

# CATERER OF THE YEAR

24 CARROTS CATERING & EVENTS



24 CARROTS CATERING & EVENTS  
COSTA MESA, CA

# CATERER OF THE YEAR

24 CARROTS CATERING & EVENTS



## BUSINESS PROFICIENCY

### BUSINESS LICENSE

#### CITY OF IRVINE BUSINESS LICENSE

**One Civic Center Plaza | P.O. Box 19575 | Irvine, CA 92623-9575 | 949-724-6310**

The person, firm or corporation named below is granted this license pursuant to the provisions of the City Code of Ordinances to engage in, carry on or transact the business, trade, calling, profession, exhibition or occupation described below for the period indicated. It is the responsibility of the applicant/licensee to ensure that his/her business complies with all applicable City Codes and the City Zoning ordinance. In the event it is determined that the business does not comply, the business license may be revoked by the City.

Name: 24 CARROTS LLC  
NORM BENNETT

Address: 150 BAKER ST  
COSTA MESA, CA 92626-4503

Owner/Rep: NORMAN BENNETT - MANAGING MEMBER

Business Description: CATERING AND EVENT PLANNING

License Number: 900170

Issue Date: 12/19/17

Expiration Date: 12/31/18

No. Personnel: 60

Ownership: LLC

**NON TRANSFERABLE**

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HEALTH DEPARTMENT GRADING

## ORANGE COUNTY HEALTH CARE AGENCY

ENVIRONMENTAL HEALTH  
1241 EAST DYER ROAD, SUITE 120, SANTA ANA, CA 92705-5611  
(714) 433-6000

Type of Business: CATERING 6000+ SQ FT (0123)

Record ID: PR0110524

Owner: 24 CARROTS LLC

Name of Business: 24 CARROTS

Location: 150 E BAKER CIR  
COSTA MESA, CA 92626

**EXPIRES NOVEMBER 2018**

Permits are valid until the first day of the month listed above

7020

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## FINANCIAL VIABILITY

### WHO WE ARE

24 Carrots is a full-service catering and events company, and restaurateur, serving all of Southern California. We help create extraordinary weddings, social gatherings, and corporate events by placing a strong emphasis on personalized customer service. Our approach is simple: We hold ourselves to exceptionally high standards because our clients deserve the absolute finest.

### A NAME SYNONYMOUS WITH INTEGRITY

Over the years, 24 Carrots has built a stellar reputation based on our honest approach to business and unwavering commitment to excellence. We refuse to compromise on quality and our friendly, team-driven culture complements our award-winning food. We are proud to have earned both the respect of our peers and the continued business of our loyal customers.

### JUST THE RIGHT FIT FOR REMARKABLE RESULTS

We are not a big conglomerate that churns out cookie-cutter parties with no regard for our client's wishes and desires. And we are not a small mom-and-pop shop that lacks the resources to ensure their event runs smoothly. 24 Carrots is right in the middle - the sweet spot that provides our clients with the utmost personal attention and unlimited possibilities for their one-of-a-kind occasion.

### REFRESHING IDEAS THAT KEEP GUESTS TALKING

The 24 Carrots team of experts are not interested in just meeting expectations. We want to make jaws drop! Our creative staff and talented partners continually push for imaginative new ideas, making us one of the top trendsetters in the catering and events industry.

### BRINGING PEOPLE TOGETHER FOR ALL OF LIFE'S SPECIAL MOMENTS

24 Carrots is more than just a caterer. Yes, we love astonishing our guests with attentive service, mouthwatering food, and an inviting environment. But what really matters most is helping our guests create memories that will last for a lifetime, with the people you care about most. Our well-prepared experts think of all the things that turn a mundane event into an unforgettable experience.

### GIVING BACK TO THE COMMUNITY

24 Carrots is a proud member of Chefs to End Hunger, a non-profit organization based in Los Angeles that provides redistributed meals to the hungry. Since we donate our leftover and unused food to this great local program, every one of our events makes a difference in our Community.

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## 2017 In Numbers

Total Sales:	\$21,236,424.38
Number of Events Produced:	8,970
Total Number of Guests Served:	380,085
Number of Offsite Staff Sent to Events:	16,363

## ACCOUNTANTS STATEMENT OF REVENUE – 2017

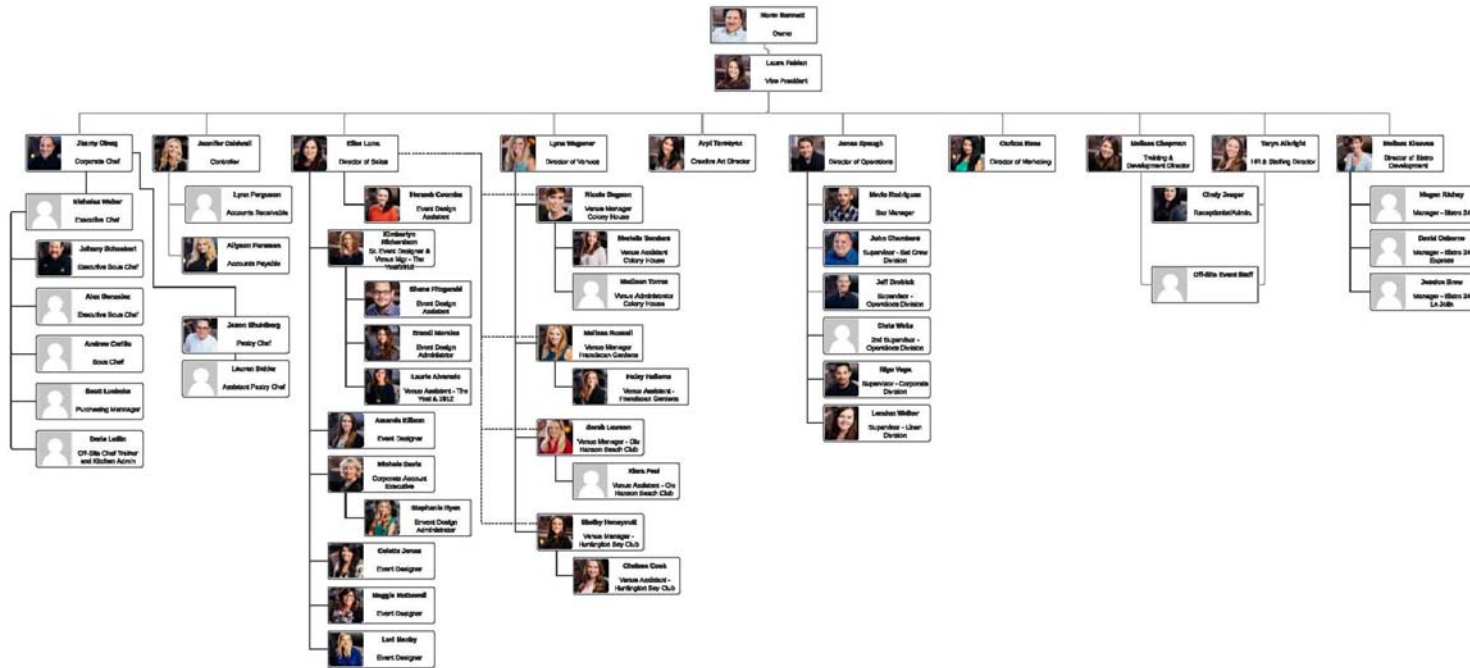
Revenue:	100.00%
Cost of Sales:	50.00%
Expenses:	39.00%
Profit:	11.00%

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24 CARROTS ORGANIZATIONAL CHART



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### JOB DESCRIPTIONS

#### VICE PRESIDENT

Responsible for the overall success of the company. Reports directly to the owner and is responsible for helping the company achieve financial goals and objectives, increasing operating performance.

- Preparation of budgets and business plans.
- Solving internal issues as they arise.
- Communicating company strategy to appropriate departments and presiding over company-wide operations.
- Analyzing financial reports.
- Overseeing revenue generation.
- Ensuring company policies and procedures are followed by each department.
- Attracting, retaining and motivating staff.
- Setting goals, monitoring work, and evaluating results to ensure departmental and organizational objectives and operating requirements are met and are in-line with the needs and mission of the company.

#### EXECUTIVE CHEF

Responsible for daily operations in the kitchen. Direct preparation, seasoning, and execution of corporate catering, special event menus, and tastings.

- Support management with catering proposals, menu pricing, and menu innovation.
- Assist Sales and Marketing teams in menu development and costing for special event catering.
- Implement and maintain Culinary Excellence Standards.
- Train and manage kitchen personnel and supervise all culinary activities.
- Execute all off-site catering that requires on-site support.
- Standardize production recipes to ensure consistent quality.
- Ensure that the kitchen equipment is in good conditions and meets all health code requirements.
- Organize the kitchen staff and supervise while working.
- Train the kitchen staff to meet imposed standards.
- Cleans the equipment and utensils and maintains the kitchen clean and in good order for proper functioning.

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### PASTRY CHEF

Oversees the pastry department. Direct the preparation, seasoning, and execution of corporate desserts, special event menus, and tastings.

- Create and prepare desserts, breads, and baked goods in accordance with the existent menus.
- Standardize dessert recipes and presentation for serving.
- Creates baked goods for specific diets (gluten free, sugar free, etc.).
- Ensure that the kitchen equipment is in good conditions and meets all health code requirements.
- Organize the kitchen staff and supervise while working.
- Train the kitchen staff to meet imposed standards.
- Cleans the equipment and utensils and maintains the kitchen clean and in good order for proper functioning.

### DIRECTOR OF SALES

Responsible for planning and implementing company-wide sales goals, both short and long range, targeted toward new and existing markets.

- Directing sales forecasting activities and setting performance goals accordingly.
- Monitoring competitor products, sales, and marketing activities.
- Establishing and maintaining relationships with industry influencers and key strategic partners.
- Meeting with key clients, assisting sales representatives with maintaining relationships and negotiating and closing events.
- Preparation of sales reports showing sales volume, potential sales, and areas of proposed client base expansion.
- Communication with all operational departments to ensure sales are executed properly and successfully.
- Reviewing and analyzing sales performance on an individual and company-wide basis to determine effectiveness.
- Hiring, training, and development of sales department staff.
- Implementing sales incentives and employee appreciation activities.



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### DIRECTOR OF OPERATIONS

Supervises the production of the warehouse and all facets including ordering, receiving, processing, recording, and distributing supplies and equipment.

- Inventory of all rentals and equipment.
- Vehicle maintenance and routing schedule.
- Purchasing and budgeting equipment.
- Maintains physical condition of warehouse and equipment.
- Ensuring all equipment is packed and delivered to events.
- Makes sure safety regulations are followed.
- Maintains warehouse staff by recruiting, selecting, orienting, and training employees.

### DIRECTOR OF VENUES

Manages current and future staffed venues, implementing strategies to grow the revenue at existing venues and pursue other/new venues throughout Southern California.

- Manage and support 24 Carrots Venue Managers.
- Produce weekly sales reports, annual reviews, and performance assessments at irregular intervals.
- Act as venue manager in manager's absence.
- Research, contact and connect with new venues at regular intervals.
- Build and strengthen venue relations, both new and existing.
- Venue visits, tastings, lunches, as well as complete RFPs for new venues at irregular intervals, as needed.
- Sell and execute events for new venues, as needed.
- Assist Vice President as needed.
- Sales team assistance - daily, weekly, as needed or for sick or maternity leave assistance.
- Accountable for profits, sales, budgets, quality control and controls of cost.
- Year over year growth of venues.

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### CREATIVE ART DIRECTOR

Controls the aesthetics of the company and is responsible for bringing in new product, designing events and photo shoots, and assisting chefs in food styling.

- Create relationship with vendors, setting up wholesale accounts when beneficial.
- Plan and style photo shoots for magazines, bloggers, ad campaigns, blog use, in-house, etc.
- Attend events to set up and style stations, tables, and address aesthetic needs.
- Create standardized set ups for servers and chefs to set up on site.
- Holiday décor for office, events, and restaurants.
- Assist chefs with food styling on site, at tastings, for photo shoots, etc.
- Assist chefs in menu development.
- Work with craftsmen to design and build in house.
- Accountable for determining rental costs, bring in revenue through vessels and offered services, staying within yearly budget.

### DIRECTOR OF MARKETING AND PUBLIC RELATIONS

Responsible for planning, developing, and implementing marketing and public relations strategies, both external and internal. Oversees delivered content, ensures brand is consistent and relevant.

- Create and implement marketing plans based upon overall company goals.
- Plan and execute sponsored events for industry, culinary partners, and non-profits.
- Review and approve sponsorship requests (event industry, non-profits, culinary partners, and photoshoots), keeping within yearly sponsorship budget.
- Represent the company at mixers, to maintain relationships with repeat clients and cultivate relationships with future prospects.
- Manage productivity by providing the sales team tools for success.
- Maintain and update website, media presence, and advertising.
- Assist chefs in menu development.
- Articulate desired image to press, prospective clients, and general public.

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### CONTROLLER

Accountable for the accounting operations of the company, to include the production of periodic financial reports, maintenance of an adequate system of accounting records, and a comprehensive set of controls and budgets designed to mitigate risk, enhance the accuracy of the company's reported financial results, and ensure that reported results comply with generally accepted accounting principles or international financial reporting standards.

- Maintain a documented system of accounting policies and procedures.
- Ensures that accounts payable are paid in a timely manner.
- Ensure that accounts receivable are collected promptly.
- Process payroll in a timely manner.
- Ensure that periodic bank reconciliations are completed.
- Maintain an orderly accounting filing system.
- Maintain a system of controls over accounting transactions.

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### STAFFING MANAGER

- Schedule all servers, bartenders and chefs at all offsite locations.
- Supervising, coaching, and helping employees reach their maximum potential.
- Maintain and keep records of enrollment, attendance, payroll, and employee relations.
- Update entire required employment forms.
- Administers benefits programs such as health, and dental insurance, vacation, sick leave, leave of absence, employee assistance and 401K.
- Investigates and reports all accidents and prepares reports for insurance carrier.
- Provide current and prospective employees with information about policies, job duties, working conditions, wages, and opportunities for promotion and employee benefits.
- Handles employee relations counseling, outplacement counseling, and exit interviewing.
- Develop and maintain employee handbook and labor posters.

### TRAINING AND DEVELOPMENT MANAGER

- Recruiting and hiring of all new employees.
- Develop policies and procedures for all offsite staff.
- Maintaining consistency within event production.
- Training and developing growth of leads, trainers, and offsite staff.
- Assist with scheduling of servers and bartenders.
- Oversee and develop restaurants.
- Assists sales team with event logistics.
- Supervising, coaching, and helping employees reach their maximum potential.

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## CATERING AND EVENT MANAGER

- Manage event information, coordinate event functions, and supervise vendor services for all off-site catered events, and events taking place at our preferred, exclusive, and partner venues.
- Actively solicits all types of catering business from various sources of leads. These includes incoming leads through the 24 Carrots website, telephone, and venues.
- Process correspondence, BEOs, proposals, and contracts accurately and efficiently.
- Work directly with internal departments to ensure all event details are accounted for.
- Responsible for accounting support duties; such as payment collection for individual events sold.
- Conducts site tours/visits with potential clients.
- Gather accurate information and ensure that event setups are accurate for events and that information is efficiently communicated to staff.
- Indirectly supervise onsite staff. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include planning, assigning, and directing onsite work; addressing complaints and resolving problems.
- Remain current of national trends in the industry and local market changes to best serve clients. Establish and maintain relationships with industry influencers and key community and strategic partners for maximum exposure.
- Conduct in-house tastings for social/wedding/large corporate events.

## EVENT PRODUCER

- Provide support for Event Designers and assisting clients - ensuring that orders are fulfilled, with a focus on the client's needs and the company's combined success.
- Create and modify documents such as invoices, reports, memos, letters and financial statements, to coordinate work flow and maximize office output.

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### LEAD SERVER

Lead servers are in charge of the execution of events. All on site staff is responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Event Designer and Client, actively contributing as an integral part of the team. Duties will include event set-up, food/beverage service, event breakdown, and the care and packing of equipment, décor and food.

- Make sure that the tables are decorated correctly.  
Make sure the food is presented well.
- Ensure service is up to 24 Carrots standards.
- Works directly with client or event coordinator and are in charge of addressing and fixing any questions or concerns before or during service.
- Managing on site staff, make sure that they are in uniform and serving the clients in a speedy and friendly manner.
- They are the liaison to the chefs and cooking staff in the back, letting them know what food needs to be replenished.

### SERVER

Servers are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Lead Server and actively contribute as an integral part of the team. Duties will include event set-up, food/beverage service, event breakdown, and the care and packing of equipment, décor and food.

- Responsible for set-up, clean-up, and to function as part of the team assisting whenever and wherever necessary.
- Ready to provide service with a smile, in polished uniform in compliance to employee handbooks.
- Gain and maintain a familiar with the menu and be prepared to explain it to guests, accommodating special requests and dietary restrictions.
- Replenish event tables accordingly.

### BARTENDER

Bartenders are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Lead Server and actively contribute as an integral part of the team. Duties will include event set-up, beverage service, event breakdown, and the care and packing of equipment, décor and food.

- Bartenders are expected to help with set-up, clean-up and to function as part of the team assisting whenever and wherever necessary.
- Prepares alcoholic or nonalcoholic beverages.
- Interacts with guests and take multiple orders at one time.
- Check customer identification to confirm it meets legal drinking age.
- Comply with all food and beverage regulation and laws.
- Collect money and keep track of inventory.
- Attempt to limit problems and liability related to customers' excessive drinking by taking steps such as persuading customers to stop drinking, or ordering taxis or other transportation for intoxicated patrons.

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## LEAD CHEF

All Lead Chefs are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Event Designer and Client, actively contributing as an integral part of the team. Duties will include being prepared, packing, onsite kitchen set-up, proper food preparation, time management, kitchen breakdown, and the care and packing of equipment, décor and food.

- Responsible for set-up, clean-up, and load all kitchen related space and equipment.
- Review menu and BEO and have a plan for chef team prior to arrival.
- Organize, manage, and delegate tasks all adhering to and meeting the timelines and requirements of an event.
- Coach, motivate, and counsel all onsite chefs.

## EVENT CHEF

All onsite chefs are responsible for assisting in the execution of an event. They shall perform the duties assigned to them by the Event Chef Lead and actively contribute as an integral part of the team. Duties will include being prepared, packing, onsite kitchen set-up, proper food preparation, time management, kitchen breakdown, and the care and packing of equipment, décor and food.

- Responsible for set-up, clean-up, and to function as part of the team assisting whenever and wherever necessary.
- Ready to provide service with a smile, in polished uniform in compliance to employee handbooks.
- Gain and maintain a familiarity with the menu and be prepared to explain it to guests, accommodating special requests and dietary restrictions.
- Replenish event tables accordingly.

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### EMPLOYEE RECOGNITION AND APPRECIATION

At 24 Carrots we truly believe in our staff. We couldn't be where we are today if it weren't for the hardworking individuals who help drive this company on a day-to-day basis. Therefore, we go the extra mile to ensure they love what they do, they stand behind the ethics and values of 24 Carrots, and they feel appreciated. We accomplish this in many different ways.

### DEPARTMENT CELEBRATIONS

Each department leader is encouraged to reward their team quarterly with an "out-of-office" activity. This can be as simple as a hosted happy hour at a local restaurant, or a fun activity like going to a trampoline park. All expenses are paid by 24 Carrots so the team can enjoy themselves and bond with each other outside of the office.

### EMPLOYEES OF THE MONTH

Each month, the leadership team names two employees "Employee of the Month." The selection process is based on accomplishments made in the prior month. We select one person from our "off-site" pool of employees. This includes all of our lead servers, servers, trainers, lead chefs, chefs, bartenders, corporate drivers, and rental set-crew. The other person is selected from our "on-site" pool of employees. This includes our entire office staff, operations department, and kitchen department. The winners are recognized throughout the month and given one hundred dollars each.

### WINE WEDNESDAY

Multiple times throughout the year we host a fun hour of wine and cheese. Norm, the owner of 24 Carrots, pulls a few bottles from his extensive collection of wine and shares it with office staff. It is a nice way to enjoy time together in the middle of the day. Plus, who doesn't love good wine and a 24 Carrots cheese plate?

### CATERSOURCE

Every December we select 4 to 6 people from our team to attend Catersource. We make selections based on overall sales, accomplishments, and tenure. All team members who are invited to attend have an all-expenses paid trip. During the day, the team is required to attend classes and network with their peers. We feel this is such a rewarding experience for everyone involved. Although we have found great success in what we do, we always have room to grow and improve. We love the fact that our team can learn and grow alongside other companies that truly understand our triumphs and defeats. At night, our focus is all about spoiling our team and bonding with each other. We dine at some of the best restaurants Las Vegas has to offer, and then hit the town for a Cirque show, and even test our luck on the tables together.

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### HOLIDAY PARTY / COMPANY APPRECIATION PARTY

Well, we actually refer to it as the “Post Holidays, Holiday Party.” What caterer has time to have their own holiday party in December?! Not us – which is why we celebrate in January! The entire company, all 300 employees, are invited to join us for a fun night filled with delicious food, good drinks, games, awards, and prizes. The staff looks forward to this fun event each year, and we look forward to seeing our staff truly enjoy themselves.

### EMPLOYEE OF THE YEAR

Each year we announce the Employee of the Year at our annual party. This individual is selected based on accomplishments throughout the year such as sales (if applicable), customer service, peer interactions, special achievements, and achievement of goals set-forth by management.

### EMPLOYEE DISCOUNTS

The 24 Carrots office staff and full-time employees are offered a 40% discount on catered events. In addition, they may also use our rentals at no charge should they be available to use. All other employees are given a discount ranging from 10 to 40% based on their length of employment and role. We also offer a 30% discount at our 5 bistro locations for all employees.

### FRIDAY FAMILY LUNCH

Every Friday our office orders complimentary lunch from our Bistro 24 location. The food arrives and our staff eats lunch together in the tasting room. This has been a fun Friday tradition for the past 8 years. We even added Jimmy Fallon and funny YouTube videos to the agenda this year. It is always a fun hour of laughter, good people, and funny conversations.

### BIRTHDAY CELEBRATIONS

We seem to have a birthday celebration every day, but that is okay – we love treats! We do our very best to pick out the person’s favorite dessert or food and gather everyone around for a very off-key rendition of Happy Birthday. It is a fun 30 – 40 minutes of enjoying a few treats (sometimes wine) and good company.

### LIFE MILESTONE CELEBRATIONS

Baby on the way, engagement, graduation, you name it and we will celebrate you for it. We are known to throw some classy parties for our staff when they have a big event coming up like their wedding or a baby on the way. It’s a fun time to celebrate and let the employee know that we truly care about them. After all, we are family.

### SPECIAL CIRCUMSTANCES

Our employees mean the world to us. When they are in need of assistance when times are tough, we will help in whatever way we can. If that means co-signing for a car, giving an advance, or donating food, we will step in where we can to assist.

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### MARKETING PLAN EXECUTION FOR 2017

2017's campaign strategy prioritized guest experience over everything. We purposefully participated in a generous amount of industry and community events, in which exposure allowed guests to experience our services as a whole - not just food but service, style, and an overall immersive experience. Word of mouth has always been our strongest marketing tool, and being able to share a carefully curated experience with our guests, creative partners, and potential clients, allowed for them to be our advocates and our marketing tools.

As always, we have taken a multifaceted approach to sales and marketing. Our overall company esthetic is modern, crisp, and current – yet fun and approachable. We want our clients to feel like they are working with a company that is not only the very best at what they do, but they enjoy every minute of it. The truth of the matter is...we do love what we do!

We dove deep into the target audience, goals and media channels — including print and digital. We didn't overlook print as it's still a strong media channel to reach 24 Carrots' core audience. With this in mind, we handpicked online outlets to help cast a wider geographic net and industry print publications to drive awareness and business at a local level.

We have taken a multifaceted approach to sales and marketing. Our overall company esthetic is modern, crisp, and current – yet fun and approachable. We want our clients to feel like they are working with a company that is not only the very best at what they do, but they enjoy every minute of it. The truth of the matter is...we do love what we do!

Our marketing has consisted of both print and digital publications. Regardless of the steady rise in digital popularity, we still feel that brides love to run out and buy bridal magazines the second they get engaged. We have taken great efforts to collaborate with publications that are parallel our standards and level of creativity. Through these efforts, we have created amazing relationships that have proven to be equally beneficial for both 24 Carrots and the publications. We are often times featured in multiple page spreads (both wedding focused publications and lifestyle focused publications), asked to participate in Q&As, and will always be there to support their magazine launch parties with innovative bites and cocktails.

We have also aligned ourselves with some of today's most popular and successful online blogs and publications. We have been a member of Style Me Pretty's Little Black Book for the past 5 years and have hundreds of "Real Events" featured through their multiple outlets. We also continue to market ourselves through online resources like Wedding Wire, The Knot, The Venue Report, Carats & Cake, and Grace Ormonde Wedding Style, Wedding Compass, and Wedding Spot.

As we all know, social media plays an extremely important role in today's business world. 24 Carrots has over 22,700 followers on Instagram and have been asked to do multiple "Instagram Takeovers" for leading industry professionals, including Wedding Wire (436,000 followers). In addition to the 24 Carrots Facebook, Instagram, Twitter, and Google+, we manage all the social media for our venues, Franciscan Gardens, The Colony House, The 1912, Ole Hanson Beach Club, Huntington Bay Club, and The Yost Theater. This allows us to keep the branding consistent for each individual location, with the underlying branding of 24 Carrots.

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From a sales standpoint, one area we focus on is “Value Add” selling as opposed to price wars. We have found that when a client is only interested in the best price, we are probably not the right company for them. We really don’t mind letting someone know they may be better served with an alternative caterer if pricing is the driving force behind their event. Our main priority is to let our clients know they may pay a little more by using 24 Carrots, but the value for what they will receive goes far beyond what any other caterer will provide. We simply will not be outdone. The value add technique allows us to give something to the client that we know will be of value to them, but is of little to no cost to us. An example is, a complimentary upgrade on one of their hors d’ oeuvres selections. The difference between a standard hors d’ oeuvre selection and one of our upgraded hors d’ oeuvres could literally be \$0.25 per person. It is better to eat that minor cost and land the event, then to not get the event at all. We teach our staff to really understand what our client places value on. Sometimes it is the food, sometimes it is the venue, or it is all of the décor. Once that is identified we can offer different options for value adds. We have also created a take-away brochure to keep at all of the venue we are preferred at. This brochure is customized per location with a list of value-adds available to them should they book 24 Carrots at that venue. This has been proven to be quite successful. It sets us apart from the other caterers listed, it shows the venue they are a priority to us, and it gives the client the feeling that they are getting a better value.

We are also very particular about what venues we will cater to. We do have several of our own venues (Rancho Las Lomas, Franciscan Gardens, The Colony House, The 1912, and Ole Hanson Beach Club), however, we have been asked to be on the exclusive or preferred lists of many high-end venues throughout Southern California. There have been several venues that we will not cater simply due to the fact that they do not represent our clientele. We believe that our name and our reputation are continuously effected by not only our internal workings, but who we associate with. High-end venues attract high-end clients - this is where we thrive.

Another important part of our marketing continues to be our private tastings. At 24 Carrots, we don’t think of our clients as just another customer. They have unique tastes and preferences, so when they visit us for a tasting of our acclaimed catering menu it should be just as unique! While it is common for other caterers to offer pre-scheduled group tastings with a generic menu set by the chef, we take a different approach. Our tastings are private and personalized specifically for the client. On the day of the tasting, our guests are joined by their Event Designer, who leads them through the process of selecting their menu, as well as a private server, who ensures their experience is just right. Since we don’t do group sessions, we’re able to take the time to get to know our clients and focus all of our attention on perfecting the meal for their event.

Lastly, our overall marketing campaign doesn’t just focus on our fresh, delicious food. We wanted to really focus on the relationships we form with our clients. We have taken an emotional approach to our marketing and the feedback has been tremendous. Every day we are preparing an event for an important moment in someone’s life. It can be a wedding, graduation, baby shower, a product launch, or even a celebration of life. Each one of these events, as well as the client themselves, is just as important to us as the others. We have really pushed our marketing toward showing people “we are in this together.” It just isn’t a marketing gimmick, it is a window inside who we are and what we do best – create fantastic events that allow people to sit back and actually enjoy.

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## 24 CARROTS CATERING & EVENTS



### AWARDS AND ACCOLADES

The 24 Carrots team is extremely proud of the work we do. We pour our hearts and souls into our events because we truly care about bringing people together to share important times in their lives. It is that passion that makes us feel so honored to have been recognized by our peers on a number of occasions, including The Knot Best of Weddings and the Bride's Choice Award for several years in a row, plus the highly regarded 2012, 2015, & 2016 ACE Award for achievement in catering excellence.

2012 ABC Trendsetter Award  
2012 ACE Award Winner (Achievement in Catering Excellence)  
2014 California Wedding Day Best of Award - Best All Around Vendor  
2014 California Wedding Day Best of Award - Best Caterer  
2014 Southern California Bride Award - Best Caterer  
2015 ACE Award Winner (Achievement in Catering Excellence)  
2015 California Wedding Day Best of Award – Best New Venue – The Colony House  
2015 California Wedding Day Best of Award – Best OC Caterer  
2015 California Wedding Day Best of Award – Best All Around Vendor  
2015 Associate of Bridal Consultants Trendsetter of the Year  
2015 Best Caterer – So. Cal Bride  
2016 California Wedding Day Best of Award – Best New Venue – The 1912  
2016 California Wedding Day Best of Award – Best OC Caterer  
The Knot Best of Weddings - 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017  
Wedding Wire Bride's Choice Award - 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017  
Wedding Wire Rated - Over 75 positive reviews  
Style Me Pretty Little Black Book Member - 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017  
Haute List - California Wedding Day - 2013, 2014, 2015, 2016, 2017  
Recognized by Inc. 5000 as one of the country's fastest growing companies  
Grace Ormonde Platinum List - 2012, 2013, 2014, 2015, 2016, 2017  
Member of Leading Caterers of America (formerly named Top Gun) - 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017  
Board Member of International Caterers Association (ICA) - 2013, 2014, 2015, 2016, 2017  
Advisory Board Member of Catersource Magazine - 2012, 2013, 2014, 2015, 2016, 2017  
2017 Associate of Bridal Consultants Elevation of Industry  
2017 Associate of Bridal Consultants Best of Award - Best New Venue- Huntington Bay Club  
2017 California Wedding Day Best of Award – Best OC All-Around Vendor  
2017 California Wedding Day Best of Award – Best OC Caterer

### NOMINATIONS:

2013 ABC Trendsetter Award - Best New Idea  
2013 ABC Trendsetter Award - Elevation of Industry  
2014 ABC Trendsetter Award - Best New Idea  
2014 ABC Trendsetter Award - Elevation of Industry  
2014 ABC Trendsetter Award - Best New Venue  
2014 ACE Award Nominee - West Coast Over \$2 million  
2016 ACE Award Nominee – West Coast Over \$2 million  
2016 Associate of Bridal Consultants - Best New Venue - The 1912  
2016 California Wedding Day Best of Award – Best Indoor Venue – The Colony House  
2016 California Wedding Day Best of Award – Best Outdoor Venue - Franciscan Gardens  
2016 California Wedding Day Best of Award – Best All Around Vendor  
2017 ACE Award Nominee – West Coast Over \$2 million

# CATERER OF THE YEAR

## 24 CARROTS CATERING & EVENTS



### CLIENT TESTIMONIALS / FOLLOW-UP EVALUATIONS

24 Carrots catered our November, 2017 wedding. Our reception venue (The Loft on Pine) only allowed specific catering companies, to which 24 Carrots was one of the six options. We contacted them a bit late in the process because we had heard that they were on the pricier side and were afraid that we would not be able to afford their higher costs. Maggie, our Event Designer was great. She listened to our wants and needs, and was able to help us come up with a menu that only slightly exceeded our budget. We explained that we didn't want the traditional wedding fare (chicken, beef, or fish), instead we wanted something more casual. Since we weren't allowed to have the In-N-Out truck, we opted for a slider and macaroni-and-cheese station with jarred salads. The food was incredible and we received a ton of compliments, especially on the taste of the macaroni and cheese and the quality of cooking for the sliders - they were moist and flavorful.

The serving staff was fabulous. As a bride, I was catered to all night. They had one of the two appetizers ready for us as we walked in the door of the reception venue. When we asked for the second, someone was back within 5 minutes with it. They took our order for our food stations and brought several plates so we could try all of what we ordered. They also brought fresh plates about half-way through the reception without asking since we were drawn away from the table and our food had gotten cold. One of our fabulous servers even brought me a cup of water as I danced on the dance floor...

- Stacie, Yelp

We use 24 Carrots pretty consistently, and there is a reason for that - they are consistently phenomenal. Working with them on the menu, set up, budget and quote is a breeze. Hannah was our point person for this event and she was amazing!

Everything 24 Carrots does has an air of elegance and professionalism. The staff is outstanding - we requested the same staff from our last event because our guests comment on how amazing and friendly they are! Shout out to Heineken for #1 being a great bartender and #2 having a fantastic on-theme name.

All in all, couldn't have asked for a better experience. Timely, communicative, professional and friendly. Oh and did I mention how DELICIOUS all the food was, and how cute the set-up was (check out the pictures)! Thanks so much, 24 Carrots, we will be back!

- Christina, Yelp

There are not enough praise words for the fantastic job making our mother's Celebration of Life so easy! We held the ceremony at Rancho Las Lomas and everything needed to be planned within 10 days time. Hannah was an awesome coordinator, helping me navigate the process with such heightened emotions. It is never easy to plan such an event, but between both Rancho Las Lomas and 24 Carrots, it was an easier process! The food was great, the staff was top notch and the flow of the event, flawless!

Hannah showed that she is a firm believer in the customer experience...down to every last detail. Communication was easy and constant and she is the most patient woman I have had the pleasure of working with in a very long time!

Like I said...there are no words! Thanks to all of you for helping us through this difficult time!

- Vicky M, Yelp



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I got married last month at the Ole Hanson Beach Club in San Clemente, which is run by 24 Carrots. After touring several venues in Orange County, we knew Ole Hanson was the right choice--not just because the venue is BEAUTIFUL, but also because 24 Carrots was so professional and organized. We planned the wedding in 6 months, which seems like a short amount of time in the wedding industry, but 24 Carrots made the planning process so easy for us. My husband and I, along with our families, were so happy with everything. We are still receiving compliments from our guests about the venue, appetizers, dinner, and delicious late night snacks. Thank you so much to Sarah Lawson and Sydney Shwetz! If you are looking for a caterer or planning a wedding, I highly recommend 24 Carrots. They are the best!

- Kylie, Bride

24 Carrots Catering & Events is amazing, I cannot say enough good things! The wedding I shot (I'm a wedding photographer in San Diego, Great Woodland Photography) in April this year took place at The Darlington House. The catering staff were spectacular, efficient & wonderful to all guests, and to myself and my assistant. They were kind and considerate, making sure that we both got fed, even with our dietary restrictions (I'm gluten free and my assistant is a Vegan).

The dinner buffet was gorgeous with two fresh salads and dressing, cheese enchiladas (amazing), chicken mole, chips and more!. Everyone raved about how great the food was! As the wedding photographer, I usually eat last and it's not always the best, but the food was honestly the best food I've had at a wedding. My assistant and I were very impressed that the food looked and tasted as good as if we had just been served in a restaurant. I very highly recommend booking 24 Carrots Catering for any events you have.

- Taryn, Great Woodland Photography

DR. EVENTS. LOVES. 24. CARROTS!!!! I know that they already had a spectacular reputation in the industry, but I'm glad I was finally able to work with them!! THOMAS took the lead for the wedding I coordinated at THE COLONY HOUSE over the weekend. WHAT. A. CHAMP!!

FOOD: Worth every penny. From the aesthetics to the taste, deeeelicious. I got to see what went down behind the scenes in the kitchen! I'm so used to seeing such high tension kitchens with pure madness but this company has it DOWN. The chef was sooooo chill, enjoying his time preparing the food, even cracking jokes with me, while his team calmly assembled hors d'oeuvres and etc... That essence of teamwork and energy clearly showed in the quality of the food! It was absolutely delicious and EVERYONE enjoyed it.

SERVICE: Thomas, MY MAN!! He was my right hand person the entire night while I ran around like a maniac. Him and Marielle were so amazing that I really can't express my gratitude enough. The staff was also veryyyyyyy professional, sweet and helpful. I can tell that they are under the right type of leadership because it reflects in their work ethic. Not only do they serve amazing food and provide top notch service, they provide an extraordinary experience. And that is what you're paying for. Again, Dr. Events looooves 24 Carrots!! Hope to work with you all again real soon!! (:

- Elaine, Yelp



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## 24 CARROTS CATERING & EVENTS



When we originally picked Rancho Las Lomas as our wedding venue we were slightly concerned with having to work with a dedicated catering vendor, particularly because many of our married family and friends forewarned us that having to work with a dedicated vendor linked to a venue may lead to some disappointment and lack-luster service. Boy were they wrong! Just through initial research and reading reviews on 24 Carrots we were already seeing raving reviews and only through working with them did we come to realize that we were not only in good hands, but we were in the hands of the best catering team around!

24 Carrots made the planning process incredibly easy and manageable from the beginning to end. They were very accommodating, always responsive and organized. Since this is my first wedding to plan, I had a million questions, concerns, and details, but they totally "got me" and never got impatient, nor did they make me feel bad for being so inexperienced. They eased my every fear and concern as it came and made everything a breeze.

On our wedding day the 24 Carrots team executed above and beyond our expectations. We got overwhelming compliments about the service, the food, and the staff at our wedding and we can really say that we owe a lot of our thanks to the 24 Carrots team. 24 Carrot's service not only impressed our guests, but my husband and I were over the moon with how they treated us. They literally brought the magic and made my husband and I feel so special and well cared for all day. From small gestures to the big gestures like covering our food while we were greeting guests, making sure we were both fed throughout the day, saving our food for us for after the long day, and even writing a sweet note on our wedding cake box... they simply surprised and delighted us the WHOLE day. Not to mention, their food is better than some 5-star restaurants in LA!

I typically don't write reviews, and in fact, I hate to write a review and not be evenly objective with the pros and cons, but I honestly cannot think of any cons when it comes to 24 Carrots because the team was incredible from the beginning to the end. There's literally nothing we were unhappy about when it came to working with them or how they executed on our wedding day.

We are incredible thankful that we got paired with a venue that works with such a professional vendor. They made our wedding day a breeze and we literally felt like we had nothing to worry about. They raised the standards of our wedding and the whole affair and service was more than we could have ever asked for.

- Supattra, Yelp

24 Carrots, you guys are hands down the BEST!!! Thank you Shelby and Chelsea for making this process easy and fun! You guys freaking ROCK!!! Thank you for answering my millions of questions, for having quick and honest feedback, and for making this process easy and enjoyable. My husband and I always thought that on the actual wedding day, that the food wouldn't be as good, just bc you're having to make it for mass quantities, but you guys really proved that wrong. The food and service was AMAAAAAZING!!! The set up, tables and linens, and everything else was perfect as well :) I was blown away. All of our family and friends were also so impressed, everyone loved their meal and said that the service was great. We have so much gratitude towards you guys, thank you so much from the bottom of our hearts. If you are reading this and deciding on a catering company for your wedding or event, I promise you that you will not be let down by 24 Carrots. They're professional, personable, quality of food is amazing, and service is excellent! They're top notch!

- Michelle, Yelp

# CATERER OF THE YEAR

## 24 CARROTS CATERING & EVENTS



24 Carrots Catering & Events has a stellar reputation in Orange County for a very good reason! They are amazing! The Wedding I coordinated on 7/2/17 took place at The Colony House owned & operated by 24 Carrots. The Venue itself was hip & what so many couples are looking for right now. The catering staff was truly spectacular, efficient & very pleasant to all our guests. Special Kudos to our Bartender, Chanel and staffing Lead, Andres who went above and beyond all night. (That cannot be said about many staff that I've worked with). The dinner buffet was displayed nicely with two fresh salads and dressing, Mac and Cheese, roasted summer vegetables, Seared Hangar Steak, Chicken Breast Marsala and rustic dinner rolls. Everyone raved about how great the food was! As the Coordinator I am the last to get my dinner and it was delicious, cooked perfectly and more food than I could eat! My assistant and I were very impressed that the food looked and tasted as good as if we had just been served in a restaurant. I very highly recommend booking 24 Carrots Catering for you next epic event! Cheers!

- Linda H., LLH Weddings

We had our wedding at Ole Hanson Beach Club in San Clemente. It could not have been a more beautiful setting and such a well executed event! Everyone we worked with at 24 Carrots was fantastic. Lynn, Sarah, Sydney, and everyone else that had a hand in our event was so detailed oriented and great. The servers and bartenders were on top of things. The food was amazing. We received so many compliments on everything! They made coordination of rentals so easy. They were extremely responsive and so professional. It really turned out to be the best day my husband and I have ever had, and 24 Carrots was a huge part of that. They had great recommendations for other vendors and they really know what they are doing. They got our vision for a more casual reception without a sit-down dinner and the amount of menu options we had was extensive and so creative and fun! They even came up with some off menu options especially for us (traditional ethnic food, as my husband is Taiwanese, and a special signature cocktail for me). I cannot thank them enough. They did an absolutely amazing job!

- Julie, Yelp

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## 24 CARROTS CATERING & EVENTS



### APPROACH & PHILOSOPHY OF CUSTOMER SERVICE

Even as we've grown into an award-winning industry leader, we have stayed true to our values as a family owned business. Everything we do centers around our passion for bringing people together and creating unforgettable memories. We treat everyone like family, because for us, it's all about personal connections. We're not a big conglomerate that churns out cookie-cutter parties. And we're not a small mom and pop shop that lacks the resources to ensure events run smoothly. We're in the middle – the sweet spot that provides our clients with the utmost personal attention and unlimited possibilities for one of a kind occasions.

### INDUSTRY & CHARITABLE SUPPORT

24 Carrots is a proud member of Chefs to End Hunger, a non-profit organization based in Los Angeles that provides redistributed meals to the hungry. Since we donate our leftover and unused food to this great local program, every one of our events makes a difference in our community. Another notable non-profit that 24 Carrots is honored to support is RAD Camp, a local summer camp experience for those with developmental disabilities. 24 Carrots sits on the board of directors and also donates annually for this cause.

We are also active sponsors of event industry initiatives such as the Association of Bridal Consultants, and actively participate in catering exhibitions, such as CaterSource and Art of Catering. We are members of the International Caterers Association (ICA), a non-profit organization dedicated to providing education, mentoring, and resources for professional caterers and promoting the profession of catering to clients, industry members, vendors and the public. We are also members of the Leading Caterers of America (LCA) (Formerly Top Gun), a highly prestigious group with selective invitations to join. This group is the only one made of independent caterers from the US and Canada and is affiliated with a similar group in Western Europe known as the European Party Caterers Association.

24 Carrots also makes it a priority to contribute generously to industry and non-profit causes, as we believe that a generous spirit truly gathers our community. Notable contributions this year include The Pink Tie Ball (breast cancer awareness), Rad Camp (development disabilities), Rad Camp Jr, Harvesters (OC food bank), Casa Romantica Cultural Society, and SeaChange (environment awareness).

### SUSTAINABILITY & GREEN POLICIES

The new home of 24 Carrots, is a 40,000 square foot facility that meets the standards of the California Green Building Code. These codes save water and promotes environmentally responsible, cost-effective, healthier places to work. When designing our new facility, we wanted to have a positive impact on both the community and environment. In an industry that can very easily impact natural resources and have a large carbon footprint, we wanted to make a difference and set a new standard to be environmentally friendly. We were able to greatly reduce our light pollution by strategically placing solar tubes through the length of the building. Each solar tube defuses natural light into our facility. Not only does the natural light make our employees happy, they significantly reduce our electricity usage by not needing lights on at full capacity. Additionally, every light in our facility is low-voltage LED. All water faucets and water closets have reduced flow rates of water. We have a strategic waste management program, and also worked with our contractor to reduce their waste by 50%. Acoustical control was also taken into consideration, as well as ozone and greenhouse gas reduction. These are just a few of the main criteria that our building has met, and we continually look to see how we can make improvements in our everyday work flows to better reduce our footprint.

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24 CARROTS CATERING & EVENTS



## SAMPLES OF MARKETING PIECES



### LOGO

To ensure its integrity, the logo should be kept clear of competing elements and have an adequate amount of clear space. The logo should always be shown in black or white.



### APPLICATION

Option 1



Option 2





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### CULINARY

#### CULINARY PHILOSOPHY

The foundation of our fine dining culinary philosophy was established with our owner Norm, and his passion for bringing people together. As a Swiss born, American raised chef-owner, his background is heavily infused into event menus, where fresh ingredients and memorable cuisine is top priority, and many of his secret recipes are long standing client favorites. That zeal for service and dedication to clients remains as the driving force among our entire team. We believe in the complete guest experience. Special touches come standard for us, such as a welcome beverage, bride and groom service during cocktail hour, or complimentary cake cutting. All of our food is cooked fresh (never frozen) on-site by our event chefs, translating onto each plate as a truly fine dining experience.



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### CREATIVITY / ORIGINALITY

#### OLIVE ME LOVES OLIVE YOU

#### FAMILY STYLE DINNER

Baby Kale, Roasted Butternut Squash, Figs, Torn Croutons, Humbolt Fog Goat Cheese, Toasted Farro, Rose' Wine Vinaigrette

Leg of Lamb Bone-In, Herbs, Roasted Whole Garlic Cloves

White Fish, Green Olive Giadineria

Oysters

Crudo Platter

Country Pate, Grilled Bread, Herb Salad, Dijon Mustard, Cornichon

Octopus, Lmeon, Olive Oil, Pink Peppercorn

Rustic Grilled Seasonal Vegetables

Creamy Polenta

#### MINI DESSERT STATION

Lemon Olive Oil Bundt Cake

Pear, Fig, & Almond Tart, Rosemary Honey

Apple Tart, Candied Walnuts





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### CREATIVITY / ORIGINALITY

#### HUNTINGTON BAY CLUB GRAND OPENING

##### TRAY PASS

Shrimp Ceviche, Aji Amarillo, Mango, Jalapeno, Crunchy Peruvian Corn  
Roasted Hachiya Persimmon Salad, Burrata Cheese, Fresno Chili, Pistachio  
Grilled Prime Short Rib, Sesame Leaf, Gochujang, Green Apple, Pickled Onion  
Homemade Chili Limon Chicarones

##### CORN STATION

Cast Iron Corn Bread, Sorghum-Glazed Pork Belly  
Corn Panzanella Salad, Polenta Croutons, Toy Box Tomatoes, Buffalo Mozzarella, Farro,  
Arugula, Red Onions, Anchovy Red Wine Vinaigrette  
Mexican Street Corn Salad, Cotija Cheese, Cilantro, Fermented Chli Crema  
Corn Budino, Blistered Blueberry Compote, Corn Shortbread

##### CARVING TACO STATION

Leg of Lamb  
House-Made Beef Chorizo  
Crispy Pork Shank

##### MUSSELS STATION

PEI Mussels Steamed in Rose Wine, Creme Fraiche, Shallots, Garlic, Fine Herbs

##### CEREAL BAR DESSERT STATION

Reese's Peanut Butter Mousse  
Fruity Pebbles Whoopie Pie  
Brown Sugar & Sea Salt Rice Krispies Treat  
Apple Pie, Cinnamon Toast Crunch Crumble



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### CREATIVITY / ORIGINALITY

#### THE MODERN SHOOT

#### APPETIZERS

Scallop Carpaccio on the Half Shell, Passion Fruit Aji Amarillo  
Buckwheat Tartlet, Smoked Salmon, Fromage Blanc, Cured Trout Roe  
Gochujang-Seared Hamachi, Kimchi Cucumbers, Radish

#### SALAD

Roasted Baby Golden Beets, Beet Chips, Whipped Goat Cheese,  
Zucchini Blossoms

#### ENTREE

Poached Halibut, Yellow Carrot Veloute, Roasted Baby Yellow Carrots,  
Nasturtium Flowers

#### DESSERT STATION

Prickly Pear Parfait  
Exotic Carrot Cake  
Tropical Cheesecake  
Citrus-Almond Cream Cakes  
Passionfruit Bon Bons





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CREATIVITY / ORIGINALITY

GOOD AS GOLD: ST. PADDY'S DAY

SAVORY

Mini Corned Beef & Pickled Cabbage Slider on a Pretzel Roll  
Irish Nachos  
Mini Mac & Cheese in Pots of Gold

SWEET

Irish Misu, Bailey's Mascarpone Chocolate Cream, Gold Crunch,  
Jameson Caramel  
Lucky Charms Ice Cream  
Irish Stout Chocolate Caramel Bar  
Bailey's Caramel Cheesecake  
Stout Bundt Cakes, Bailey's Cream Cheese Frosting



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### CREATIVITY / ORIGINALITY

SKYSPACE: LOVE YOU FROM MY HEAD TOMATOES

#### TRAY PASS

Heirloom Tomato Salad, Persian Cucumbers, Shaved Jalapeno, Pickled Watermelon Rind,  
Koji Buttermilk Emulsion  
Aji Amarillo Bloody Mary, House Pickled Garnishes

#### STATIONARY

Heirloom Tomato Tart, Housemade Ricotta, Charred Scallions, Olive Oil, Fleur de Sel  
From my Head Tomatoes Macaron, Tomato Jam, Sea Salt, Tomato & Fennel Ganache

#### CHEF INTERACTIVE

Snails in the Garden, Tomato-Braised Burgundy Snails, Blistered Cherry Tomato,  
Buckwheat Porridge



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CREATIVITY / ORIGINALITY

THE MODERN GRAND OPENING: SKY'S THE LIMIT

BRUNCH WALL

Cornbread Waffle, Bacon, Cheddar, Green Chile, Scallions,  
Burnt Honey Butter

Breakfast Crostini, Chimichurri-Grilled Brandt Filet, Boursin, Melted  
Tomatoes, Shaved Cured Egg Yolk, Grilled French Baguette

Yukon Potato Hash, Longaniza Sausage, Roasted Poblano, Red Onions,  
Red Bell Pepper, Herbs

Strawberry-Jalapeno Tart

Rose Jello with Pop Rocks

Mini Vietnamese Iced Coffee with Boba





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CREATIVITY / ORIGINALITY

WANDERLOFT: BETTER TOGETHER

STATIONED APPETIZERS

Bagels & Lox

Mini Everything Bagel, Whipped Boursin, Smoked Salmon,  
Pickled Onions

Wine & Cheese

Mimolette, Reggiano, Point Reyes, Olive, Cotton Candy Grape,  
Pecan, Candy Striped Fig

Coffee & Doughnuts

Espresso-Filled Doughnut

Strawberries & Cream

Strawberries & Cream Pie

Spaghetti & Meatballs

Meatball Rolled with Spaghetti, Housemade Tomato Sauce

Pizza & Beer

Pepperoni Pizza, IPA

Peanut Butter & Jelly

Peanut Butter, Strawberry Preserve, and Bacon Grilled Cheese



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CREATIVITY / ORIGINALITY

HUNTINGTON BAY CLUB VIP DINNER

AMUSE BOUCHE

Crispy Egg Yolk, Fried Milk, Caviar, Petite Chives, in an Abalone Shell

SALAD

Burrata & Baby Heirloom Tomato Tart, Candy Stripe Beets, EVOO, Balsamic Caviar, Fleur de Sel, Fresh Cracked Pepper, Micro Basil

FISH

Pan-Seared Branzino, Poppy Seed Basmati, Cilantro, Curried Carrot Broth

FILET

Brandt Beef Prime Filet, Summer Corn, Planet Carrots, Cipollini Onions, Asparagus, Baby Sunburst, Patty Pan, Chimichurri

DESSERT

Grilled Summer Peach, Raspberries, Chambord, Olive Oil Cake



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### CULINARY DIVERSITY

HANGER 21 OPENING: ONE HELI OF A TIME

June 21, 2017

### MEXICAN FRUIT CART

Pineapple, Mango, Watermelon, Cucumber, Jicama

Chile, Lime, Salt, Chamoy, Tajin, Lucas, Tamarind Sticks





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### CULINARY DIVERSITY

#### FOUND VINTAGE RENTALS: FOUNDSGIVING

November 21, 2017

#### STATIONARY APPETIZERS

Seasonal Roasted Vegetables

Baked Caramel Apple Brie, Cranberries, Pecans, Assorted Bread

Mini Pot Pies, Beef & Vegetable, Chicken & Leek

#### DINNER BUFFET

Baby Arugula, Manchego, Sliced Gala Apples, Sundried Cranberries,  
Caramelized Pecans, Balsamic Vinaigrette

Butter Lettuce, Persimmons, Pomegranate Seeds, Butternut Squash,  
Pistachios, Warm Goat Cheese, Chives, Walnut Vinaigrette

Maple-Roasted Turkey Breast

Butternut Squash Ravioli

Homestyle Stuffing

Ginger & Brown Sugar Glazed Baby Carrots

#### DESSERT

Mini Pumpkin Pies

Mini Pecan Pies

Chocolate Pot de Creme



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### CULINARY DIVERSITY

ANNIE LUKOWSKI: HALLOWEEN PARTY

October 28, 2017

#### SPELL & POTION SLIDER STATION

Dallas Sliders, Frizzled Onion Hay, Cheese, Onions, Green Onions, Pickles

Winter Red Salad, Redicchio, Caramelized Walnuts, Goat Cheese,  
Housemade Pomegranate Vinaigrette

Sloppy Joes

#### MUMMY MILK BOTTLES

Milk & Apples Juice

#### TRICK OR TREAT STATION

Yogurt-Covered Raisans

Chocolate-Covered Pretzels

Organic Gummy Bears

Classic Candy Corn

Caramel Chews

Harvest Bland M&M's

"Pumpkin Patch" Chex Mix

"Witch's Broomsticks" Pretzel Sticks

Kettlecorn

Mini Pumpkin Pies





# CATERER OF THE YEAR

24 CARROTS CATERING & EVENTS



## CULINARY DIVERSITY

### NORM & SHERRI BIRTHDAY PARTIES

November 18, 2017

#### COCKTAIL HOUR

##### Raclette Station

New Potatoes, Cornichon, Pickled Onions, Jambon de Paris, Saucisson Sec, Crostini

##### Raw Bar

Cherrystone Clams, Razor Clams, King Crab Legs, Shrimp Cocktail, Yuzu Aioli, Cocktail Sauce, Fresh-Grated Horseradish, Lemon Wedges

##### Meat Swing Taco Station

Grilled Octopus, Leg of Lamb, Crispy Pork Shank

#### PLATED MENU

Charcoal-Roasted Hachiya Persimmon, Housemade Fromage Blanc, Brown Butter Pistachio Crumble, Maple Ver Jus

Crudo of Japanese Hamachi, Koji Creme Fraiche, Shaved Truffle, Celery-Shimeji Giardiniera

Housemade Gemelli Pasta, Hokkaido Sea Urchin, Fine Herbs

Dijon-Braised Rabbit, Charcoal-Roasted Rapini, Pickled Custard Seeds

Suckling Pig Confit, Market Apple, Ginger, Mint, Nuoc Cham, Cracklings

Pear Tart, White-Wine Poached Pears, Almond Cream, Candied Walnuts, Vanilla Gelato



# CATERER OF THE YEAR

24 CARROTS CATERING & EVENTS



## QUALITY CONTROL, SAFETY, AND OVERCOMING CHALLENGES

All of our food is cooked with meticulous care and assembled by hand – always fresh. Unlike other caterers that keep food in holding boxes which degrade quality, 24 Carrots cooks on-site whenever possible to ensure our meals are hot, fresh, and delicious. In addition, we make our pastries and baked goods in-house at our corporate headquarters/kitchen.

Kitchen quality control is handled by both our Corporate and Executive Chefs. All food is taste tested and preparation is monitored. Consistency and quality are checked numerous times a day during prep. All events going out the door are also double-checked by an expeditor to ensure all items are accounted for and all items are transporting at correct/safe temperatures. We use only the best quality meats, seafood, and produce, and will not lower our standards just to lower the price. Whenever possible we source locally-grown and sustainable foods. Our local economy has supported us for the past 12 years and we want to support them right back.

Off-site quality is also monitored by three separate individuals. The Catering and Event Manager who sold the event is onsite to run the event. They ensure all product is handled, prepared, and presented correctly and safely. In addition, the lead chef and lead servers are also responsible for quality control. At the end of the night the lead chef and lead server are required to fill our paperwork with specific questions about food quality and presentation. It also asks about guest feedback and obstacles they may have encountered through the night with the preparation/execution of the meal. This information is collected by our staffing manager and placed in a report that is distributed to the entire 24 Carrots leadership team. The leadership team is comprised of the department heads. The leadership team meets every Wednesday to review the feedback from the weekend. This gives us a chance to fix mistakes, better our efficiencies, and ensure the quality of our products remain at the highest level. Additionally, the sales team meets every Monday morning and quality control/event review is always on the agenda. This allows us to collect additional information that may have been missed on the evaluation sheets filled out at the event.

As mentioned before, our employees are important to us, and that includes their safety. We strive to offer them a fun work environment that is rewarding and safe. Here are a few examples of what we do to protect our employees:

- All California State safety and workplace laws are properly posted throughout our facility and additionally outlined for our staff through our online HR documents.
- Lift support belts are available at multiple locations in our warehouse and our kitchen to ensure no one suffers from back injuries due to improper lifting.
- All chefs breaking down meats must wear latex-free gloves with a cut glove over the top.
- Latex-free gloves are provided for our staff for their safety and the safety of our guests
- All warehouse staff are required to wear proper shoes.
- Kitchen employees must have kitchen shoes, chef pants, a hat, and chef coats on at all times while working in the kitchen.
- Proper lighting and non-slip surfaces are provided for all of our off-site kitchen build-outs.
- Training on all equipment both on-site and off-site is mandatory.
- Continual training for all staff.
- Temperature logs and product logs are kept and updated daily to ensure food safety.