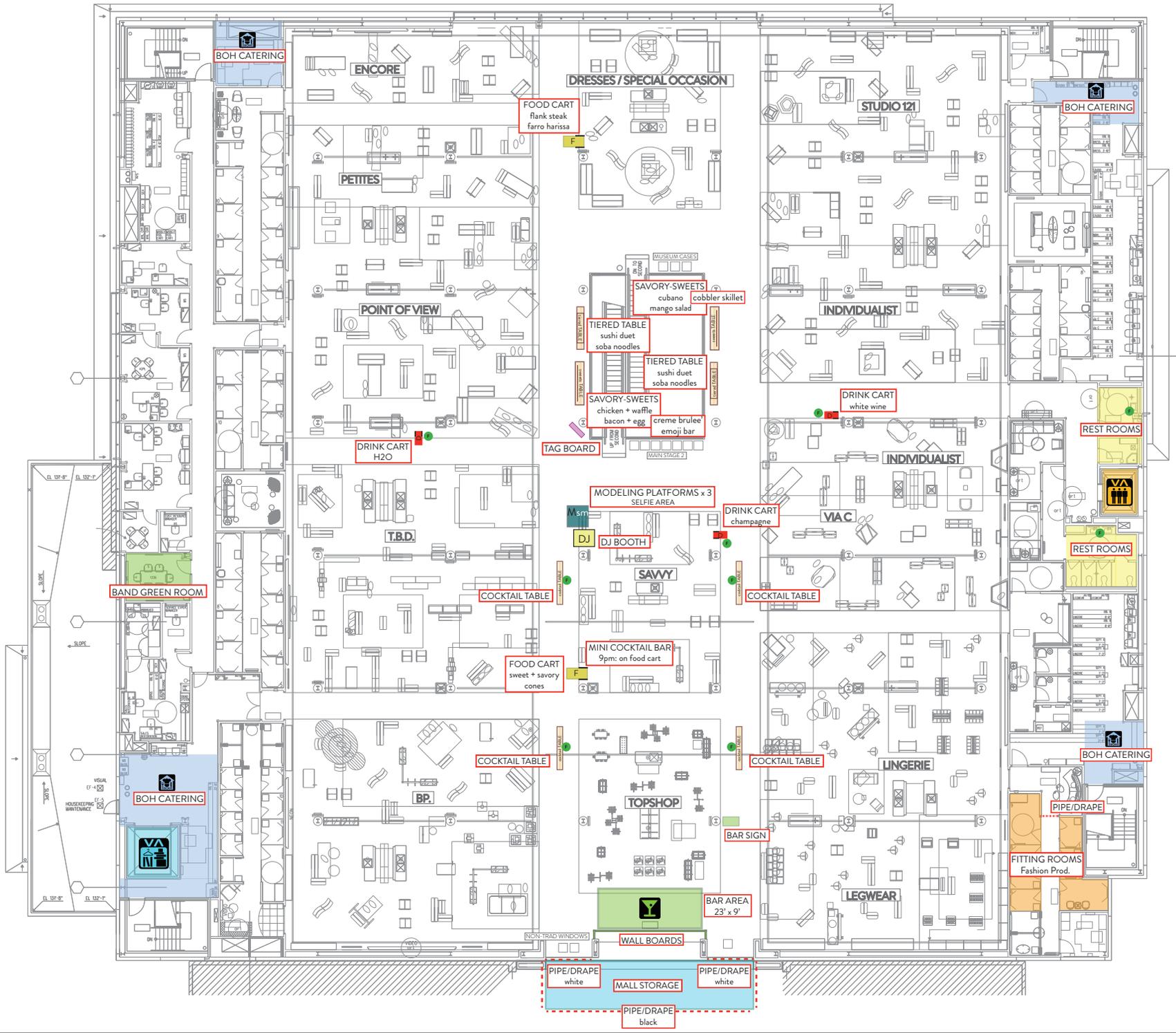
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- C** check in
- M** media check in
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#282 Mayfair

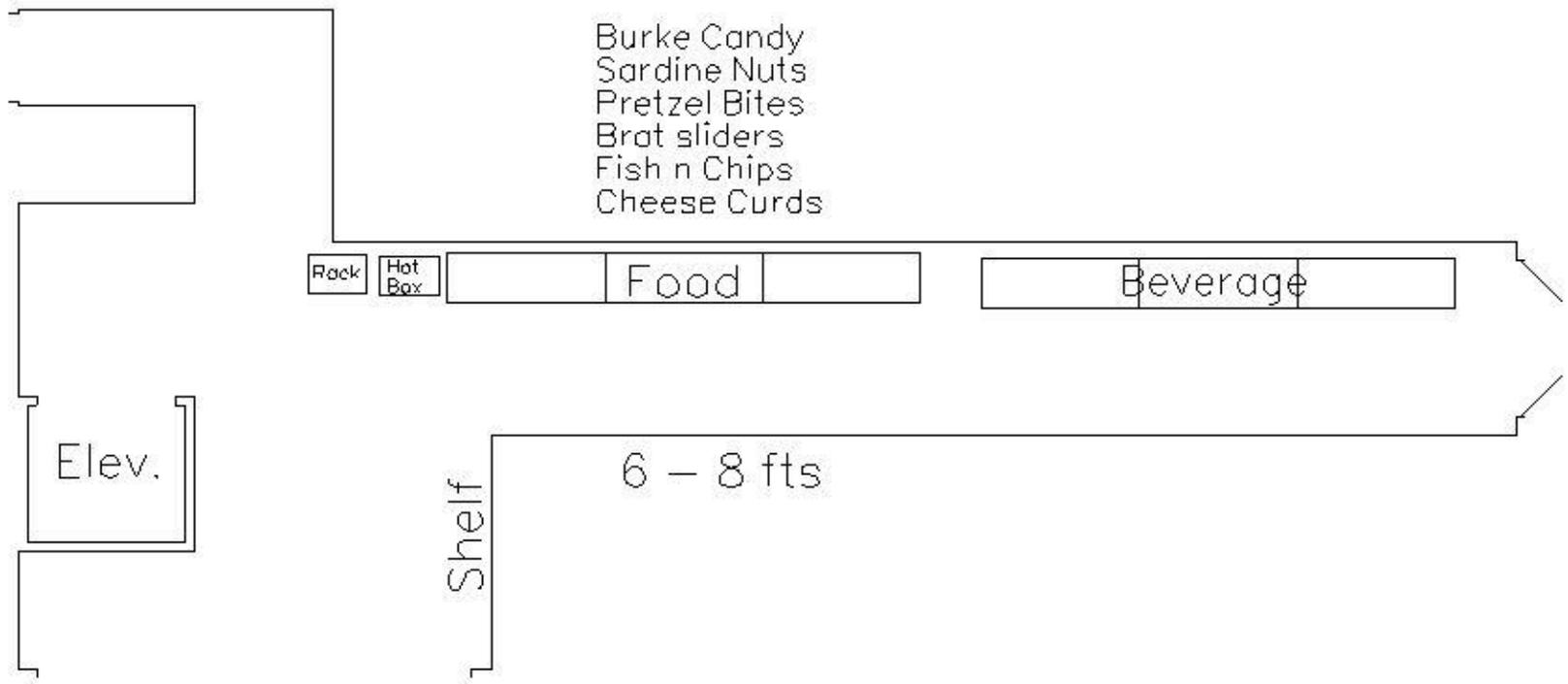
2ndFloor

- F** stationary food cart
- D** mobile bar cart
- EATS** eats food tower
- ICE** mobile ice chest
- tiered TABLE** tiered table
- sweets TABLE** sweets table
- bar** free standing bar + signing
- cocktail TABLE** communal cocktail
- elevator/passenger**
- elevator/freight**
- BOH** BOH food prep
- butler tables**
- CPS** charity partner signing
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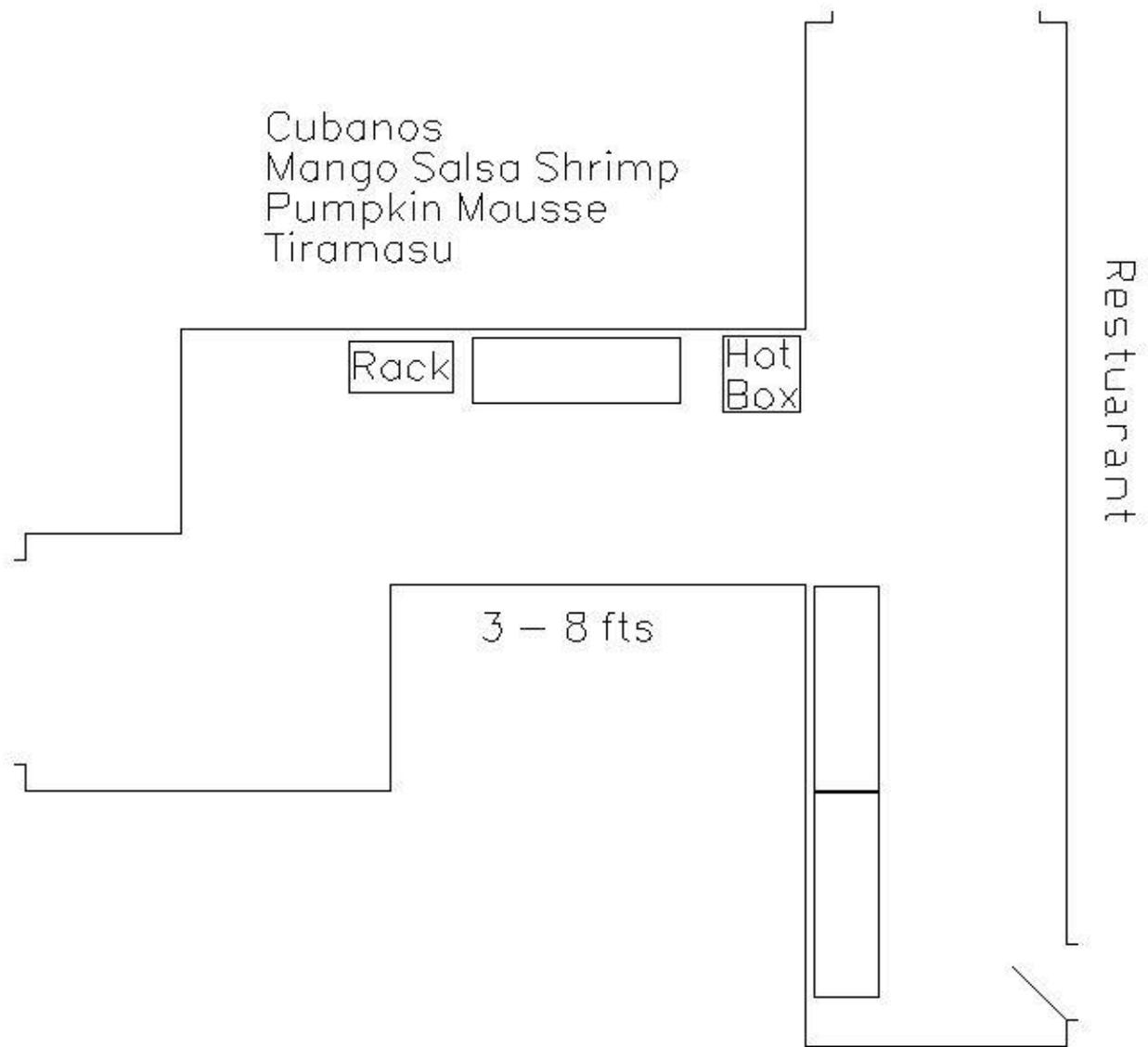


#282 Mayfair
3rd Floor

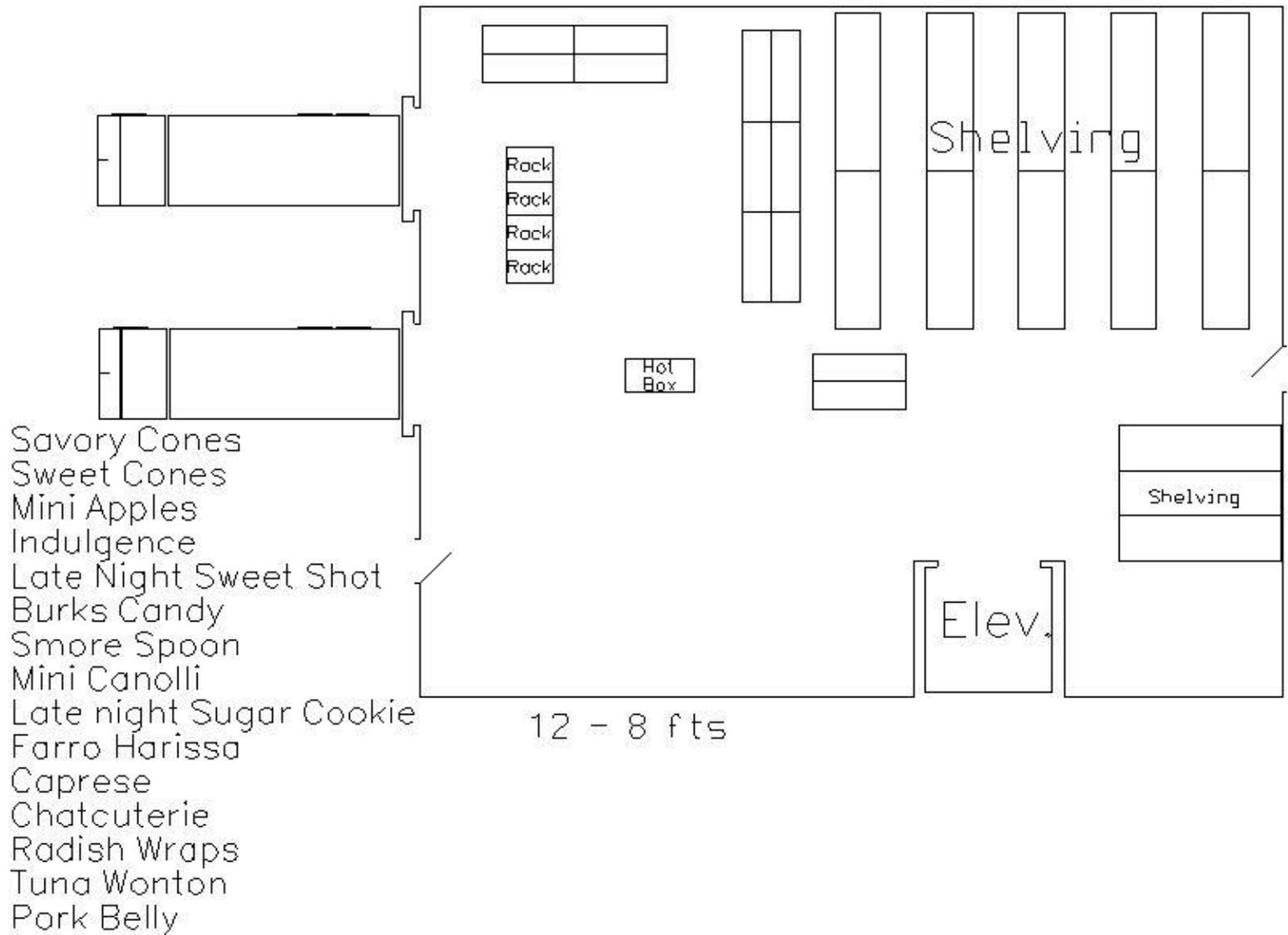
Level 1 – Green / Kitchen 1 – Blue



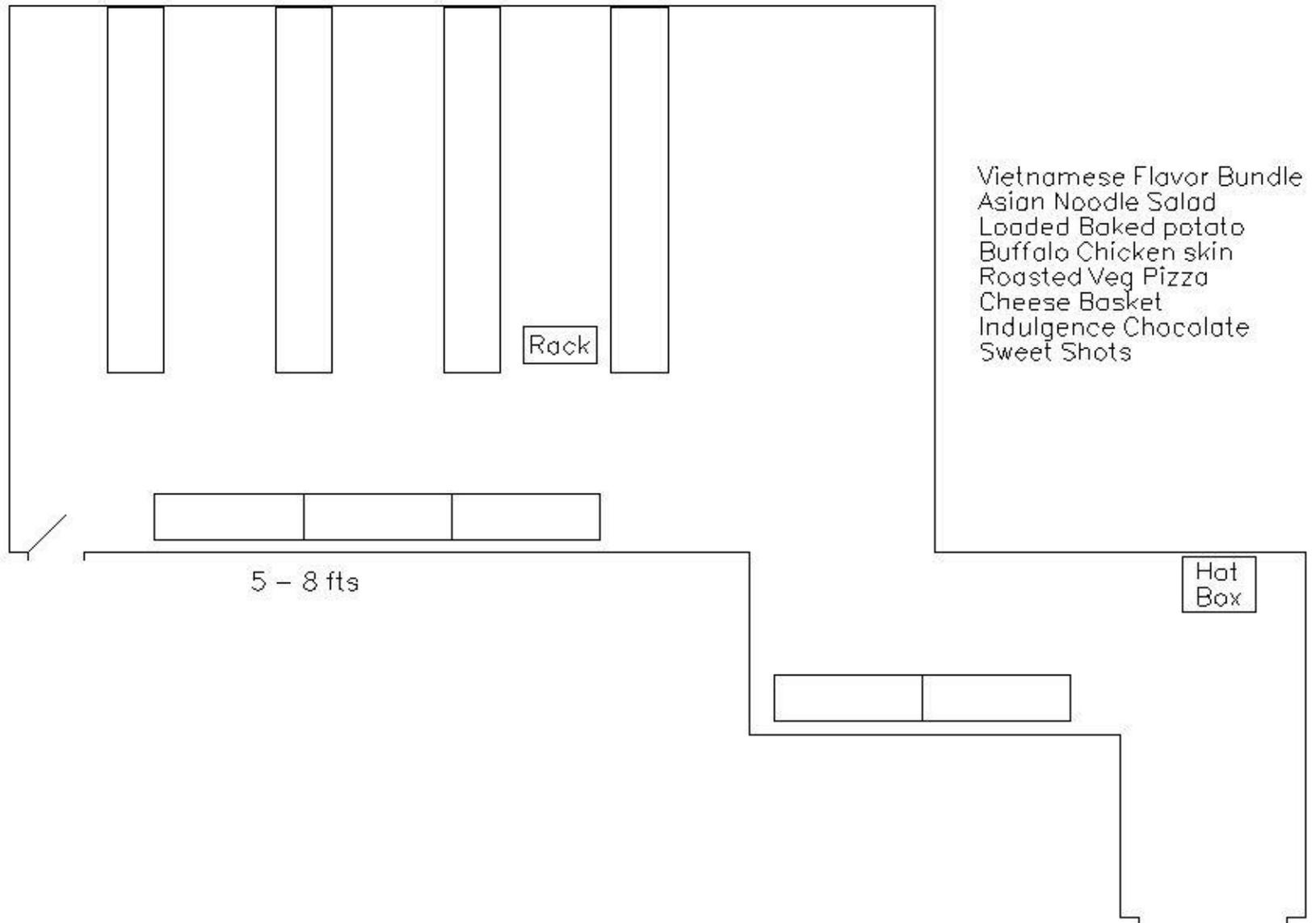
Level 1 - Green / Kitchen 2 - Black



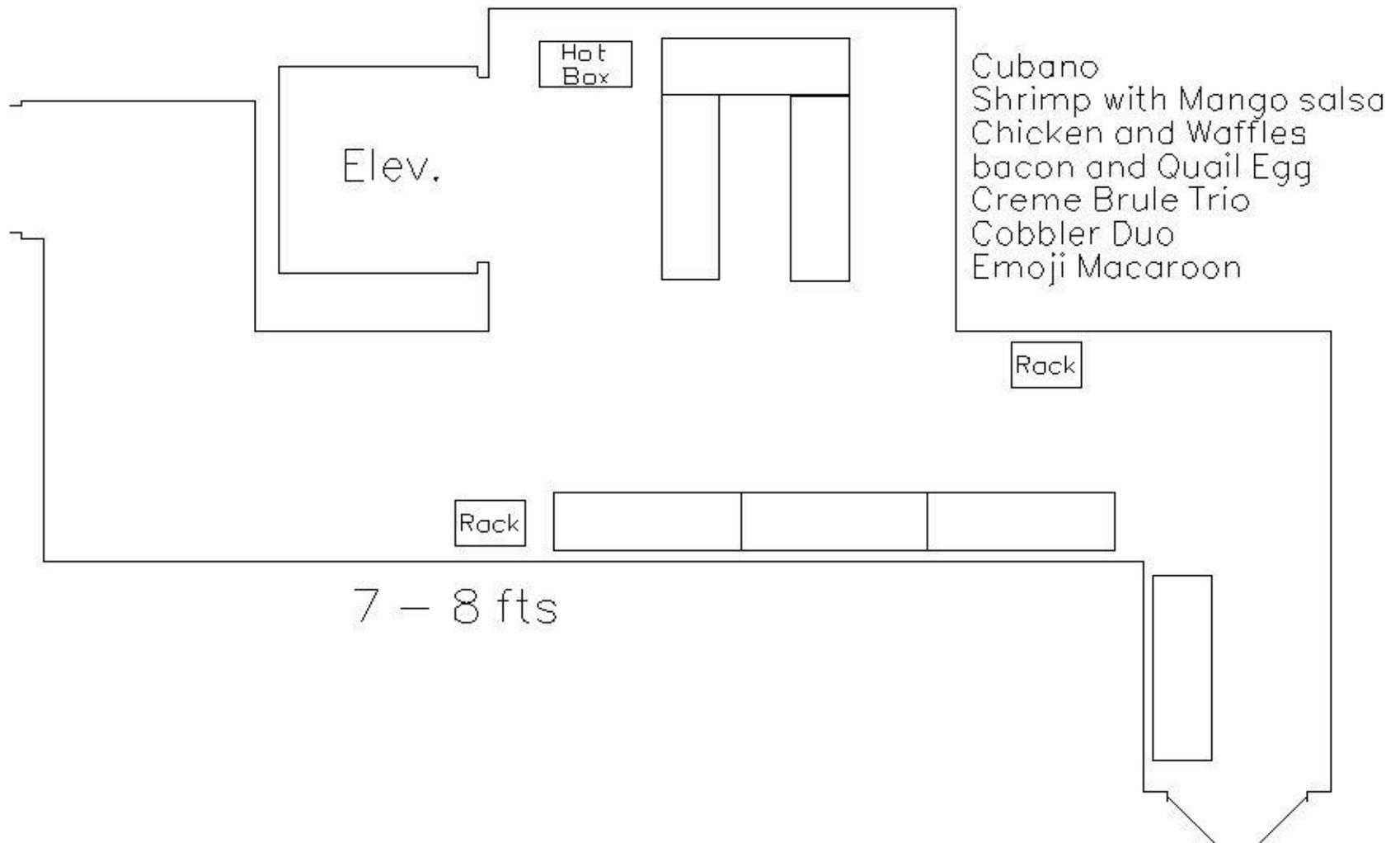
Level 2 - Yellow / Kitchen 1 - Silver (Loading Dock)



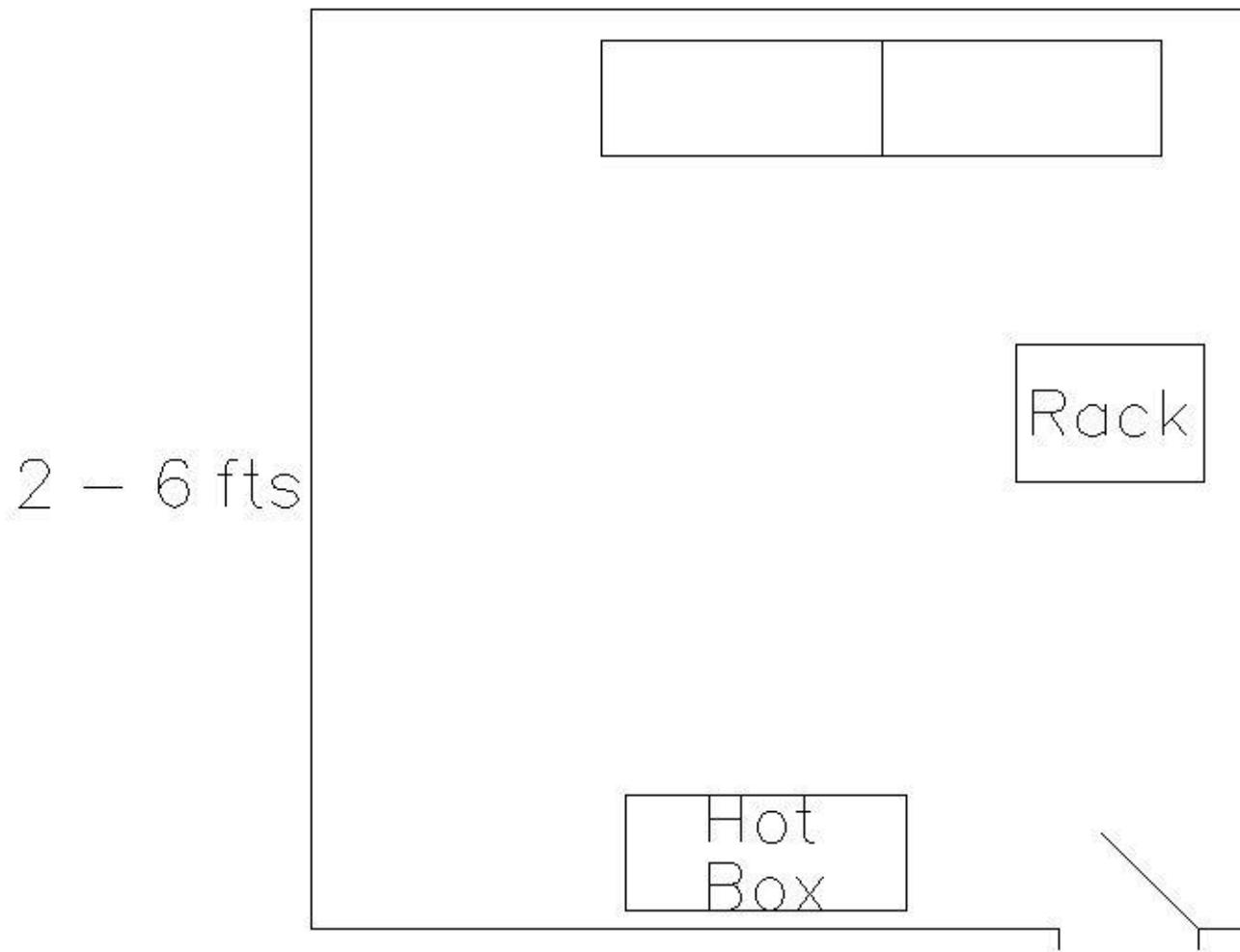
Level 2 - Yellow / Kitchen 2 - Brown



Level 3 - Red / Kitchen 1 - Orange

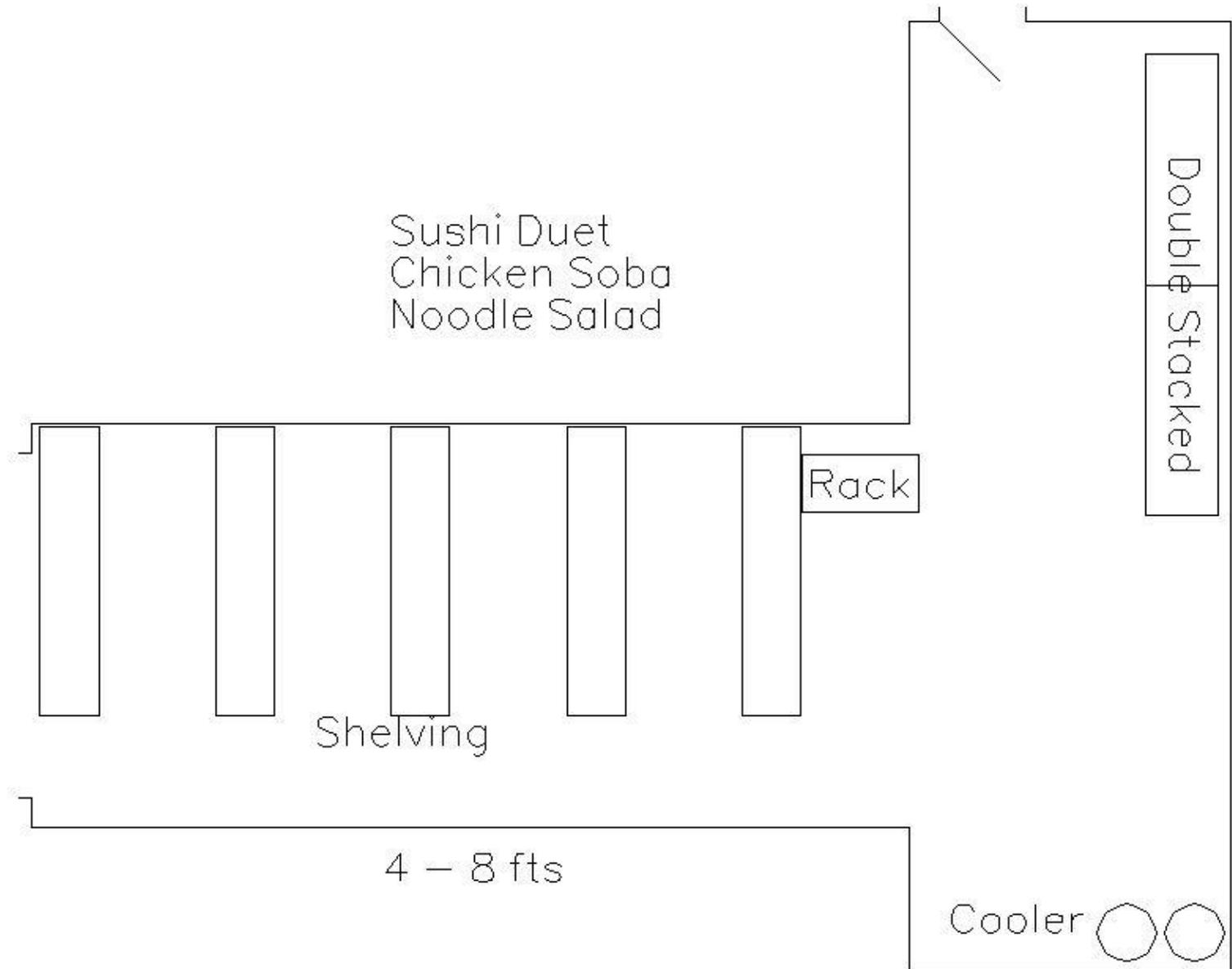


Level 3 - Red / Kitchen 2 - Lime Green

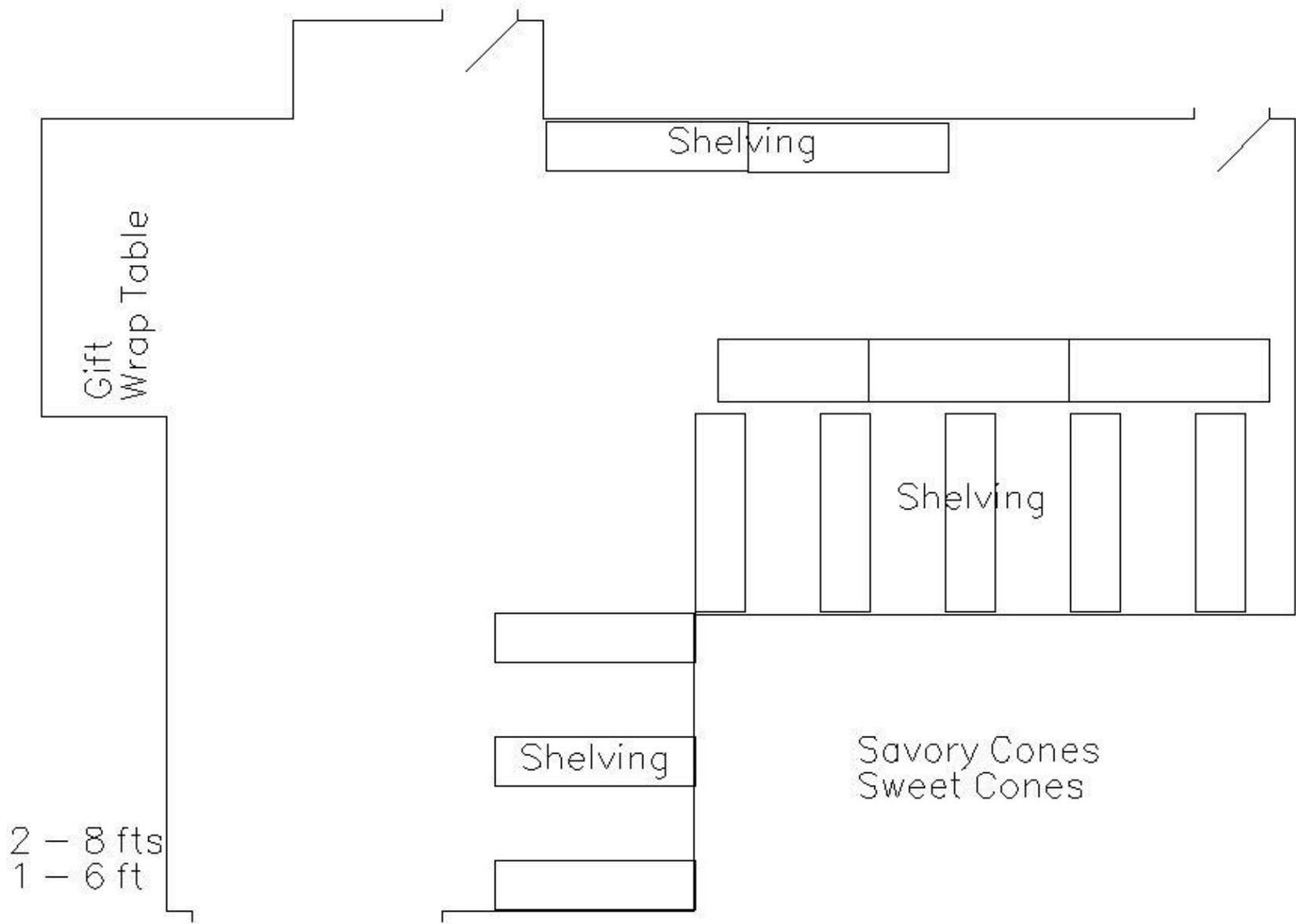


Flank Steak Flatbread
Farro Harrisa Salad

Level 3 - Red / Kitchen 3 - Pink



Level 3 - Red / Kitchen 4 - Hot Pink



Gift
Wrap Table

Shelving

Shelving

Savory Cones
Sweet Cones

2 - 8 fts
1 - 6 ft

● Design Elements

○ Everything about the presentation was meant to highlight the food and the clothing, using chic arrangements and design for maximum visual appeal.



● Culinary Design & Elements

○ Over the course of 18 months our team attended weekly committee meetings and traveled to three Nordstrom openings around the U. S and Canada. The total meeting time for our Nordstrom Committee amounted to over 3400 hours. During this time, our team created a menu that encompassed the Nordstrom brand. With an array of Flank Steak flat breads, to signature cocktails and innovative selections, guests were captivated. Nordstrom specifically asked that each menu item was no larger than 2 to 3 bites.

● Beverage Service

Beyond the food components of this event, we also needed to execute the beverage portion of the event. We offered a full bar on every floor, champagne and wine carts throughout the floors, as well as hand passed libations. For the “Fashionably Late” portion of the event, we hand crafted mini martinis and other cocktails for guests to enjoy as they shopped.



Goals

The goals for the event were simple. We wanted to “wow” both Nordstrom and their customers by executing a flawless event using impressive menu and beverage items with an elegant presentation and outstanding staff.



Challenges

This event was full of challenges from the conception to the execution of the event.

These challenges included menu planning, pairing menu items with serving vessels, working with the client to achieve mutual goals, setup logistics, staffing, and many more.



Culinary Challenges

It took trial and error of over 100 menu items to decide on the final 43 items. Components such as size, color, flavor profile, serving vessel, and ease of eating were all considered while creating the menu.

Menu preparation started 18 months before the event took place. At this time, our corporate chef was leading the development. 2 months into preparation, he resigned to help his family's business. We promoted his assistant to take over preparation. He completed a good portion of the menu concept before his wife got pregnant and he resigned as well to start his family. The third chef was brought on board to learn the already created menu, and put the finishing touches on the final offerings.

It was within these two months that we put all of our supporting documents together to train the staff on executing this event. Please see the following pages for samples of these documents.

- o Kitchen Prep Lists
- o Buffet Diagrams
- o Menu Photos
- o Purchasing Guides
- o BOH Diagrams (included previously)
- o Assembly Spec Sheets

Purchasing Guide

Food Disposable / Paper Products Order Guide										10/20/2015 SC			
CBL Item #	Item	Dimensions	QTY Needed	Ordered	Quantity on Hand	Quantity Delivered	Source	Pricing	Menu Item	Passed or Displayed	Sticker	Notes	
1	Pine Boat Item #TGHD3X8CS	7-3/4"L, 2-3/8"W, 1-1/2" D	1750		1800		Verterra	\$155.55/cs of 300	Cubano on Mini Hoagie	Food Cart A	Flag Toothpick	Pine Circular Dish for the Slaw	
2	Pine Circular Dish 1.5" #RWB0156	1.5" x 1.5"	1750		4600		Restaurantwear	\$79.99 / cs of 200 (.40¢ each)	Cubano Slaw	Food Cart A			
			1800						Bacon Jam (Pretzel Bites)	Food Cart B			
			800						Cheesecurds Ranch Dressing Vessel	Passed			
3	Silver Metal Bucket	5-6 oz	1100		2100		Boelter (1000) Michaels (1100 Rented)	Purchase and Rental	Buffalo Chicken Skin	EATS	Yes		
			1000						Mango Salsa Plantain Chip with Tequilla Shrimp Shooter	Tiered Table Level 3	Yes	Point out alcohol on signage	
5	Bamboo Boat 5.25" Item #RWB0105	5.25"	1400		4200		Restaurantwear		Mini Brat Bite	Displayed		Branded Parchment Paper	
			1200						Loaded Potato Skin	EATS		Flag toothpick	
			1060						Vietnamese Bundle	Food Cart A		Dallop of sauce for calor on top, smaller portioning preferred, vegetarian option from left starting.	
6	Mini Fryer Basket Square, Item #FRYT433	4"L x 3"W x 3"H	1800	2000		coming from MI	Boelter / Metalcraft	?	Mini Pretzels with Bacon Jam	Food Cart B		Branded Parchment Paper	
			800							Mini Cheese Curds with Ranch	Passed		Branded Parchment Paper
			500							Fish & Chips	Passed		Branded Parchment Paper
7	Porcelain Demi Cup		500		1400		ZHG		Pumpkin Spice Mousse Cup w/ Espresso Beans	Food Cart A		Clear Spoon	
			300						Trio of Brulees	Displayed			
8	Square Plastic Cup 1.75 oz (APTZQSHOT2)	Top Width: 2", Bottom Width: 1-3/16", Height 1-3/4"	300		720		WNA		Tiramisu Cup	Food Cart A	Yes	2 Small Lady Fingers	
9	Sardine Tin Item #6512400P	3-1/8" DIA, 1-1/8" Depth	700		864		Papermart	.64¢ Each (432/cs)	Assorted Nuts	Beer Keg Station	Yes	This item will need to be branded with Nordstrom	

▫The chart above was created as a master document to track ordering, inventory, and use of the vessels. It was used on-site to distribute the vessels to the appropriate kitchen for production.

Food Production/Distribution Guide

A comprehensive guide was created to map out food production locations, along with recipes and ingredients. It served as the ordering guide for individual recipe components, as well as a distribution guide on-site for when the food needed to be distributed to the 7 kitchen locations.

The kitchens were all color coded and numbered by floor, such as 1-1 Blue or 3-4 Hot Pink.

Production Kitchen	Menu Item	Sub Item	Amount per unit	Kitchen Color & Code at site	Total amount to Order
	Finished mango salsa in bucket 500			3-1 Orange	
	Finished tequila shrimp pipette 500 pcs			1-2 Black	
	Finished tequila shrimp pipette 500 pcs			3-1 Orange	
	Finished plantain chip 500 pcs			1-2 Black	
	Finished plantain chip 500 pcs			3-1 Orange	
	Mini Brat Slider	1,400 Total Needed			
	Jhonsonville 3.5" Brat				8 cases
	Dusseldorf mustard				2 gallons
	Sliced white onion for caramelized onions		.25oz (need 12.5# finished)		30#
	Cornishon pickle		1(1,000 needed)	1-1 Blue	3.5.5# tubs
	Mini onion roll		1(1,400 Needed)		84 doz
	Finished brat slider			1-1 Blue	
	Branded Nordstrom pick			1-1 Blue	
	Pretzel Mini Bite with Bacon Jamalama	1,800 Total Needed	Station & Late Night		
	Pretzels		4 (6,000 needed)	1-1 Blue	500 doz
	Bacon Jam		total	1-1 Blue	
		bacon			50#
		Clarified butter			2#
		Diced yellow onion			15#
		Light brown sugar			2#
		Shallot			5#
		Chopped garlic			1#
		smoked paprika			2.5oz
		ancho chile powder			2.5oz
		Ground mustard			18 gram
		Ground cinnamon			18 gram
		Brandy			2 pints
		Chicken stock			16oz
		Coffee			4oz
		Apple cider vinegar			2 pints
		Maple syrup			2 cups
		Sriracha			1/2 btl
		S&P			To taste
	Sweet Potato Hay	enough garnish for 1,800 baskets		1-1 Blue	
	Pumpkin Spice Mousse with Espresso Beans	300 Total Needed		1-2 Black	

● Portioning

○ Many of the planning hours were spent studying the portioning of the food and beverage. Many questions needed to be contemplated to understand and make final decisions on how to portion the food.

- Which areas of the store were going to be the busiest?
- Which foods were we going to serve in those areas?
- Which items are going to be more popular?
- How many components does each item have?
- How much assembly is required at the jobsite?
- How many vessels do we have for each specific item?
- How many units per person will one person consume?

Our final portioning was based on 20 units of food per guest, which came to just under **40,000** units of food!

● Serving Vessel Challenges

Because of the shop and eat concept, Nordstrom had asked us to pair each food item with a unique vessel to avoid messes.

Selecting the Vessels:

The selection process started out much like creating the menu. Just shy of 100 sample vessels were selected to test with the menu items. Many hours were spent matching vessels to menu items based on many qualifications including size, look, feel, concept, need for utensil, and garnish style. Many combinations were tested before we final pairings were made.

Shipping, receiving and storing:

Because of the volume of product, we rented a POD to compensate our lack of storage space at our main commissary, as well as to keep us organized. In the end, we had 33 unique vessels (40,000 units) of which we purchased, rented, or borrowed.

● Crowd Control

○ With any large event, controlling the flow of traffic is difficult. One of Nordstrom's goals was to not have lines anywhere in the store. This included food stations, bars, and beverage carts. To ensure we could manage the crowd, we had a station attendant present at each station as a greeter. The greeter's goal was to efficiently answer any questions the guests had so they didn't need to analyze the signs at any given station. Beverage lines were managed by staging beverage hand passers close to each bar to reduce demand for the bartenders. Additionally, we focused on hand passing beverages at the entrances to the store to ensure the guests' first inclination wasn't to find a bar and stand in line.

● Logistical Challenges

○ Load in could not be completed too far in advance to ensure that we were not getting in the way of the store being ready to open. We pre set 2 days prior to the gala. Pre set included moving in all tables, refrigeration equipment, catering equipment, vessels and disposables and wrapping our work areas in plastic to protect merchandise. Floors, tables and walls all needed to be protected.

When we did move in, there was a bit of a disconnect between how much space we allocated at earlier store walkthroughs, and how much space was actually provided. We worked closely with the Nordstrom team to ensure we had the space we needed to execute the event.

Staffing Challenges

With the goal in mind to achieve a flawless event, our staffing department dedicated over a hundred hours recruiting specifically for Nordstrom. We refused to outsource any temp agency or other outside vendor. We achieved this goal by recruiting chefs from other caterers in the nation, as well as friends and family members of current staff. Though our executive team had over 3400 hours of planning into executing this event, we needed to bring over 200 staff up to speed.

In the weeks before the event we held 3 FOH staff training sessions to ensure all staff knew their rolls. The culinary department held similar training sessions to go over food production and execution.



● Lots of Moving Parts

Beyond the main scope of the event covered to this point, there were many other moving parts required to make the event a success. We were responsible for many behind the scene aspects including:

- Band Meals
- Model Meals
- Security Meals
- Housekeeping (floors, spills)
- Restroom Upkeep
- Coat Check
- Trash Removal



● Uniqueness and Execution

○ For the very first time in Nordstrom Gala history, Fashionably Late was created as the “after party” of the gala. It drew in an additional 500 guests to enjoy the conclusion of the evening. New innovated food presentations were displayed including the mini martini bar.

The challenge of the Fashionably Late concept was to make the Fashionably Late guests feel like the party had just started, when in reality we had already been serving an entirely different menu for close to 2 hours. It was especially important that we didn't make these guests feel like they missed the “real party”. Food stations needed to be immaculately clean and fully stocked, staff needed to be just as lively as when they started their shift, and the drinks needed to be just as strong as when the evening commenced.

● Execution and Testimonials

◦ Rating an event after it is over is a challenge all in its own. What is more important? The satisfaction of the guests? Or the clients? The testimonials below show that we exceeded the expectations of both the clients and the guests.

From a Guest:

I would like to extend a ***Huge Compliment and High Five*** to the entire Staff & Management team on the ***Phenomenal, Awesome*** job that everyone did on last Thursday at the Nordstrom Gala event. I have attended many, many events during my very long haul in the Hospitality Industry and I must say that the staff went ***above and beyond*** the call of duty. I mentioned my experience to my colleagues here at the hotel and they were also ***very impressed*** with how hands on and attentive the staff was throughout the entire evening. I must give a ***huge shout out*** to the behind the scene team members that put the food and beverage together. We all ***loved the presentations*** of everything from the little fry baskets, to the May Day baskets with cheese to one of my many favorites the chicken & waffle.

Kindest regards,

Liz Barker, *Corp. Sales Manager, Radisson Hotel*

From our client:

We can't thank you enough for both your **partnership and support** this year. It's truly exciting to open a new store in a new market and happy we were able to share this experience with you.

Sincerely, *Your Nordstrom Friends*

● Testimonials (Continued)

This anonymous award submission is nothing new to our company. This entire event we had to un-brand ourselves to showcase Nordstrom's brand (i.e. remain anonymous). We were not allowed to wear nametags, our uniforms, or promote our brand/company name at all. Lucky for us, we have such a strong name in our market that it was no surprise who was behind the wheel.

From email dialogue between our Owner and our business Attorney from Quarles and Brady:

Attorney:

I wanted to pass on that I have been hearing RAVES from Q&B lawyers who were [at Nordstrom] about the quality of what [Your Company] did. It of course made me proud!

Owner:

Thank you, Mike for taking the time to share this with me. How did they know it was [us]? We knocked it out of the ball park all night. Double header and all home runs. It felt GREAT.

Attorney:

They knew because a very proud me told them!!!!

Heard more good feedback last night from my wife Elaine, who was attending some power breakfast at the [hotel] on empowering women. A few of her table mates had been at the event the night before. Elaine said they were raving about how great it was.

Vendors

- Canopies
(Tent/Equip. Rental)
Email: margo@canopiesevents.com
Ph: 414-760-0770
- Aggies
(Bakery/pastries)
Email: debbie@aggiesbakery.com
Ph: 414-482-1288
- Smarty Had AParty
(Vessels)
Email: orders@smartyhadaparty.com
Ph: 314-431-5400
- Restaurantwear.com
(Vessels)
Email: service@restaurantware.com
Ph: 800-851-9273
- Pretzel Company
(Specialty Pretzels)
Email: Katie@milwaukeekeepretzel.com
Ph: 414-704-9188
- Burke Candy
(Candy)
Email: julia@burkecandy.com
Ph: 414-964-7327
- American Restaurant
(Equipment Rental)
Email: americanrestaurant@att.net
Ph: 414-327-3188



Key Recipes

● Byaldi Fork with Parmesan and Basil Oil

Zucchini	Parmesan Cheese
Squash	Salt
Eggplant	Pepper
Grape tomato	Garlic
Basil oil	

Prep:

Blanch the zucchini and yellow squash in heavily salted water for about 5 minutes, gently pushing them down and spinning them to keep cooking evenly.

Cut squash into halves or quarters depending on the size of the squash and slice the squashes into 1/8" slices

Roast the red and orange peppers over the grill until charred and black on all sides. Transfer to a large bowl and cover to let steam for 15 minutes. Once cool enough to handle, peel the peppers and cut into 3/4" dice.

Slice the eggplant into 1/4" slices. Season with S&P. Drizzle with EVOO Grill on both sides until softened. Cool.

Assembly:

Layer one of each vegetable onto the wooden fork, ending with the tomato. Make sure skin side is up to show color and alternate colors.

Before plating, drizzle with basil oil, grated parmesan, and maldon sea salt.



Caprese Pipette

Red grape tomato
Fresh mozzarella
Balsamic glaze

Yellow Grape tomato
Basil leaf

Prep:
Order and clean the produce for assembly.

Assembly:
A clear pipette is suction filled with balsamic glaze, The red and yellow grapes are spiked on the clear skewer as well as the folded fresh basil leaf. The caprese pipette is then placed on a bamboo boat and served to the station.



Chicken and Waffle

Egg
Milk -
Olive Oil
Flour -
Baking Powder -
Granulated Sugar

Diced Chicken
Garlic -
Buttermilk -
Cayenne Pepper -
Onion Powder
Paprika

Prep:

Mix all the dry ingredients together using a large whisk. Mix the wet ingredients together. Gently combine the mixes, but do not over mix.

Cook as your waffle maker directs. (waffles can be frozen up to 2 weeks in advance)

Combine all the chicken dry ingredients in a large bowl or hotel pan

Season the chicken with salt and pepper. Pour the buttermilk over the chicken and let it sit for 30 minutes in the cooler.

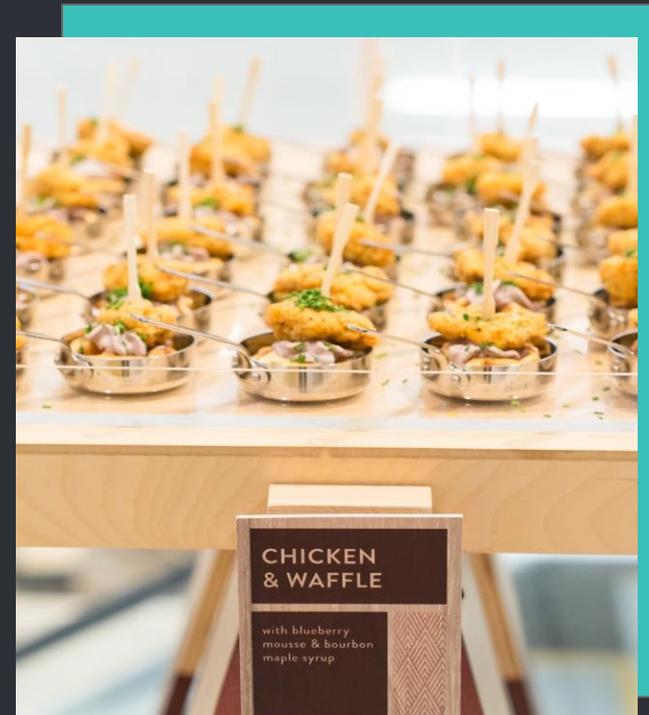
Toss the chicken in small batches in the flour mix, shaking off the excess mix as you go.

Fry the chicken at 350 F until cooked through and crispy.

Assembly:

Reheat the waffle in an oven briefly until hot. Place 1 piece of waffle in the mini metal frying pan

Top with the following, in order: blueberry mousse, fried chicken, bourbon maple glaze, blueberry and two-pronged fork.



Bacon and Egg

Quail Egg
Nueske's Bacon -
Bourbon Maple Glaze -
Chives -



Prep:

Bring large pot of salted water to a boil. Add the quail eggs and cook for exactly 4 minutes. Plunge eggs in ice water until fully cool.

Peel eggs and cut in half lengthwise.

Cut the bacon in half crosswise and lay out in sheet pans and cook at 325 F.

Cook until fully cooked but not crispy. Bacon must still be pliable to bend into skewer.

Assembly:

Drizzle the the bourbon-maple syrup over the cooked bacon.

Skewer one end of the bacon on a pedestal skewer.

The syrup side facing towards the skewer.

Sprinkle the chives over the quail eggs.

Skewer the half of quail egg.

Skewer the other half of the bacon to make a "Bacon sail" around the quail egg.

Watermelon Radish Wraps

Watermelon Radish
Carrot
Asparagus
Chives
Mustard Seed
Black Pepper

Apple Cider Vinegar -
Water -
Granulated Sugar
Kosher Salt
Bay Leaves
Lemon Aioli

Prep:

Cut the woody ends of the asparagus. Separate all the carrots by color.

Brine:

Bring all the ingredients to a simmer and cook for 5 minutes.

Strain the hot brine over the vegetables, making sure they are completely submerged.

let pickle for a few days. Julienne the vegetables about 3.25" long and leave in the brine until ready to assemble.

Assembly:

Cut the watermelon radish slices with a round cutter to make a wrap about 2.75" long.

Put a mix of each julienne veg in the wrap and tie with a chive

Put a dollop of lemon aioli on the bottom of the container and insert the wrap.



Mini Candied Apple

Lady Apples
Sugar
Corn syrup
Water
Red food dye

Prep: wash the apples, peel off stickers. Gather ingredients and skewer apples.

Assembly: Using a candy thermometer heat sugar, corn syrup, water, and red food dye to 350 degrees. Dip the apples into mixed and place on drying sheet. On location apples were placed on clear square vessel.



Flufferbutter Cone

Peanut Butter
Butter
Salt
Confectioners Sugar
Vanilla Extract
Mini Marshmallow
Marshmallow Fluff
2.4" Pastry Cones 700

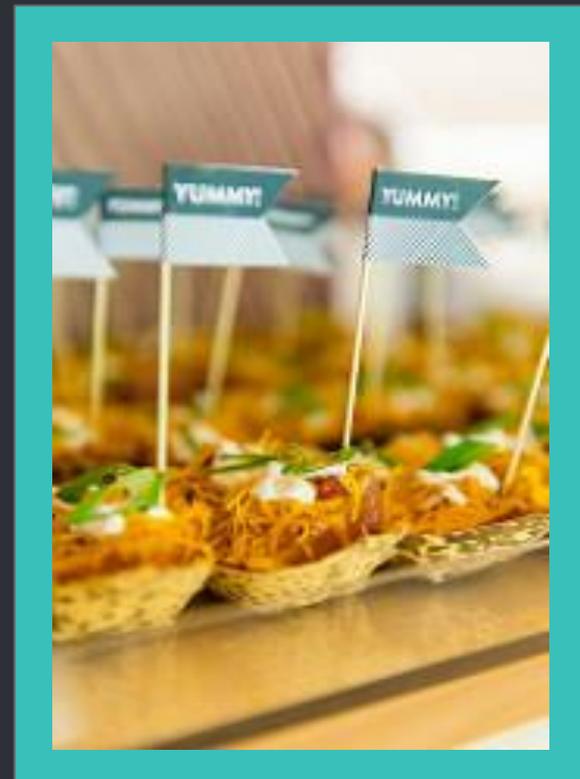
Prep:

Cream together the butter and peanut butter in a mixing bowl. Mix the salt, sugar and vanilla until fluffy mix in. Transfer to piping bag. Fill each cone 1/4 of the way with peanut butter mousse. Fill 3/4 of the way with marshmallow fluff. Top with peanut butter mousse. Top with mini marshmallow and brulee with a torch



● Hand Passed Hors D'oeuvres

- Ahi Tuna Wonton Crisp
- Buffalo Chicken Skins
- Byaldi Fork with Parmesan and Basil Oil
- Cheese Curds with Ranch
- Loaded Baby Potato
- Mini Brat Bite
- Nuts in a Sardine Can
- Pork Belly Confit
- Prosciutto Wrapped Peppadew with Goat Cheese



● Food Cart Stations

- Asian Chicken Cone
- Bacon and Egg
- Caprese Pipette
- Charcuterie Platter
- Cheese Basket
- Chicken and Waffle
- Chicken Soba Noodle Salad
- Cubanos
- Farro Harissa Salad
- Fish Fry with Lemon Caper Aioli



Food Cart Stations

- Flank Steak Flatbread
- Lobster Cone and Broccoli
- Mango Salsa with Plantaine Chip
- Mini Pretzels with Bacon Jam
- Purple Tomato Puree Cone
- Roasted Root Vegetable Pizza
- Sushi
- Vietnamese Flavor Bundle
- Watermelon Radish Wrap



● Dessert Selections



- Apple Cobbler with Cinnamon
- Assorted Sweets
- Candy Shots
- Cherry Cobbler with Almond Ice Cream
- Creme Brulee - Coconut and Orange Vanilla
- Dark Chocolate Mousse
- Emoji Macaroons

● Dessert Selections

- Flufferbutter Cone
- Indulgence Chocolate
- Lip Cookies
- Mini Candied Apple
- Mini Caramel Apple
- Pumpkin Spice Mousse
- S'more Spoon
- Tiramisu Cup
- White Chocolate Mousse

