

marcia
CATERING & EVENTS
selden

CATERER OF THE YEAR 2017





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Business Proficiency

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WELCOME

For over 38 years, Marcia Selden Catering & Events has set the standard for exuberant and inventive entertaining. The only caterer ever named to the Connecticut Restaurant Association's "Hall of Fame", a 'Marcia Selden party' has become synonymous with the magic touch.

Led by Executive Chef Robin Selden, our culinary team focuses on seasonal, modern food presented with the eye of a creative director. Every single event menu is custom designed. Our dynamic and talented culinary team also tests original recipes and techniques to delight our discerning clientele. We provide a variety of unique, fun, and delicious options.

We're honored to be highly awarded by our peers in the industry, and proud to have won the ACE Award for Best Caterer, East Coast. Robin Selden won the CATIE Award for Chef of The Year and was also named one of Connecticut's "Most Innovative Chefs" by Serendipity Magazine. We've been named Best Caterer of the Gold Coast nine years in a row and were inducted by The Knot into its Hall of Fame.

We recently launched our first New York City venue, Above 12, where we provide exclusive culinary services and host events for up to 250 guests. The space is used for dinners, cocktail parties, weddings, and press events.

The in-house team at Marcia Selden Catering & Events consists of professional, dedicated and experienced staff that brings their clients "dream" events to life. Our sales, culinary, administrative and marketing teams all work together to seamlessly provide our clients with the best experience, from start to finish. Our powerhouse #TeamSelden consists of 32 full-time and 96 part-time event staff. Our longest serving employee has been with us for 33 years.





BUSINESS & FINANCIAL STRATEGY

- Profit - Increased our year over year profit from 21% to 25% resulting in a 13% sales increase while maintaining direct expenses.
- Revenues were increased by 13% by creating individual and team goals that had everyone responsible for the overall success of our year.
- Finance: We work with our individual and team pace goals to measure our monthly and yearly performance and how we are pacing throughout the year.
- We continually analyze our profit and loss monthly statements to determine if our strategies are positively impacting our profits.
- We donate our catering services, time and money to local and national non-profit organizations which has reinforced and built our client, vendor and business relationships. This has resulted in increased profitability in the non-profit sector.
- Streamlined our “Gourmet to Go” business with minimum spends and delivery charges raising the value of each event allowing for more profitable orders.
- Our NYC office and event space has helped us grow our NYC market share. Annually we have hosted 3 industry events from elaborate dinners to extravagant cocktail receptions. For these events we strategically aligned ourselves with multiple industry professionals to create an amazing experience that reinforced us as a leader in the NYC catering market.
- Our sales team sells menu customization to create an unique dining experiences for clients and their guests; offering new and innovative food and beverage ideas designed by our Executive Chef and Research and Development team.
- Projecting a 15% sales increase for 2017. We have hired an additional Sales Manager and Sales Assistant to help in reaching this goal.



Financial Viability

	Catering
Revenues	100.00%
Direct Expenses	
Food	13.13%
Beverage - Non Alcoholic	0.4%
Liquor	2%
Salaries and Wages Wait Staff	12.7%
Outside Party Staff	10.3%
Commissions	0.01%
Kitchen Staff	6.6%
Florals/Linens, Décor	1.0%
Rentals	2.5%
Papergoods	2.0%
Indirect Expenses	
Office Salaries	10.5%
Rent	2.6%
Equipment	1.4%
IT	1.2%
Employment Taxes	2.6%
Liability Insurance	1.9%
Auto/Gas	1.7%
Office Supplies	0.8%
Bookkeeping	0.9%
	74.24%
Net Profit	25.76%

BUSINESS LICENSE



CITY OF STAMFORD, CONNECTICUT

No. 52

DEPARTMENT OF HEALTH

Fee Paid: \$382.00

2017

FOOD SERVICE ESTABLISHMENT LICENSE

Is hereby granted in accordance with Stamford General Ordinances, 132-13 through 132-26

To: **Marcia Selden Custom Catering**

DBA: **MARCIA SELDEN - CUSTOM CATERING, 65 RESEARCH DRIVE,
STAMFORD, CT 06906**

This notice must be displayed
in a conspicuous place.

EXPIRES: December 31, 2017

.....
Jennifer Calder, DVM, MPH, PhD, CHSV
Director of Health

HEALTH DEPARTMENT GRADING

ENS-106-Rev. 11/05

**INSPECTION REPORT
FOOD SERVICE ESTABLISHMENTS**

STATE OF CONNECTICUT
DEPARTMENT OF PUBLIC HEALTH
410 Capitol Avenue, MSF11FDP, Hartford, CT 06134

ROUTINE INSPECTION REINSPECTION
 PREOPERATIONAL OTHER

Page 1 of 1

NAME OF ESTABLISHMENT MARCIA SELDEN - CATERING	ESTABLISHMENT CLASS JV
STREET ADDRESS 65 RESEARCH DRIVE	TOWN STAMFORD
OWNER or OPERATOR	INSPECTION DATE and TIME 12/27/16

Based on an inspection this day, the items marked below identify the violations in operation or facilities which must be corrected by the date specified below.

SOURCES OF FOOD		EQUIPMENT & UTENSILS: CLEANLINESS		VERMIN CONTROL		
1	Approved source, wholesome, nonadulterated	4	21	42	Presence of insects/rodents	
2	Original container, properly labeled	1	22	43	Outer openings protected against entrance of insects/rodents	
FOOD PROTECTION		WATER SUPPLY		FLOORS, WALLS & CEILINGS		
3	Potentially hazardous food meets temperature requirements during storage, preparation, display, service, and transportation	4	23	44	Floors: floor covering installed, constructed as required, good repair, clean	
4	Adequate facilities to maintain product temperature, thermometers provided	2	24	45	Floors: graded, drained as required	
5	Potentially hazardous food properly thawed	2	25	46	Floor wall junctions covered	
6	Unwrapped or potentially hazardous food not re-served	4	26	47	Mats removable, good repair, clean	
7	Food protected during storage, preparation, display, service & transportation	2	27	48	Exterior walking, driving surfaces, good repair, clean	
8	Food containers stored off floor	2	28	49	Walls, ceilings attached, equipment properly constructed, good repair, clean. Wall & ceiling surfaces as required.	
9	Handling of food minimized	2	29	50	Dustless cleaning methods used, cleaning equipment properly stored	
10	Food dispensing utensils properly stored	1	30	LIGHTING & VENTILATION		
11	Toxic items properly stored, labeled, used	4	31	51	Adequate lighting provided as required	
PERSONNEL		SEWAGE DISPOSAL		52	Room free of steam, smoke odors	
12	Personnel with infection restricted	4	32	53	Room & equipment hoods, ducts, vented as required	
CLEANLINESS OF PERSONNEL		PLUMBING		DRESSING ROOMS & LOCKERS		
13	Handwashing facilities provided, personnel hands washed, clean	4	33	54	Rooms adequate, clean, adequate lockers provided, facilities clean	
14	Clean outer clothes, effective hair restraints	1	34	HOUSEKEEPING		
15	Good hygienic practices, smoking restricted	2	35	55	Establishment and premises free of litter, no insect/rodent harborage, no unnecessary articles	
EQUIPMENT & UTENSILS: DESIGN, CONSTRUCTION & INSTALLATION		TOILET FACILITIES		56	Complete separation from living/sleeping quarters and laundry	
16	Food-contact surfaces designed, constructed, maintained, installed, located	2	36	57	Clean/soiled linens stored properly	
17	Nonfood-contact surfaces designed, constructed, maintained, installed, located	1	37	58	No live birds, turtles, or other animals (except guide dogs)	
18	Single service articles, storage, dispensing	2	HANDWASHING FACILITIES		SMOKING PROHIBITED	
19	No reuse of single service article	2	38	59	Smoking prohibited, signs posted at each entrance	
20	Dishwashing facilities approved design, adequately constructed, maintained, installed, located	2	39	QUALIFIED FOOD OPERATOR		
DEMERIT SCORE		HANDWASHING FACILITIES		60	Qualified Food Operator	
4	3	3	40	61	Designated alternate	
			41	62	Written documentation of training program	
			GARBAGE/RUBBISH STORAGE & DISPOSAL			
			42			
			43			
			RISK FACTOR VIOLATIONS IN RED			
			Signature of Person in Charge Kristina Linn			
			SIGNED (Inspector) STAMFORD K. Hynes			

INSPECTION REPORT
FOOD SERVICE ESTABLISHMENTS
CONTINUATION SHEET



STATE OF CONNECTICUT
DEPARTMENT OF PUBLIC HEALTH

NAME OF ESTABLISHMENT	TOWN	DATE OF INSPECTION
Marcia Selden	Stamford	12/27/16
INSPECTION FORM #	REMARKS	
	#15 - WORKER EATING IN Prep AREA - HAND SINK USED FOR OTHER PURPOSES	
	#23 - Improper test paper for sanitizer solution	
	#15 In-use wiping cloths not kept in sanitizer solution	
	#9 WORKERS did not minimize bare hand contact with RTE food	
	#26 Can Opener blade not clean	
	[Large X mark]	
INITIAL (INSPECTOR)	INITIAL (PERSON IN CHARGE)	
RK	KL	

Distribution: 1st - White - Health Department 2nd - Yellow - Owner/Manager



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
1/23/2017

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 The Insurance Exchange, Inc. 30 Buxton Farm Road, Suite 120 Stamford CT 06905	CONTACT NAME: Thomas Miller PHONE (A/C, No, Ext): (203) 321-0001 FAX (A/C, No): (203) 461-8200 E-MAIL ADDRESS: tom@insurexchg.com																					
INSURED MARCIA SELDEN CUSTOM CATERING LLC 65 RESEARCH DR STAMFORD CT 06906	<table border="1"> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A</td> <td>Am Casualty Co. of Reading, PA</td> <td>20427</td> </tr> <tr> <td>INSURER B</td> <td>Ohio Security</td> <td></td> </tr> <tr> <td>INSURER C</td> <td>STARSTONE NATIONAL INS. CO.</td> <td>25496</td> </tr> <tr> <td>INSURER D</td> <td>Illinois Union Ins. Co.</td> <td>27960</td> </tr> <tr> <td>INSURER E:</td> <td></td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A	Am Casualty Co. of Reading, PA	20427	INSURER B	Ohio Security		INSURER C	STARSTONE NATIONAL INS. CO.	25496	INSURER D	Illinois Union Ins. Co.	27960	INSURER E:			INSURER F:		
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INSURER E:																						
INSURER F:																						

COVERAGES **CERTIFICATE NUMBER:2016-17** **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	ADDL SUBR INSD. WVD	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 checked="" type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		4022999319	2/1/2016	2/1/2017	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMPIOP AGG \$ 4,000,000 Employee Benefits \$ 2,000,000
B	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		BA556477486	2/1/2016	2/1/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Uninsured motorist combined \$ 1,000,000
C	<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		FOLLOW FORM 70095T160ALI	5/19/2016	2/1/2017	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
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	4025914541	2/1/2016	2/1/2017	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
D	Liquor Liability		LQRCTD3901192A4	2/1/2016	2/1/2017	1,000,000 Occurrence 2,000,000 Aggregate

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

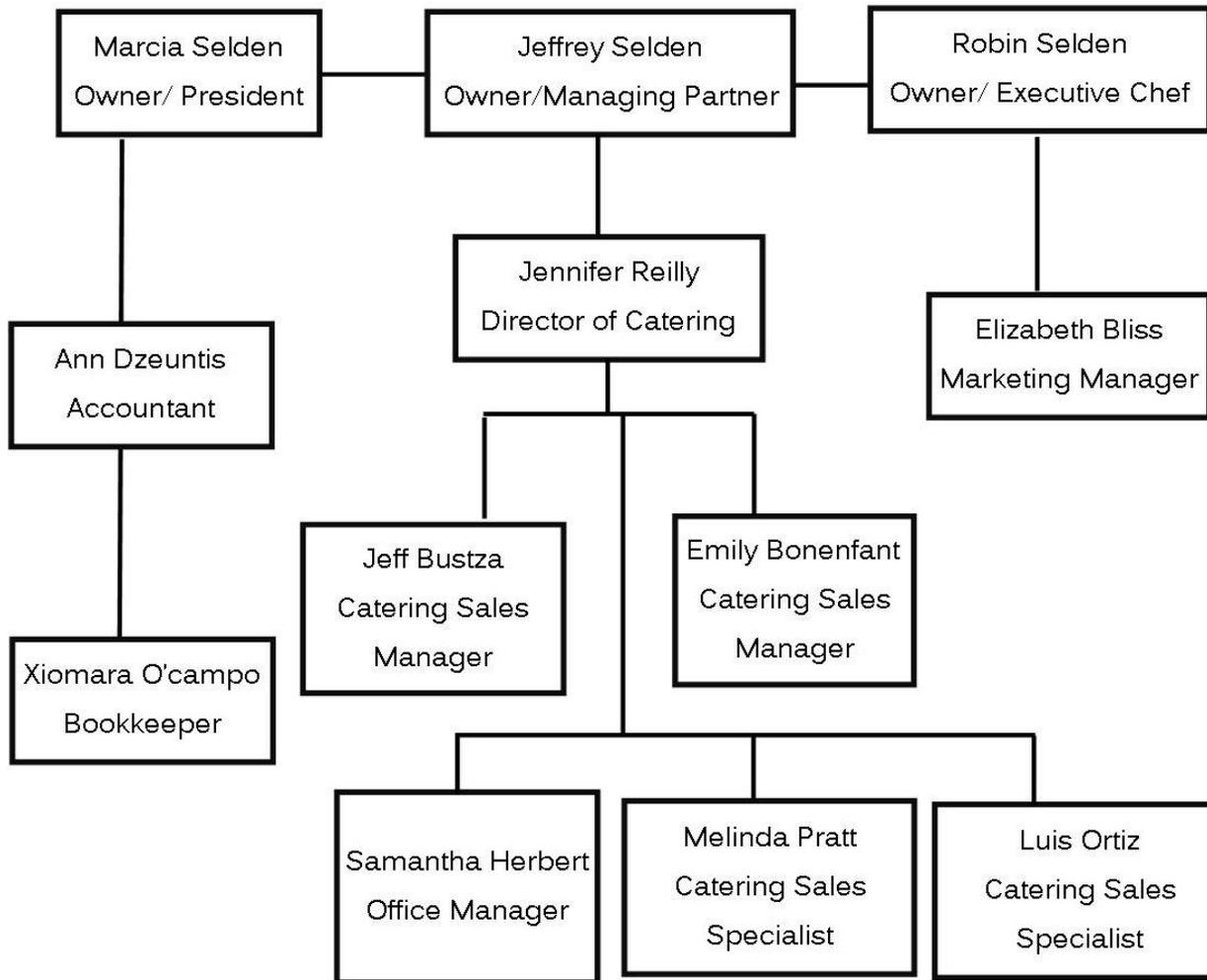
CERTIFICATE HOLDER **CANCELLATION**

The International Catering Association	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 Thomas Miller/TOM 

Certificate of Insurance

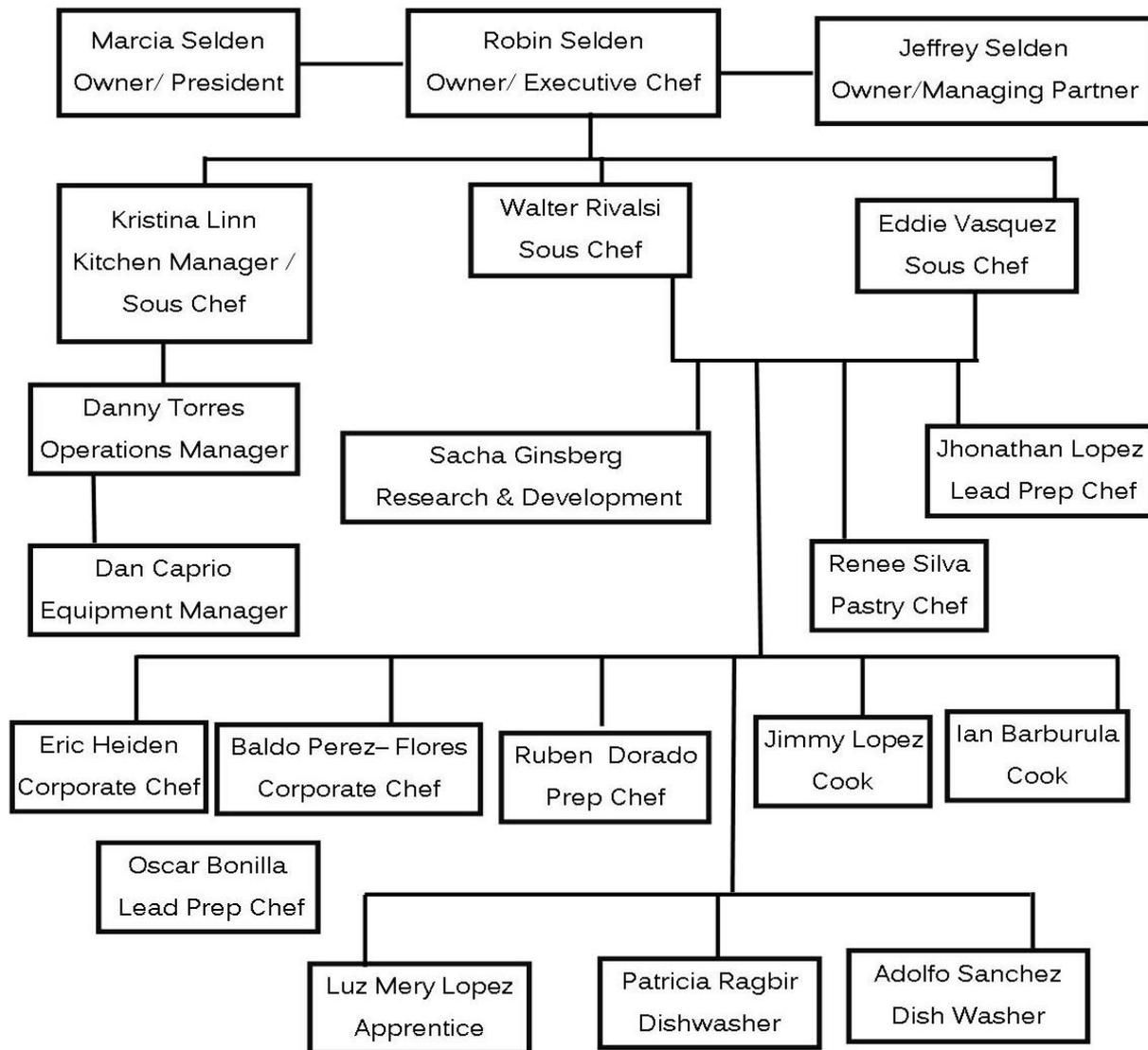


ORGANIZATIONAL CHART: FRONT OFFICE





ORGANIZATIONAL CHART: CULINARY





Job Descriptions: Front Office

DIRECTOR OF CATERING

- Leads catering teams sales for all custom catering
- Designs customized proposals for all clients
- Qualifies profitability on sales
- Manages all client's subcontracting services
- Manages incoming sales calls & website leads
- Develops menus with clients

CATERING SALES MANAGERS

- Generates profits through custom catering & corporate drop-off division
- Creates proposals and contracts
- Creates menus from proposals for chefs
- Places rental orders for all necessary clients
- Develops new contracts and proposal templates
- Prospective cold calling to generate new business

MARKETING MANAGER

- Develop marketing campaigns, cultivate leads & increase sales efforts
- Create editorial magazine copy and blogs
- Social media calendar, & scheduling for all platforms
- Develop sales & support materials, programs and newsletters

CATERING SALES SPECIALIST

- Support all catering sales teams
- Answer inquiries & initial phone calls
- Prepare proposals for sales team when needed
- Create menus from proposals

ACCOUNTANT

- Manages all yearly & quarterly profit & loss.
- Reconciliation of all books
- Tax Preparation

BOOKKEEPER

- Helps pay all expenses
- Assists creating invoices for clients
- Filing
- Manages all expense reports, accounts receivable & payable.

CATERING SALES ASSISTANT

- Support the catering sales team
- Creates party folders for each event
- Manages all staffing needs
- Takes all corporate drop-off orders.
- Files all proposals
- Answers daily phone calls
- Purchases all office supplies



EXECUTIVE CHEF

- Manage culinary team
- Develop new menu items
- Liaison with sales team
- Inventory & labor management

KITCHEN MANAGER

- Logistical managing kitchen tasks
- Creates production sheets
- Orders all paper goods,equipment and food
- Organize all equipment pack out sheets
- Overall maintenance of all equipment

SOUS CHEF

- Assists executive chef & helps lead the kitchen
- Weekly ordering
- Food cost analysis
- Inventory management
- Directing and supervising daily operations of the kitchen
- Ensuring quality presentation & control of all menu items served

PREP & CORPORATE CHEFS

- Prepare all mise en place for parties
- Pack all items for parties
- Prepare all drop-off catering orders
- Label and date all food stored as needed
- Store inventory, stock pantries

RESEARCH & DEVELOPMENT

- Develops new recipe & menu ideas
- Tests recipes and performs tasting for sales team
- Catalogs recipes in Caterase & distributes them to chefs & sales team

EQUIPMENT MANAGER

- Packs out parties & manage equipment inventory & stockroom

PASTRY CHEF

- Design & create all breads & sweets based on menu & client needs

APPRENTICE CHEF & COOK

- Assists Prep & Corporate Chefs with daily kitchen work
- Assists in preparation of mise en place for parties
- Pack all completed items for parties
- Prepare drop-off catering orders
- Label and date all food stored & rotate food asneeded
- Store inventory, stock pantries & report to sous chef

OPERATIONS MANAGER

- Responsible for all equipment and warehouse management

DISHWASHER

- Clean dishes, kitchen, food preparation equipment & utensils
- Wash flatware, china, pots & pans with dish washer
- Distribute & store clean pots, dishes & utensils
- Sweep & mops floors
- Keep kitchen to health department standards.

Job Descriptions: Kitchen



Employee Handbook: Table of Contents

Welcome	Page 2
History	Page 2
At-Will Policy	Page 2
Meetings & Emails	Page 3
Hours	Page 3
Pay Policies & Gratuities	Page 3
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Termination	Page 6
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Confidentiality Form	Page 8



Employee Recognition/ Appreciation

EMPLOYEE BENEFITS

- Health Insurance
- Year-end Bonus based on Profitability
- 30 day 100% Paid Maternity Leave
- Extended Vacation Time Based on Tenure
- Paid Holidays & Sick Days
- Company Cell Phone for Our Sales Team
- Gas and Transit Benefits
- Flexible Schedules, Commuting Times, Childcare, Etc.
- Volunteer Days = Comp Days
- Conferences & Training Seminars
- Hotel, Restaurant & Food Shows
- Serve Safe Food Handlers & Alcohol Certificates
- Advancement Opportunities



QUITE SIMPLY THE BEST

Employee Recognition/ Appreciation



Our "Quite Simply the Best" program was developed in 2012 to highlight our employees who truly went above & beyond at our events. Once our employees started receiving their shirts everyone wanted one. One additional feature we developed in 2015 is our "Quite Simply the Best", point system. We found that the same employees kept getting nominated & there are only so many times we can give out the same t-shirt. For every nomination the employee receives 1 point towards the Marcia Selden shop. The shop offers products like wine keys, butane lighters, water bottles, sweatshirts & backpacks.



TEAM OUTINGS

Employee
Recognition/
Appreciation



Sometimes we
get scary

While other
times we
keep it
classy





TEAM OUTINGS

Employee
Recognition/
Appreciation



Our annual employee bowling event!



IN-HOUSE PROMOTION

When an employee gets promoted we feast.

Employee
Recognition/
Appreciation





Employee Recognition/ Appreciation

YEARS OF SERVICE



3 Year T-Shirt



5 Year Sweatshirt



Front

Back

10 Year Jacket



2015, we developed a new recognition gift showcasing employees years of employment.



Marketing Plan Execution

Marketing Plan Execution:

PR and Social

Media:

Our internal Marketing + PR Manager handles our social media channels including Facebook, Instagram, Twitter + YouTube to showcase our food, events, news, recipes, blogs, awards and more. We actively pitch local and national food media with culinary trends from our chefs, and are proud to have been featured in a record amount of editorial in 2016. It's an important marketing tool, and it has helped new clients find us.

Advertising:

Marcia Selden Catering maintains a full advertising schedule with key luxury publications. Our ads are designed to showcase our product, our food, in a color and captivating way. A signature white backdrop lets the food shine. Regularly, we photograph our food to have fresh material for our ads and other marketing initiatives.

Partner Events:

We're always honored to be asked to participate in branded events like The Knot Dream Wedding, the Greenwich Food + Wine Festival, KitchenAid and more. It allows us to showcase our food, impeccable service and amazing staff at a high level with a lot of media impressions and branding opportunities.

Newsletter:

With so much happening in our business, we like to share our news with our clients, colleagues and vendor partners monthly. We showcase our news, press clips, recipes, entertaining tips, and a few of 'Marcia's Favorite Things'. We get excellent feedback from clients and we have booked several events from this communication tool.

Networking Events:

It's important to connect to vendors and industry colleagues. We custom create experiences such as our 'Twilight Soiree' (featured) and other events like our 'Chopped Kitchen' where our guests were assigned to teams to create a meal and #TeamSelden acted as judges! It's a fun & engaging way to thank vendors and stay in touch.

Client/Vendor Gifts:

We sent our clients and vendor partners a gift to use while celebrating the holiday season—our signature candy boxes in custom packaging that featured our trademark 'red lips'.



Marcia Selden Catering in the News

Press Clips



New York Magazine



AtHome Magazine



“Innovation is always striving to take a dish or technique one step further than what is expected, and having your audience respond positively to your risk.”

Our chef profiles include profiles of chefs who are pushing the boundaries of their craft, and who are not afraid to take risks. They are the ones who are making the most of their talents and are the ones who are making the most of their talents.

Tom Phan
Executive Chef, The Capital Grille, Dallas, Texas

Bobbi Selden
Executive Chef, The Capital Grille, Dallas, Texas

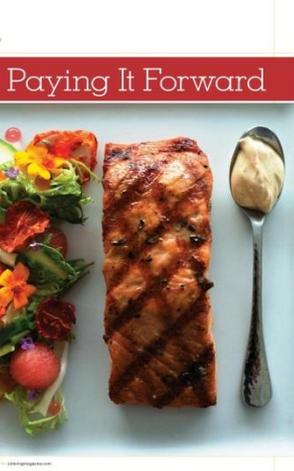
“Adding vinegar goes a long way. Just a touch in vegetables, purées, sauces, stews, etc., will heighten flavors.”



Serendipity Magazine:
Most Innovative Chefs of 2016



Marcia Selden Catering in the News



Press Clips



Feature on Robin's appointment to President of the ICA.



Marketing Initiative

KitchenAid Influencers



JOIN US FOR AN EXCLUSIVE EVENING

with NYC Cake King Ron Ben-Israel and haute-caterer Marcia Selden!

You're invited to join KitchenAid for an exclusive evening of champagne sips, decadent bites, schmoozing and inspired cooking demos with our latest and greatest gadgets at Above Twelve - the private studios of the cake king himself, Ron Ben-Israel and his partners, Marcia Selden Catering.

We can promise a night of confectionary and culinary mastery, private studio tours, cooking tips and tricks from the master himself, chef Robin Selden, and hospitality expert Jeff Selden.

WHEN:

Thursday, November 17th, 6:00pm-8:00pm

WHERE:

Ron Ben-Israel Cakes Studio, Above Twelve
247 W 38th St, 13th Floor
New York, NY 10018

*RSVP by November 7th to
KitchenAidevents@gmail.com*

Ron Ben-Israel
Cakes

marcia
selden
CATERING & EVENTS

KitchenAid

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Robin and Jeffrey Selden were asked to give cooking demos for a KitchenAid Influencer Event at Above Twelve.



Monthly Newsletter



Marcia Selden Catering Featured in Catersource Magazine

Marketing Initiative



We were thrilled to be featured in the current issue of [Catersource Magazine](#). The issue is their holiday issue and focuses on holiday parties. #TeamSelden was part of it in a big way! Robin's yummy Deconstructed Lobster Wellington was in a piece about what the luxury customer is looking for and Jeffrey

Every month, we send nearly 2,000 of our clients, vendors, and colleagues a newsletter on the previous months highlights. We also share recipes, tips, and 'Marcia's Favorite Things'.



Industry Networking: Marvel at Above Twelve

Marketing Initiative



We wanted to give 35 leading NYC event planners a ‘taste’ of Marcia Selden Catering. They gathered with us at our exclusive venue, Above Twelve for a six course tasting menu custom designed for them. We teamed up with luxe florist Belle Fleur and our partner Ron Ben-Israel to create a delicious and gorgeous evening that made our guests ‘marvel’.



Advertising

**marcia
selden**
CATERING & EVENT PLANNING

**Marketing
Initiative**



“Quite Simply...The Best™”

LEADING CATERERS
of America

Connecticut 203.353.8000 | marciaselden.com | New York 212.921.4100

We have a robust advertising schedule in key luxury publications both locally and nationally.



The Knot Dream Wedding



Marketing Initiative

We were honored to be the official caterer for The Knot Dream Wedding. It was a pleasure getting to know the winning couple Devon Still and Asha Jordan and their beautiful daughter Leah. They put their wedding on hold when Leah was diagnosed with cancer. Once she was in remission, we helped them plan their perfect day at the New York Public Library with a wedding menu full of their favorite foods. Featured in People Magazine & Good Morning America, media loved the story & put us in the forefront of the wedding media world in 2016.



CUSTOMER SERVICE APPROACH & PHILOSOPHY

Events:

Our dedicated staff has produced thousands of events, and our customer service philosophy has always been that it's a host's privilege to avoid stress, enjoy every minute of their event and truly feel like a guest. To ensure this, our team takes the time to understand guest's needs and issues and how they affect their events. From the first phone call from the client, to the day after the event, we listen, ask questions and keep open lines of communication with our team to provide the perfect service experience.

Every single member of our staff is trained in the "Marcia Selden Style" of event service and undergoes training by our lead waiter, who has been with us for over two decades. Marcia Selden herself developed our training manual, which is continuously updated based on feedback from both staff and clients, in order to ensure the highest level of professional, polished service.

Every event is staffed with a Captain who is experienced in managing staff on-site, troubleshooting, and interfacing with clients. All of the staff has a "refresher" training every year. This ensures that our staff is consistent with our polices.

Sales:

Before answering the phone, there is training we conduct that focuses on listening skills. We strive to answer clients quickly and efficiently. With a smiling voice, we want clients to feel welcomed on their first to last call. Every person who answers the phone should be familiar with the clients and put them at ease.



CLIENT TESTIMONIALS

SIRI LAURENZA

Yale New Haven Hospital

Our thanks to you, Stacy and your fantastic team for a really terrific evening. In spite of the challenges the event space presented, your staff executed the event perfectly. The leadership of the hospital was very, very complimentary about the food and service, which was the only thing I knew I could count on going perfectly for this event. Thank you so much for making this important ground breaking ceremony as successful as it was. We couldn't be more pleased with the outcome and are happily passing along the Marcia Selden name to the many people asking who the rock stars are behind the catering.

CHRISTINE SILLER

Rye Nature Center

Marcia Selden catered our fundraiser, Oktoberfest, this past October. The event had over 500 people at it and included stationary food (by other vendors and Marcia Selden) and passed food as well. Marcia Selden's food is delicious and served at the appropriate temperatures. I should mention that the kitchen was in our main building and the event in a crowded tent outside. In years past, other caterers could not get the food passed throughout the tent. Their staff was like the military but much friendlier - food was passed throughout the tent all evening. I highly recommend Marcia Selden for their professionalism, friendliness, strategic approach to event flow, and their delicious food. They are worth every penny!

NEENA PEREZ

Grace Farms Foundation

Hello Marcia and Jeffery,
I just wanted to thank you for sending such an amazing team to work with. I had the pleasure of working with such great people with fantastic attitudes and flexibility to help and do whatever is needed. It's never a hardship for me to lend them my kitchen, it's always clean and they respect my equipment.
I tried to steal Luis from you but he said NO or you would come and get me... the whole team is awesome!!
Seriously though, you are all awesome and have great food... Thank you again for making this such a pleasant experience. Until we work together again, be blessed!



CLIENT TESTIMONIALS

BRENNAN STRINE

Private Client

Thanks so much for all the help last night! Your team was fabulous, so professional and on top of everything at every moment. David and I really appreciated being able to relax while you guys took over.

The food was amazing as well. I'm very happy to have all the leftovers in my fridge for today! :-)

Thanks again for everything. David said he could really get used to catering parties. His favorite part was no clean up - after parties is the only time I force him to help me clean!

SUSAN GERACI

Private Client

Sue and I just want to thank you for an amazing event this weekend!! It was a huge amount of work, but you really rose to the occasion! We appreciate all your insight and persistence!! It was a pleasure to work with you and we are both thrilled at the outcome!! Your staff also did a great job working within the confines of the house when the storms threatened!! Everyone had a great time and raved about how good and beautifully presented the food and drinks were!! Sue and I were able to enjoy the party and know that you were in charge taking care of business!!!!

The best part of all of this is that Joe and his friends and family (including us!), had a fantastic night that we will be talking about for many year!!! So hats off to you!!!!

DIANE AMANTE

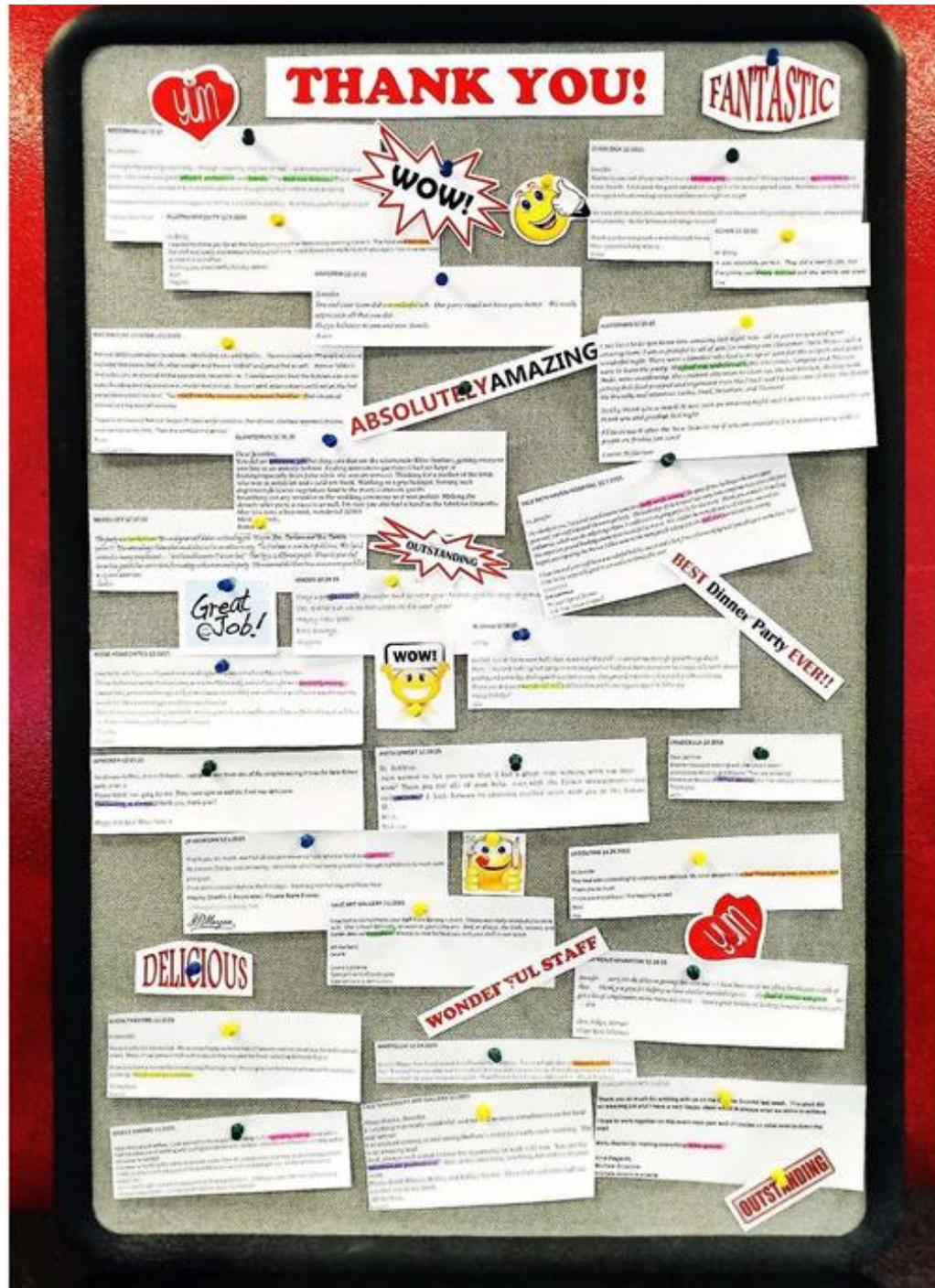
Event Planner

I do not even know where to begin to tell you what a wonderful experience it was having your team! Not only was the food phenomenal, the service and presentation was impeccable. The energy and overall vibe was awesome. Our guests were glowing. It was just a fabulous, fabulous night. To top it off, who doesn't love a chef who vacuums your home at the end! Your team is wonderful and the attention to detail is very much appreciated. Keep up the great work!!



CLIENT TESTIMONIALS

We hang up our thank you notes at the commissary. We think it is important for our staff to see positive reinforcements from our clients on a daily basis.



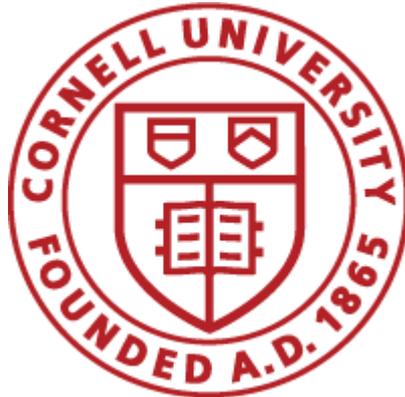


Hall of Fame

the knot
best of
weddings

catersource
ACE
ACHIEVEMENT *in* CATERING EXCELLENCE
AWARD WINNER

Jeffrey & Robin guest
teach at Cornell School of
Hotel Administration



Winner for the last
9 years



Awards
& Accolades

Jeffrey & Robin
are ICA board
members. Robin
Selden is the
current President

First Caterer to be
inducted into the



PROUD MEMBERS OF ...



CONNECTICUT
Restaurant
ASSOCIATION

Hall of Fame



Sustainability & Green Policies

- We strive to have as much locally-sourced(50 mile radius), seasonal food & beer.
- Our meat products are sourced from farms that have excellent policies regarding the humane treatment of their animals.
- By hiring local staff, and carpooling to event wherever possible, we try to reduce our carbon footprint.
- In order to reduce our power usage, we have installed motion –activated lighting in half of our commissary.
- For the well-being of our staff, we have painted our office with paint that consists of low volatile organic compounds.
- We have installed a thermo-timer system that turns only when employees are in the building.
- We employ a cleaning company that is committed to using earth-friendly cleaning products.
- All printables are printed on recycled paper. Our staff is encouraged not to print emails or the other unnecessary documents.
- Tri-State Power Oil collects our used cooking oil for recycling.
- Whenever possible, we are committed to using only sustainable seafood.
- Food that cannot be reused or consumed due to Serv Safe conditions is given to Fairfield County Community Plates.
- Commissary staff lunches are often based on leftover items that are then created into fun dishes.
- We encourage clients to use recycled plates, napkins, cups and flatware when requesting paper-goods.



Industry Support

The Selden family's passion for raising the awareness and importance of the culinary industry has propelled them to leadership positions with major industry organizations. Robin Selden is the President of the International Caterers Association (ICA) and on the Advisory Boards of [Catersource](#), [All Seated](#), and [Special Events Magazine](#). Jeffrey Selden is a founding member and President of the New York chapter of the [Wedding Industry Professionals Association \(WIPA\)](#), a board member of the ICA, on the board steering committee of the [Leading Caterers of America](#), and a Contributing Editor to [Cooking Light Magazine](#). They also collaborate with [KitchenAid](#) as culinary influencers, testing new products.



Community Support

Marcia Selden Catering & Events is deeply committed to giving back and serving the community in which they have thrived for nearly 40 years. As such, the company aligns with and sponsors many non-profit organizations including the [American Cancer Society](#), [The Lymphoma Foundation](#), [Pink Aid](#), [The Palace Theatre](#), [Stamford Symphony](#) and [Curtain Call](#). The Selden's also sit on the boards of the American Cancer Society, Governance Council for Stamford Public Schools (Robin) as well as the boards of Pink Aid and the Brooke Jackman Literacy Foundation (Jeffrey).



CULINARY PHILOSOPHY

Marcia started the now-thriving company in her home kitchen nearly 40 years ago. A true entrepreneur, she started a successful fine jewelry line that sold to stores nationwide. Famous among her friends and family as a passionate cook and frequent entertainer, a friend asked her if she knew a caterer for her daughter's wedding, Marcia volunteered and a catering star was born. Marcia has grown the company to the prolific business it is today along with her daughter, Robin Selden (Managing Partner and Executive Chef) and son, Jeffrey Selden (Managing Partner) who runs the Sales & Wedding division as well as our 'liquid kitchen' specializing in wines, spirits and mixology.

Together, this powerful trio challenges their staff to push the boundaries of creativity and to WOW their clients—every single time.

2016, Robin created a research & development department to continuously reinvent our culinary prowess.



Events that show Culinary Diversity



**Event 1:
Junk Food Dinner**

Two Roads Brewing Company

Stratford, CT 06615

Monday, May 2, 2016

GUESTS: 75

"Junk Food Dinner"

MENU

Salad

Heirloom Tomatoes | Herbed Ricotta | Roasted Peppers | Balsamic Glaze

Ritz Crostini | Pop Rocks | Maldon Salt | Micro Basil

Appetizer

BBQ Lays Chip Mac & Cheese | Cheese Doodle Crunch - Nasturtium Leaves | Flowers

Small Plate

Fried Corn Flake Chicken | Enhanced Eggo Waffles | Smoky Aunt Jemima's | Chives

Entrée

Coca Cola Crusted Short Ribs | Honey Jack Twice Sweet Potatoes | Honey Nut Cheerios Brittle
Toasted Homemade Marshmallows

Dessert

Hostess Cupcakes | Edible Flowers | Oreo Dirt | Meringue Kisses



Event 1: Junk Food Dinner





Family Centers Gala

Greenwich, CT

Friday, June 3rd, 2016

GUESTS: 340

MENU

Event 2:
Hippies & Harleys

On the Bar

Seasoned Hand-cut Potato Chips

Hors D'oeuvres

Petite Gougeres

Mini Stuffed Mushrooms | Chilled Crab Salad

Mini Caprese Bites | Yellow & Red Grape Tomatoes

Fresh Mozzarella | Basil

Quinoa Crusted Eggplant | Roasted Tomato | Saffron Aioli

Micro Greens

Grilled Zucchini Ribbons | Fresh Mint | Chili Pepper | Goat Cheese

Chilled Pickled Shrimp

Lamb Lollipops | Tangy BBQ Sauce

Salted Caramel Macaron | Candied Bacon | Smoked Gouda

Crispy Skewered Corn Flake Fried Chicken | Waffle | Sriracha Syrup

Biker Burger - Cheddar Sirloin Burger Slider | Bacon Jam | Rolls

Dinner

Salad (Preset)

Roasted Beets | Spring Greens | Fresh Asparagus | Crumbled Chevre

Micro Orchids

Avocado Green Goddess Dressing | Crispy Taro Stick

Lemon Vinaigrette Drizzle

On Tables (Preset)

Everything & Parmesan Breadsticks

Entrée

Honey-Lime Glazed Seabass | Sliced Dehydrated Orange | Tahini

Lime Honey Sauce

Pan Seared Pea Risotto Cake

Grilled Asparagus | Carrot Ribbon Bundles

Vegetarian Entrée

Quinoa Crusted Eggplant Roasted Tomato Timbale | Micro Garnish

Grilled Asparagus | Carrot Ribbon

Passed Dessert

Tied Dyed Cupcakes | Pop Rocks | Oreo Dirt

Ben & Jerry's Cherry Garcia Spike Milkshakes – Ice Cream | Milk |

Straws | Dark Rum

Mini Chocolate Chip Cookie & Vanilla Ice Cream Sandwiches

Coffee

French Roasted Regular and Decaffeinated Coffee

Regular, Decaf and Herbal Tea

Milk, Sugar, Sweet & Lo, Equal and Splenda

Beverages

Orange Juice | Cranberry Juice | Grapefruit Juice | Coke | Diet Coke |

Sprite | Diet Sprite | Ginger Ale | Tonic | Club Pellegrino | MSC Waters

Lemons | Limes

Specialty Drink

Watermelon Cucumber Mojito (**Served in Mini Mason Jars**)

Bacardi Rum | Watermelon | English Cucumber | Fresh Squeezed Lime

Simple Syrup | Mint

Full Premium Bar

Bourbon Bar

Grateful Dead Red

Flower Power IPA

Ole Smokey Harley Davison

Rebel Rider Beer

Purple Haze Beer



Event 2:
Hippies & Harleys



Chandelier Events (Angelina & Monte Lipman)

Katonah, NY

Friday, November 11th, 2016

GUESTS: 50Kids & 30 Adults

Event 3: Alice in Wonderland

Kid's Menu

Snacks

Fresh Fruit Kabobs

Mini Crudité Shots | Ranch Dressing

Mad Hatter's Tea Sandwiches

Queen of Hearts Cream Cheese | Jelly | Skinny White
(Heart-Shaped)

Diamond Shaped Turkey | Skinny Whole Wheat (Diamond)

Checker Board Cheese Sandwiches (Squares)

Chester's Mini Cheeseburger Sliders | Cheddar Cheese
Ketchup | Pickles

Stationed Items

Favorite Crispy Homemade Panko Chicken Tenders

Crispy Fries | Blue & Pink Paper Cones

Filo Hot Dogs

Dessert

Tick Tock Shortbread Cookies

Linzer Heart Cookies

Assorted Tarts: Dark Chocolate Raspberry | Vanilla Cotton

Candy Tarts

Mini Assorted Scones

Mini Red Velvet Cupcakes | Heart Shaped Sprinkles

Tea Cups Filled with:

Tea Time ~ English Tea Parfait | Lemon Mascarpone

Crumpet Crunch | Lemon Cake | Crumble Topping

Very Merry Un-birthday ~ Layers of Confetti Cake

Vanilla Mousse | Rainbow Pop Rocks

Queen of Hearts ~ Caramel Whipped Cream

Chopped Shortcake Biscuits | Strawberries | Raspberries

Kids Cake Decorating Station

4 10" Buttercream Cakes:

Confetti | Strawberry Buttercream

Lemon | Fresh Raspberries

Chocolate | Chocolate Buttercream

Vanilla | Vanilla Buttercream

With colorful icing tubes (Green | Blue | Yellow | Pink)

Decorations | Candy

Adult Buffet

Fall Flavors Salad | Roasted Butternut Squash

Red Chioggia Beets | Dried Cherries | Slivered Dates

Champagne Vinaigrette

Turkey & White Bean Chili | Cilantro

Warm Buttermilk Biscuits | Herbed Sweet Butter

Beverages

Pink Raspberry Lemonade

Mango Peach Iced Tea

Cinnamon Apple Cider



**Event 3:
Alice in Wonderland**





Nahila Chianale & Kate Brewster-Duffy

Stonington, CT

Saturday, May 28th

Guests: 100

Event 4: Moroccan Birthday

MENU

Hors D'oeuvres

Manchego | Quince Tarts
 Zucchini Rounds | Oven Roasted Tomato | Gorgonzola Cheese
 Shiitake Chips | Cashew Cream | Pickled Cauliflower
 Charred Brussel Sprouts & Feta "Sliders"
 Lacinato Kale Cake | Manchego | Romesco Sauce
 Moroccan Veggie Roll ~ Roasted Honey Pistachio | Chevre |
 Asparagus | Beet Vermicelli
 Seared Scallops | Celery Root | Tomato Oil | Micro Greens
 Spicy Tuna | Crackling Rice Chips | Avocado | Sriracha Cream
 Herb Grilled Shrimp | Yoghurt Lime Aioli | Tajin
 Shrimp & Saffron Croquettes | Saffron Aioli
 Crab Cakes | Avocado Lime Salsa Verde
 Panca Chicken | Grilled Artichoke | Lime

Moroccan "Tapas" Table

Mediterranean Mixed Olives | Harissa | Preserved Lemons
 Fresh Fava Bean Dip
 Mediterranean Hummus
 Baba Ghanoush
 Eight Spice Goat Cheese
 Grilled Pita

Moroccan Buffet

Mediterranean Chicken Tagine | Garlic | Olives | Capers | Prunes
 Apricots
 Lamb Shrank Tagine | Ras El Hanout
 Herby Saffron | Cinnamon Couscous | Slivered Almonds | Cilantro
 Harissa & Maple Roasted Rainbow Carrots | Cumin Seeds
 Edible Flowers
 Roasted Cauliflower Salad | Pomegranate Molasses
 spiked Tahini Sauce
 Fennel | Zucchini | Mint Salad | Red Wine Vinaigrette

Butlered Desserts

Pistachio Crusted Chocolate Truffles
 Mini Vanilla Crème Brûlée
 Cinnamon Churros | Dulche de Leche | Valrhona Chocolate Sauce

Tea

Shots of Moroccan Mint Tea – Gunpowder Green Tea | Spearmint
 Leaves | Honey

Late Night Snacks

Spanakopita | Tzatziki Sauce
 Artichoke Beignets | Parmesan Cream
 Meatballs | Harissa Spiked Tomato Chutney

Beverages

Liquor | Beer | Wine | Prosecco
 Juices | Sodas | Water
 Cocktail Olives | Onions | Lemons | Limes
 ICE



**Event 4:
Moroccan Birthday**



**Event 5:
NYC Wedding
"Over the top"**

State of the Art Events (Backal/Sherry Wedding)

New York, NY 10016

Saturday, June 4th 2016

GUESTS: 160

Post Ceremony

Modern Display of Artisanal Cheeses

Fig Jam | CT Wildflower Honey Comb | Lingonberry

Pommery Mustard

Dried Fruit ~ Apricots | Cranberries | Dates

Fresh Strawberries | Grapes

Rosemary Scented Cashews | Roasted Marcona Almonds | Candied Walnuts

Quince Almond Tart

Grilled Crostini | Crisp Flatbreads | Hand Rolled Breadsticks

Passed Hors D'oeuvres

Grilled Zucchini Ribbons | Fresh Mint | Chili Pepper | Goat Cheese

Lamb Lollipops | Orange Sesame Tahini | Basil Fennel Crystals

Mr. Chow's Chicken Satay | Spicy Thai Peanut Sauce

Salted Caramel Macaron | Candied Bacon | Smoked Gouda

Smoked Salmon Tartare | Cornettes | Capers | Crème Fraiche

Double Decker Grilled Cheese Miniatures | Bacon

Assorted Sushi | Wasabi | Pickled Ginger | Spicy Tuna Sauce | Soy Sauce



Event 5: NYC Wedding "Over the top"

Stations

Caviar / Iced Vodka Station

2 Black Caviar | 1 Salmon Roe Caviar

Traditional Accompaniments:

Toast Points | Buckwheat Blinis | Black Bread

Capers | Red Onion | Chopped Egg

Crème Fraîche | Chives

Ice Chilled Vodkas

Smoked Salmon Rosettes

Bloody Mary Oyster Shooter

Ceviche & Tuna Station

Stemless Martini Glasses for 3 different Ceviche:

Red Snapper | Pink Grapefruit | Tangerine Lace

Shrimp | Coconut | Lime | Lemongrass | Edible

Orchids

Wild Lobster | Passion Fruit | Red Chili

Crispy Yucca | Plantain Chips | Purple Potato Crisps |

Taro Root

Robotayaki Grill Station

Grilled Assorted Skewers

Short Rib | Chicken | Octopus | Scallops | Kobe Beef

Seasoned Vegetables - Onions | Shitake Mushrooms |

Asparagus | Eggplant

Totally Tuna

Seared Sesame Tuna | Red Chili Cream | Wasabi Micro |
Wonton Crisps

Miso Glazed Tuna Pizzettas~ Micro Arugula | Lemon
Dressing | Wasabi Cream | Pickled Ginger

Sesame Tuna Tartare | Tahini | Anchovy Aioli | Pickled
Ginger | "Morimoto Style" Lotos Root

Jumbo Lobster Display | Chilled Split Lobster Tails

Fresh Shelled Lobster Meat

Jumbo Whole King Crab Display

Jumbo Lump Colossal Crabmeat

Remoulade | Mustard Sauce | Cocktail Sauce | Tabasco |

Lemon Juice | Oyster Forks

Baby Shark & Barracuda Display

Shrimp X-Factor

Mobile Shrimp Bar- U 2-4 Giant Prawn

Giant Prawn Display (with Shell)

Remoulade | Mustard Sauce | Cocktail Sauce | Tabasco |

Lemon Juice



**Event 5:
NYC Wedding
"Over the top"**

Stations

Asian ~ "Wok this way"

Display of Noodles: Ramen Noodles | Black Rice Noodles | Soba Noodles
 Bamboo Steamed Dumplings (Hakkasan Style) - Thai Chicken & Basil | Vegetarian | Pork Shrimp Shumi
 Crystal Shrimp Hargal
 Sauces: Yuzu Wasabi | Ginger Soy | Sriracha & Honey | Garlic & Ungi BBQ | Creamy Sesame Sauce
 Mango Wasabi Coulis
 Ramen Noodle Bar offered with...
 Chicken Broth | Red Curry Coconut Sauce
 Ramen Toppings: Stir-fried Chicken & Broccoli | Ginger Spiced Jumbo Shrimp | Wok Seared Vegetables
 Cilantro | Scallions | Bean Sprouts | Toasted Sesame Seeds | Sautéed Shitakes | Crispy Shallots

Crisp Peking Duck | Mandarin Pancakes
 Hoisin | Cucumber | Scallion Shreds
 Chicken Lettuce Wraps - "Hakkasan Style"
 Blistered Shishito Peppers

Rice for Riches

Aromatic Saffron Lemon Rice
 Jasmine Cardamom Rice
 Vegetable Biryani & Jasmine Cardamom Rice
 Guests to choose:
 Indonesian Vegetable Green Coconut Curry
 Tangy Chicken Tikka Masala
 Turmeric Spiced Cauliflower | Chick Peas | Tofu | Sweet Peas

Toppings: Peanuts | Raisins | Toasted Coconut | Cilantro
 Shrimp Chips | Pepitas | Papadum Shards

Chutneys: Mango Fennel | Late Summer Tomato
 Tamarind & Green Chili Mint

Grilled Naan Bread
 Colorful Aromatic Spice Display: Ginger | Paprika
 Turmeric | Curry | Cumin



Event 5: NYC Wedding "Over the top"

DINNER

Salad

Burrata | Shaved Almonds | Wild Flower Honey
Roasted Squash | Micro Greens | Shaved Fennel
Golden & Red Beets | Frisee
Grilled Peasant Bread

On the tables

Everything & Parmesan Bread Sticks

Entrée

Lobster Saccehtini | Shaved Truffles | Wild Mushrooms
Caramelized Onions
Cognac Garlic Beurre Blanc

Vegetarian

Quinoa Crusted Eggplant | Roasted Tomato Coulis
Shaved Brussels Sprouts | Shaved Parmesan

Wedding Cake

Vanilla Cake | Dark Chocolate Buttercream
Sugar Flowers in Whites and Shades of Blush
(Peonies, Orchids & Roses)

Dessert Tree - *Hanging Garden dessert*

Mini Caramel & Candy Apples (Hanging)
Strawberry Shortcake | Lemon Curd
Caramel Brittle Tres Leches Cake | Crunchy Brittle
Dark Chocolate | Vanilla | Toasted Coconut

Elaborate Dessert Tables

Our Elegant Cookies | Candies | Chocolate Truffles |
Tartelettes | Pastries | Chocolate Dipped Pretzels |
Brownies | Turtle Bars | Fruit Jellies

Passed Waffle Shot Sundaes of Homemade Gelato:
Caramel Popcorn (Caramel sauce | Caramel popcorn)
Stracciatella (Chocolate Sauce, Whipped Cream,
Chocolate Dipped Cherry)

Burger Bash

3" Flat Top Burgers

Classic California Burgers | Cheeseburgers | Crisp Bacon
Green Leaf | Tomato | Special Sauce | Onion Buns
BBQ Pulled Pork Sliders | Creamy Coleslaw
Brioche Buns
Mediterranean Chicken Burger | Tzatziki Sauce
Ciabatta
Hand Cut Tajin Kettle Chips



**Event 5:
NYC Wedding
“Over the top”**

After Party

Katz’s Deli Station

Elaborate Display of Corned Beef | Pastrami | Roasted Turkey Breast
Mini Cocktail Rye | Pumpernickel Breads
Guildens Mustard | Russian Dressing
Hanging Meats - Salamis
Cole Slaw | Jumbo Dill Pickles in Barrel

Fresh Watermelon Margaritas

Offered To Your Guests

Cappuccino | Espresso | French Regular | Decaffeinated Coffee
Regular | Decaffeinated | Herbal Tisanes
Swizzle Sticks | Sugar | Sweet & Lo | Equal | Splenda
Milk | Skim Milk | Flavored Syrups
Biscotti Assorted

Cans of Dr. Brown’s Sodas: Cream | Cel-ray | Black Cherry | Orange

Orange Juice | Cranberry Juice | Grapefruit Juice | Coke | Diet Coke | Sprite | Diet
Sprite | Ginger Ale | Tonic | Club Pellegrino | MSC Water
Lemons | Limes
Ice



**Event 5:
NYC Wedding**



Victoria Dubin Events (Siegal Bar Mitzvah)

547 W 26th St, New York

Saturday, December 3rd, 2016

GUESTS: 160 Adults - 135 Kids

**Event 6:
Sports Mitzvah**

Adult Passed Hors D'oeuvres

Truffled Grilled Cheese

Quinoa Crusted Eggplant | Roasted Tomato

Saffron Aioli

Crisp Vegetable Spring Rolls | Spicy Orange Sauce

Southwestern Vegetable Empanadas | Chile Mojo

Parmesan Truffled Tater Tots | Paper Cones

Smoked Salmon | Mini Potato Shallot Cakes

Crème Fraiche | Caviar | Chives

Spicy Tuna | Wonton Rounds | Avocado | Sriracha

Vietnamese Summer Rolls | Sweet & Spicy Dipping

Mini Sirloin Sliders | Onion Brioche | Crispy Onions

Ketchup

"Old School" Hot Dogs - Puff Pastry | Mustard

Ketchup

Mini Salmon Burger Sliders | Caper Remoulade

Pickled Red Onions | Rolls

Z'nacks! Station

Buffalo Chicken Bites | Celery | Hot Sauce

"Old School" Hot Dogs - Puff Pastry | Mustard

Ketchup

Parmesan Truffled Tater Tots

Sirloin Sliders | Brioche | Ketchup

Mini Chicken Tacos | Sharp Cheddar | Salsa Verde

Flour Tortilla

Mac & Cheese Bites

TAPAS

Warm Sautéed Wild Mushrooms | Melted Goat Cheese

Mediterranean Cracked Olives | Orange | Lemon

Roasted Beets | Slivered Red Onion | Lemon Zest

Israeli Couscous | Roasted Tomato | Preserved Lemon

Olives

Hummus | Baba Ghanoush

Fresh Crisp Colorful Crudité: Purple Cauliflower

Purple & Yellow Carrots | Jicama | Peppers

Tall Parmesan Breadsticks

Israeli Salad: Fresh Tomatoes | Cucumbers | Red Onion

Fresh Herbs | Olive Oil

Soft Warm Pita Breads | Grilled Pita Crisps



Event 6: Sports Mitzvah

Pull My Mozzarella Station Freshly Made & Pulled

Artisanal Mozzarella - "Pulled to order"

Mozzarella Bombs - Basil Pesto | Chipotle Harissa

Sticky Buns - Mozzarella | Wildflower Honey

Balsamic Pears | Crispy Garlic

Heirloom Tomatoes | Basil Flowers

Tomato Tartare | Herbed Ricotta | Micro Basil

Basil Crystals | EVOO

Grilled Ficelle | Herbed Focaccia | Hand-Rolled

Parmesan Breadsticks

Specialty Olive Oils & Vinegar Display | Fig Jam

Salt Bar: Pink Himalayan | Grey Sea Salt | Maldon |

Smoke Sea Salt | Truffle Salt | Alaea Hawaiian Sea Salt

Pepper Bar: Tellicherry Black | Malabar | Madagascar

Pink Peppercorns | Mexican Tajin

"Salad-tini" Cart

"Hail Caesar Salad" - Romaine | Rainbow Kale | Crispy

Chick Peas | Shaved Reggiano Parmesan | Broccoli

Florets Garlic Bread Croutons | Creamy Caesar

Dressing

"Americano" - Chopped Iceberg | Grape Tomatoes |

Shaved Red Onion | Grilled Corn | Carrot Curls

Buttermilk Ranch Dressing

"Tricolore Salad" – Radicchio | Bibb & Endive |

Roasted Peppers | Artichokes | Heirloom Tomatoes

Red Wine Vinaigrette

ZACK SHACK

Grilled Sirloin & Quinoa Veggie Burgers

Lettuce | Tomatoes | Ketchup | BBQ Sauce | Mustard

Chili | Brioche Buns | Pretzel Rolls

Garlic Bread Steak Sandwiches | Fried Onion Rings

Brioche

The Original Ramen Burger | Sirloin Burger

Pickled Onions

Hand Cut Potato Chips | Sweet Potato Chips | Purple

Potato Chips

MAZZIVE Milkshakes

Cookie Monster: Oreo Ice Cream | Chocolate Sauce |

Whipped Cream | Chocolate Chip Cookie

American Puff: Chocolate Chip Cookie Dough Ice

Cream | Whipped Cream | Fruity Pebbles | Assorted

Candies



**Event 6:
Sports Mitzvah**

DESSERT

Belgian Waffles

Homemade Whipped Cream | Belgian Chocolate | Salted Caramel Sauce | Raspberry Coulis

Caramelized Cookie Crumbs | Shredded Coconut | Crunchy Speculoos | Bananas Strawberries

Donut Deliciousness

Donuts: Glazed | Powder Jelly | Boston Cream | Chocolate Glazed | Red Velvet | French Toast | Strawberry Sprinkle Apple Cider | Cannoli | Cookie Dough Boy | Cookie Monster | Apple Pie | Pumpkin Pie | S'mores | Black Rock Apple Cranberry Cheesecake | Big Blue

Yummy Sauces: Raspberry | Valrhona Chocolate | Caramel | Vanilla Crème Anglaise

Toppings: Caramel Corn | Toasted Coconut | Sprinkles | Shaved Chocolate Curls Oreo Crunch

Fun Butlered Desserts

Warm Bite Size Cinnamon Churros | Dulce de Leche | Valrhona Chocolate Sauce

Assorted Mini Sorbet Popsicles: Key Lime Pie | Mango Passion | Raspberry Hibiscus Retro Homemade "Twinkies" & "Devil Dogs"

Dessert for all guests (set on coveyor belt)

S'more Pot de Crème

Homemade Hostess Cupcakes & Twinkies

Tiramisu Crepe Bites - Cocoa Sifter, Crumbled Cookies

Fresh Fruit and Berry Skewers

Elaborate Candy Bar

AFTER PARTY

Bagels to go

Plain Bagels on Wooden Dowels with Smoked Salmon & Plain Cream Cheese



**Event 6:
Sports Mitzvah**





Product/ Menu Development



Menu Development

We had the great opportunity to work with Andrea Bocelli and Martha Stewart creating an event on a private yacht that seated 150 guests. The foundation hosted members of the "Voices of Haiti" choir, who made their debut during their week-long stay in New York City. Martha partnered with us in creating a healthy kids lunch. For dessert she challenged us to make something refreshing for a hot summer day that was "All-American" and something that the kids may not have had before and would love! We created a variety of specialty popsicles:

Popsicles

- Key Lime Pie - Martha's favorite!
- Cookies and Cream - Oreo Madness
- Cereal Milk & Fruity Pebbles
- Raspberry Pomegranate
- Mango Passion Fruit





Truffles

Dark Chocolate Marshmallow S'more Truffles with Graham Cracker Crumbs
Toasted Coconut White Chocolate Tropical Truffles with Grilled Pineapple Batons -
Pina Colada Crème Anglaise
Kona Chocolate Pecan Praline Truffles with Bourbon Caramel & Chili Candied Pecans

Menu Development

Trio of Truffles - We had a client whose favorite dessert was truffles and wanted them incorporated into their formal seated dinner somehow. Knowing that truffles are not typically offered as part of a plated dessert, we were challenged to create this combination that was such a hit that we added it to our menu and has become a fan favorite!





Menu Development

This client wanted something unique and special for their first course that would blow away their guests both visually and in taste! We were working in a space that did not have a kitchen and the entire meal needed to be cold or room temperature so we came up with our chilled Char Crudo.

This appetizer was magazine worthy, a Michelin rated star & a Zagat winner!

Char Crudo

Pea Shoots | Dried Figs | Charred Brussels Sprouts
Watermelon Radish | Crispy Chick Peas | Golden Tomato Gelee
Fennel Fronds | Edible Flowers.





Kiwi Carpaccio

Watercress | Blueberries | Jicama | Hibiscus
Basil Crystals | White Balsamic Vinaigrette

Menu Development

We had a bride that LOVED Kiwi and wanted a way to incorporate her favorite fruit into her appetizer. We came up with a “fresh and fruity” salad that was stunning, architecturally designed, and simply irresistible.





Mozzarella Bombs

Mozzarella | Basil Pesto | Arugula

Menu Development

Mozzarella Bombs were designed for our “Pull your Mozzarella Station.” The mozzarella was injected tableside with Basil Pesto & Chipotle Harissa. This was a fun & interactive way to get the guests excited!





Menu Development

We needed to design a fun action station that would allow us to interact with the guests at The Greenwich Food + Wine Festival. Our goal was to make sure that we stood out amongst the 12 food stations that the Innovative Chefs of the Year were to create. Our plan was to showcase how creative catering cuisine can be since Robin was the only catering chef to win this great honor. The station included three pre-made layered salads in clear martini shakers. All but one included an alcoholic component to play off the bar theme. Once the guests selected their salad, we would add the dressing and shake it up for them. This allowed us to have great conversation with the prospective clients and guests. In addition we were shaking a specialty "salad cocktail" that we called our Cucumber Saladtini. This was intriguing for the guests that may not have wanted to have a salad but were excited by a fun cocktail that came from our salad bar".

Shake it Up Saladtini Bar

Hail Caesar ~ Lacinato Kale | Crispy Chickpeas | Garlic Bread Croutons

Dizzy Tuna Poke ~ Shaved Napa Cabbage | Brown Rice | Sake Soy Dressing | Garlic Chips| Furikake

Bloody Mary Shrimp + Jumbo Lump Crab - Romaine | Celery | Heirloom Tomatoes| Bloody Mary Vodka Dressing

Cucumber Saladtini ~ Fresh Pressed Cucumber | Hendricks Gin | Micro Basil | Mini Cucumbers





Miso Sea Bass with Wok Fried Vegetables and Edamame Mash

Menu Development

This client challenged us to create a whimsical entrée that had an Asian flare and a "WOW" factor. They wanted it to be a show stopping plate that when delivered to their guests the response would be enchantment and happiness! We accomplished this with this beautiful plate and in fact our client is STILL talking about it!





Meatball + Spaghetti Sliders

Menu Development

Our Meatball + Spaghetti Slider was one of our most popular bites of 2016!

Inspired by the famous Ramen Burger we made our own signature bite with a twist. Pan Seared Spaghetti Cakes with Fresh Tomato Basil Sauce, our yummy homemade Mozzarella and crushed Mini Meatballs. You cannot just eat one! #yum





Menu Development

Hummus Tasting for a vegetarian wedding. This client was all about eating from a rainbow of vegetables and wanted everything at her wedding to be unique and beautiful to look at but more importantly she did not want her guests to even realize that the entire menu was vegetarian. We needed to create hearty, satisfying options that would excite even the carnivores in the crowd. We designed our hummus tasting to be visually appealing and unexpected. Each guest table had two specially designed wooden boards that had notched out of them a place for each bowl to sit perfectly enabling them to pass the boards with ease.

Hummus Tasting

The flavors included Asian Black Bean, Sesame Edamame, Vanilla White Bean Carrot Ginger Almond, Turmeric Cauliflower Olive and Beet with Pickled Red Onion.



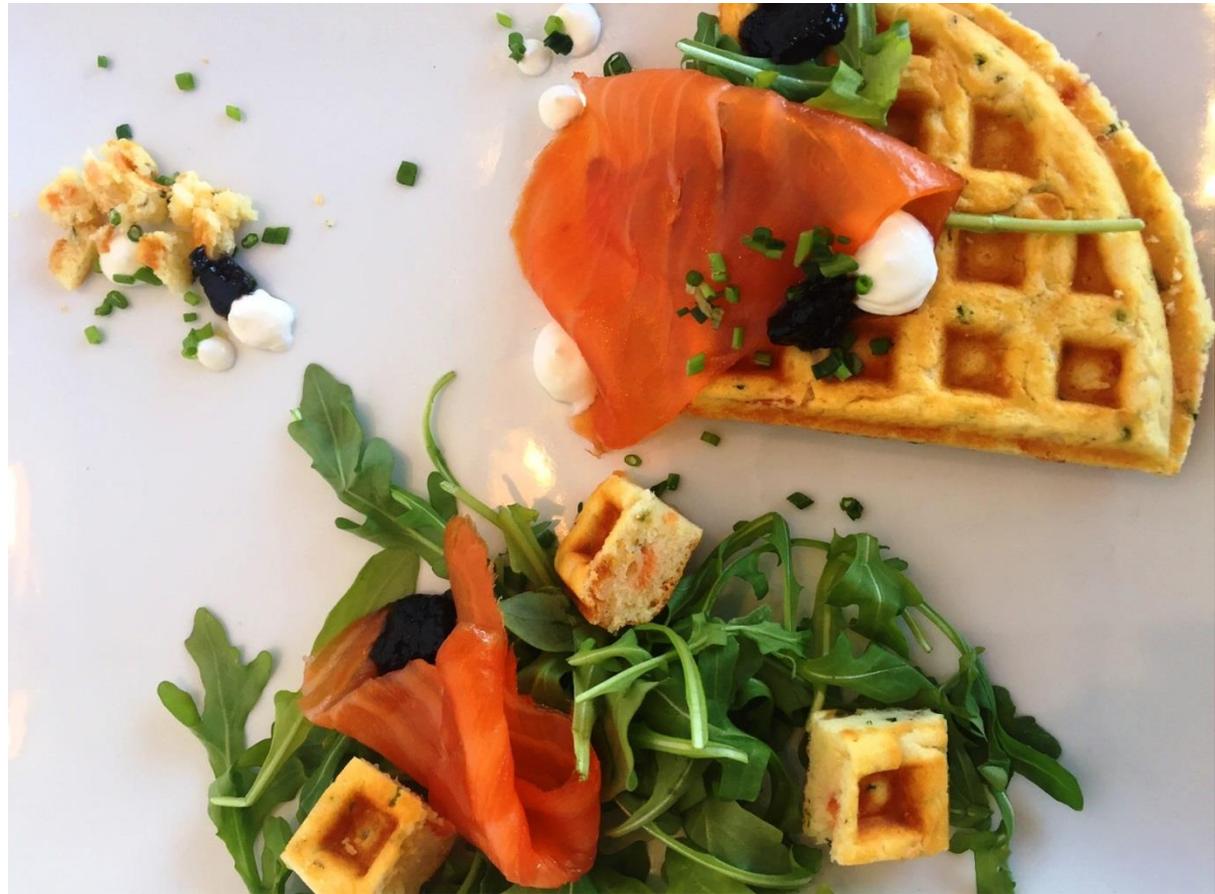


Menu

Development

Brunch Option plate for a corporate client. Protein packed, one plate, brunch options for their late morning office meetings. We made the waffle dough with diced smoked salmon and then made mini waffle croutons to embellish the salad.

Smoked Salmon Waffles with Crème Fraiche & Caviar





Want some candy? All about the Candy Dessert Party

Menu

Development

Our versions of retro fan favorite candies included Butterfingers, Peppermint Patties, Almond Joys, and Twix Bars
Created for a Candyland themed party for one of our favorite clients



marcia
CATERING & EVENTS
selden



Caterer of the Year



#yum