

# WOW

**Stop selling the food;  
Sell the experience.**

**Believe that the way food is delivered and presented is more important than the food itself.”**



# HOW DO YOU CREATE THAT **WOW?**

- Successfully catered events feature that correct: portions, menus, desserts, looks, and other aspects customized perfectly to the customer's needs.
- Ask your clients what story they want their guest to experience.



# Do's

- **Do keep it simple.**
  - \* They should be eye-catching, but not overpowering.
  
- **Do let your guests converse.**
  - \* Design your centerpieces so that your guests can see one another when they converse across the table.
  - \* The rule is to keep your centerpieces under 14 inches in height.
  
- **Do add details.**
  - \* If your centerpiece is simple, you can add more flair to the table with place cards, favors, flower petals or confetti.
  - \* Just be sure to not overdo it with too many details.
  
- **Do use sweets.**
  - \* Chocolate favors or colorful jars of candy placed around the room are great ways to pep up guests and have them mingling before the reception gets underway.



## Con't    **Do's**

### **Do shop around.**

- \* You never know what will inspire you and what's available unless you shop around, and online is the best place to start! Many online retailers will also offer bigger discounts.

### **Do use your senses when designing your centerpieces.**

- \* If you want your centerpieces to deliver a lovely fragrance, fill vases or bowls with aromatic flowers like roses, jasmine, chocolate daisies, lavender and gardenias.
- \* Tantalize your guests' taste buds by placing three different- sized bowls with Jordan almonds, chocolates and mints in the center of the table. You can even coordinate the candy's colors to complement your décor.



# Don'ts

□ **Don't stray from the theme.**

- \* Though it's okay to stray a bit, you don't want to have an outdoor beach-theme in the middle of December, or you'll have the guests shaking their heads in confusion.

□ **Don't try to have it all.**

- \* You want centerpieces, table runners, confetti, place cards, favors, menus, printed napkins and tulle on your chairs.
- \* Sometimes, less is more so don't try to overdo it with the decorations. Stick with a few that are the most important to you.

□ **Don't crowd the aisles.**

- \* You want the aisles to look pretty, but don't use over-sized arrangements and too much ribbon or tulle.

□ **Don't compromise safety.**

- \* Make sure your decorations don't conflict with each other.
  - For instance, paper lanterns and candles set close to each other is probably not a good idea for safety Reasons.



Con't

# Don'ts

- **Don't save the DIY for last.**
  - \* If you're planning on making your own decorations, don't save it until the last minute.
  - \* You want to have plenty of time to mend any mistakes.
  
- **Don't go crazy with color.**
  - \* Color livens up a celebration, but too many bold colors will have your event looking like a circus.
  - \* Stick to two colors or use shades of one color for a fool-proof look.
  
- **Don't feel obligated to follow rules or traditions.**
  - \* Feel free to throw caution to the wind and follow your eye.



# Best Practices

- ☐☐ Make a sample centerpiece and take it to the venue you will be using.
  - \* Bring along any table linens/dishes you will be using and set up a table.
  - \* Adjust the lighting to simulate the party conditions and step back.
  - \* Does the centerpiece create the mood you wanted? Is it tall enough? Is it too short? Does it need to be wider or longer?
  - \* Next, Sit down at the table.
  - \* Can you see the other side of the table?
  - \* Will it interfere with conversation?
  - \* Does it create a focal point for the room? Or just the table?
- ☐☐ Remember, don't use scented candles for the tables.
- ☐☐ Adding rose petals (fake or real) to any table adds elegance.



# DISPLAY RISER





## TIERED DISPLAY SERVER/STAND



# TIERED DISPLAY SERVER/STAND



Shown with (2) CER23 & (1) CER21



# TIERED DISPLAY SERVER/STAND



# DISPLAY RISER





## SERVING BOWL





## PLATTER, GLASS





# PLATTER





## LIFT-OFF GRIDDLE



## BASKET, TABLETOP





## TABLE COVER CONTOUR



# SIGN HOLDER



# CONTINENTAL BREAKFAST TABLE SET-UP

# BANQUET STANDARDS





# BREAKFAST BUFFET TABLE SET-UP

# BANQUET STANDARDS





# BREAKFAST BUFFET TABLE SET-UP

# BANQUET STANDARDS





# OMELETTE STATION TABLE SET-UP

# BANQUET STANDARDS



# PASTA STATION TABLE SET-UP

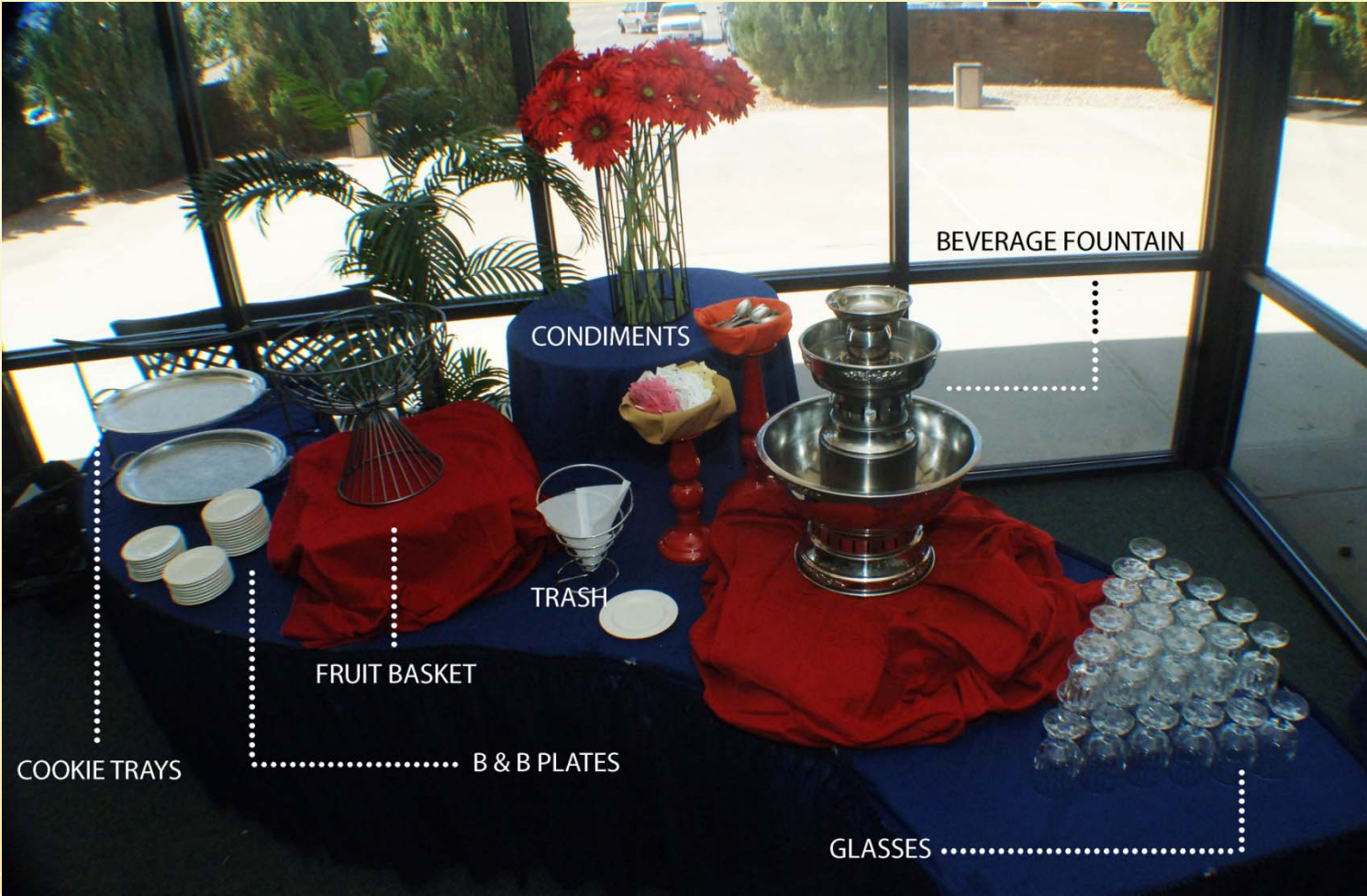
# BANQUET STANDARDS





# BREAKOUT SESSION TABLE SET-UP

# BANQUET STANDARDS





# SOUP & SALAD TABLE SET-UP

# BANQUET STANDARDS



**THEME BUFFET  
TABLE SET-UP**

**BANQUET  
STANDARDS**





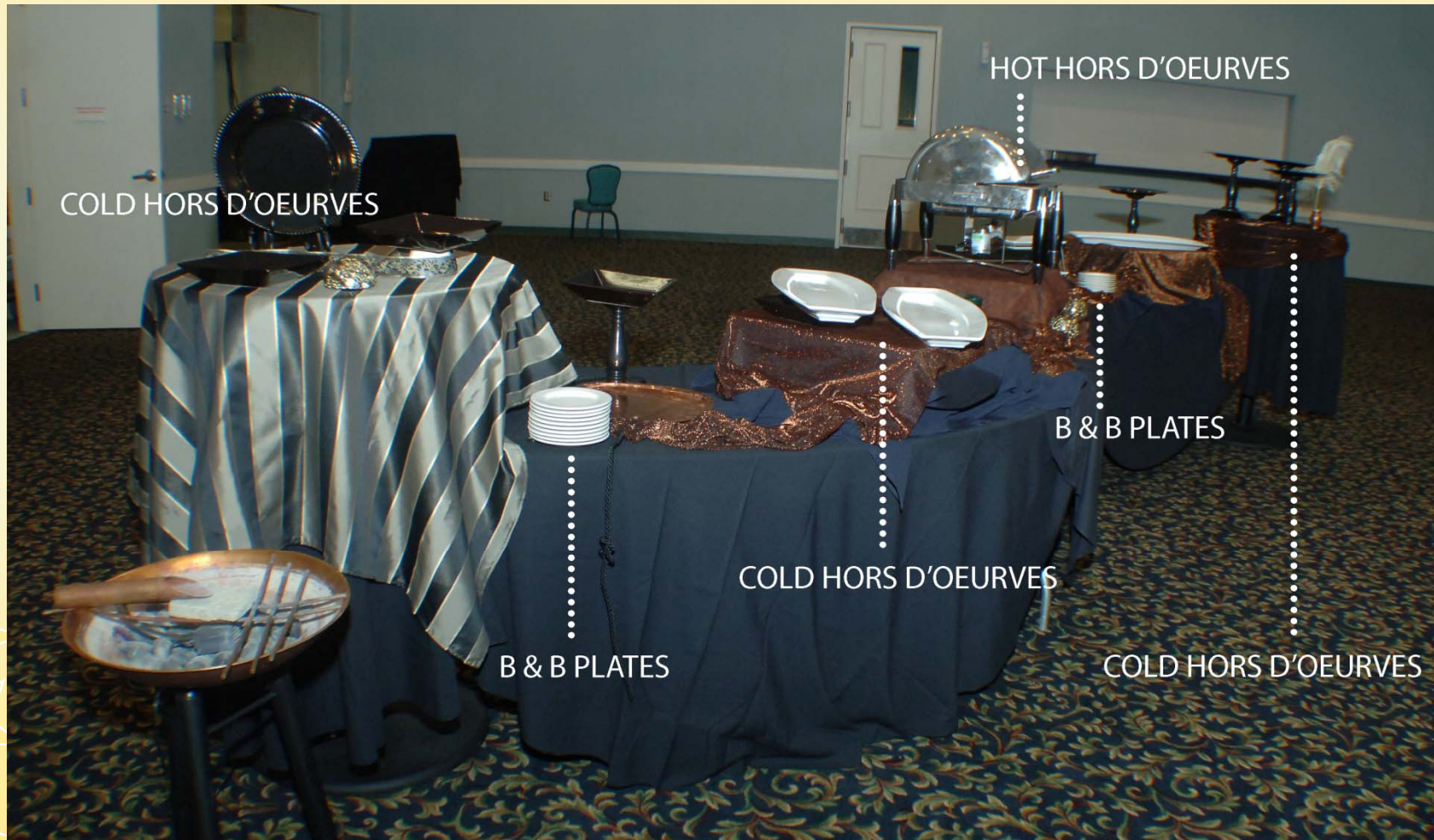
# COCKTAIL RECEPTION TABLE SET-UP

# BANQUET STANDARDS



# COCKTAIL RECEPTION TABLE SET-UP

# BANQUET STANDARDS





# Deli Luncheon TABLE SET-UP

# BANQUET STANDARDS



# COFFEE BREAK STATION

# BANQUET STANDARDS





# COFFEE BREAK STATION

# BANQUET STANDARDS



# DESSERT STATION

# BANQUET STANDARDS





# Banquet Bar Set Up

## BANQUET STANDARDS



# Banquet Bar Set Up

# BANQUET STANDARDS





