



Are people going to cater less this season?  
Are you worried that your numbers  
are going to be down?

Make sure you  
get your piece  
of the pie



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## Food and Beverage Trends

- Seasonal produce
- Locally grown
- Sweet potatoes anything
  - soup, mashed, crusted, etc.
- Rocket arugula
- Asiago
- Pomegranate
- Asian eggplant
- Butternut squash
- Gruyere
- Flat iron steaks
- Heirloom tomatoes
- Edamame
- Roasted beets
- Mini Sandwiches



- French Cut Chicken Breast
- Parfaits
- Granola
- Green tea
- Tuna Niçoise
- Eggs beyond breakfast
- Seasonal martinis
  - caramel apple and pear-tini
- Salmon BLTs
- Beer pairings
- Brandy cocktails
- Sliders
- Fondue
- Panini



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## Industry Buzz Words

- Green
- Sustainability
- Pasture raised
- Locally grown slow food movement
- Ecological responsibility
- Quality of life
- Involvement in local communities
- Eco-friendly disposables
- Bobby Flay
- Healthful
- Antioxidants



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## Décor Trends

- Don't underestimate the power of traditional candlelight
- Floating candles making a comeback
- Wrought iron is popular again
- Light woods teak and pine
- Glass clean and bright
- Wheatgrass
- Gold and jewel tones
- White



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## Don't Forget The Party Business

- Everyone's after the party business - even Borders is now catering Kids Parties
- Birthdays, corporate parties, holiday parties, etc.

**BORDERS** Books Music DVDs Kids BordersMedia Borders Rewards Store Locator Gift Cards

WE'RE HAVING A **Kids party!** Saturday, Sept. 27 2 PM - 4 PM

YOU'RE INVITED to bring the family for games, storytimes, activities, and more!

Check out the kids section at Borders! You'll find a new area devoted to kids graphic novels and manga, plus you'll discover fun toys and games for kids of all ages and the hottest new series. And don't miss our weekly storytimes.

fun for ages **0-5** join us for storytime and other great activities

fun for ages **6-8** come play fun games and enjoy special treats

fun for ages **9-12** participate in a super-cool scavenger hunt



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## Promotional Ideas

- Besides the obvious (brochures, postcards, website)
  - Put your logo on serving utensils and tongs
  - Logoed salt and pepper shakers
  - Brown bags with your logo on it
  - Fresh baked cookies delivered
  - Personalized cards with food shots
  - Google ad campaigns, you-tube, e-cards, e-newsletters
  - Special event focus



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food distributor   [Advanced Search](#)  
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**Web** Results

[J. Kings Food Service](#)  
[www.jkings.com](http://www.jkings.com) Orders On Time and Fairly Priced We Go Above & Beyond For You

[US Foodservice](#)  
Large broadline foodservice **distributor**. Markets and distributes **food** and related products





## Promotional Ideas

- Have your bartenders make:
  - White, Rose and Red Sangrias
  - Martini using tequila
  - Splits of champagne served in pink and blue bottles accompanied by straws



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## Fighting Rising Costs: Case Study

- **Barcelona Restaurant:** innovations to keep themselves affordable in the face of crazy stock markets and rising prices. Instead of raising prices, they have had to be creative:
  - More wines from South America since they are cheaper.
  - Offering bottled sparkling water that they filter and carbonate themselves: sell for \$2.00.
  - Getting fresh and unusual vegetables from local farms, and featuring them as Tapas.
  - Showcasing terrific wild mushrooms.
  - Starting a Cookbook with web page: as a gift for their best customers; they are putting 3 recipes up on the web.



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# Stations



- Local Spirits
- Raging Bull
- Sangria Bar
- Water Bar
- Green Naturally
- Loca for Local!
- Not Your Average Slider
- Towering Seafood
- Tapas
- Asian Specialties
- Hors D'oeuvres
- Carving Stations
- Soup's On!
- Just One Bite Cheese
- Sandwiches
- Sensational Sides
- Just for Me Desserts
- Don't Hold the Fries Mashed Potato Bar
- Oldies, But Goodies
- Chocolate Pondue
- The Candyman
- Wicked Good Bar Snacks
- Pastas and More
- New Wave Surf and Turf
- Caribbean Calypso
- Beyond Breakfast Eggs
- Coffee on the Go



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## Interesting Comment

- **SPECIAL EVENTS MAGAZINE:** The current economic climate is slow; how can event planners make their fundraising galas a success?
- **ANNE DUNSMORE:** There is always something tough going on in any economic climate. But wealth does not go away; it transfers. When I started working in Los Angeles 30 years ago, we had many corporate headquarters here. Now it's venture capitalists, investors, fund managers — it's much more diversified. You have to figure out where the wealth is going. They say luck is preparation meeting opportunity, but I say success is preparation meeting opportunity. You need to do your homework. You need to meet different people and know different markets.



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# Marketing Assistance

- Need help getting started with your marketing plan? Digital Motion can help!



- Visit them on the web at [www.digitalmotionweb.com](http://www.digitalmotionweb.com)
- Stop by their table and sign up for a 2 hour marketing consultation.





## Need A New Look?

- Designing Hospitality can help!
- Update your facility with the latest equipment and décor
- Contact Designing Hospitality for all your design and equipment needs
- Visit them on the web at [www.designinghospitality.com](http://www.designinghospitality.com)



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## Resources

- [Constantcontact.com](http://Constantcontact.com)
- [Shutterfly.com](http://Shutterfly.com)
- [YouTube.com](http://YouTube.com)
- [Catersource.com](http://Catersource.com)
- [Caterease.com](http://Caterease.com)

catersource

[shutterfly](http://shutterfly.com)

**You Tube**  
Broadcast Yourself™

  
Constant Contact®



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## Catersource Rate

**catersource**

### **Catersource Discount for J. Kings Customers:**

- J. Kings Customers Receive \$50 Off Registration to the Catersource Conference when you register before Nov 30.
- Use the special promotion code in the yellow promotion code box when registering online at Catersource.com. The code is JKING09.
- The Conference is Feb 22-26 in Las Vegas
- (This rate is for first time companies and is the lowest rate they can get if they have up to 2 attendees. If they have 3 attendees or more, then it is better for them to just do the normal method and gain the advantage of the multiple attendee rate.)



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## Recipes & Ideas

- This is a paperless show. Visit [www.jkings.com](http://www.jkings.com) to download recipes and ideas from today's catering workshop
- Be sure to pick up your complimentary shaker on your way out

