

Catersource + The Special Event™

OFFERING the LUXE: UPSELLING the EXPERIENCE

**Presented by
Steve M Moore
AFFAIRS to REMBER
Atlanta, Georgia**



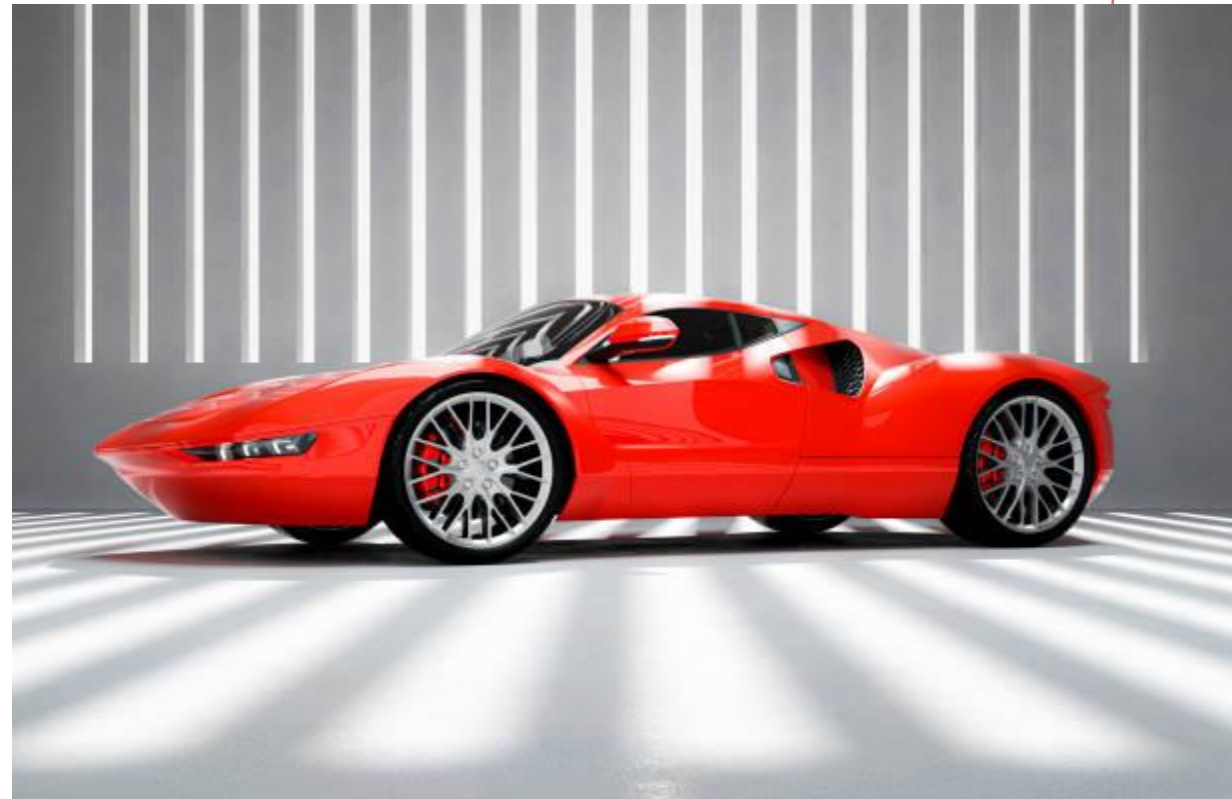
Upselling/Cross Selling
represents 17% of **AFFAIRS to REMEMBER'S** gross sales annually





UPSELLING...

Upselling is a sales technique where you sell an advanced or premium version of the product or service the customer is using or trying to purchase





CROSS SELLING...

Cross selling is a sales technique to sell complementary, noncompetitive products

LUXURY...

Noun: The state of great comfort & extravagant living

Adjective: Luxurious or of the nature of a luxury



How do you combine sales with luxury experience....



Be a great listener

Provide exceptional service

Pay attention to detail

Offer comfort and convenience

Understand your client's goals and needs...



What is the full scope of your event?



What are the takeaways for your guest?



What is important to you... e.g., food, décor, content, experience?

What are you listening for...



Problem solve



Enhance the experience



Past positives and negatives

A photograph of a grand theater interior. The stage is set for a formal event with white draped curtains, gold floral arrangements, and white tables. The theater has rows of dark wooden seats and a red carpeted aisle. The text "The Biggest Need To Know..." is overlaid in the top left, and "BUDGET...." is overlaid in the bottom left.

The Biggest Need To Know...

BUDGET....



Now your ready to paint
the picture...

Proposals verses Presentations...

A close-up photograph of a hand holding a blue pencil, poised to write on a document. The document features a table with multiple columns and rows of data, including numbers and small circular icons. In the background, another person's hand is visible, holding a pen and looking at the same document. The scene is brightly lit, suggesting a professional or educational setting.

Proposals.....

Proposal...

AFFAIRS at the FOX
2316 Defoor Hills Road
Atlanta, Ga 30318
(404)872-7859

PROPOSAL



CLIENT/ORGANIZATION	EVENT DATE	EVENT #
ADDRESS	Wednesday, April 10, 2024	240410CHI-SM1
BOOKING CONTACT	LOCATION	
	The Fox Theatre Atlanta	
	175 Guests	

PRIVATE EVENT ROOM					
Room	Date	Room Access Begins	Event Starts	Event Ends	Room Access Ends
Egyptian Ballroom, Grand Salon & Terrace	4/10/2024	3:00 pm	6:00 pm	9:00 pm	11:00 pm
CATERING PACKAGE	4/10/2024	3:00 pm	6:00 pm	9:00 pm	11:30 pm

ATR AT THE FOX		Qty	Price	Total
Culinary Design Based on 170 Guests			80.75	
FOOD				
		175	30.76	5,383.00
Vendor Meals-Boxed	Vendor Meals-Boxed	1	28.00	28.00
Kosher meal	Kosher meal	1	136.75	136.75
EQUIPMENT		175	20.17	3,529.75
-Station China, Utensils				
-Guest Table Linen				
-Food Service Equipment				
-Event Production Equipment				
LABOR		175	24.78	4,336.50
-Event Supervisor				
-Servers Based on 50% Guest Seating	-			
-Culinary, Production Support Team + Transportation				
				\$13,414.00

ESTIMATED EXPENSES:	
Subtotal	27,705.00
Service Charge	1,098.90
Tax	1,350.26
Total	30,154.16

The background features a series of concentric circles in shades of pink and purple, centered on the left side. A white, wavy line curves from the bottom right towards the center, partially overlapping the circles. The overall color palette is soft and pastel.

Presentations...

AFFAIRS TOREMEMBER

231201DRB-SM1

Schedule "A" to Contract for Catered Services between
AFFAIRS to REMEMBER Caterers, Inc. and DRB Group, LLC
September 11, 2023

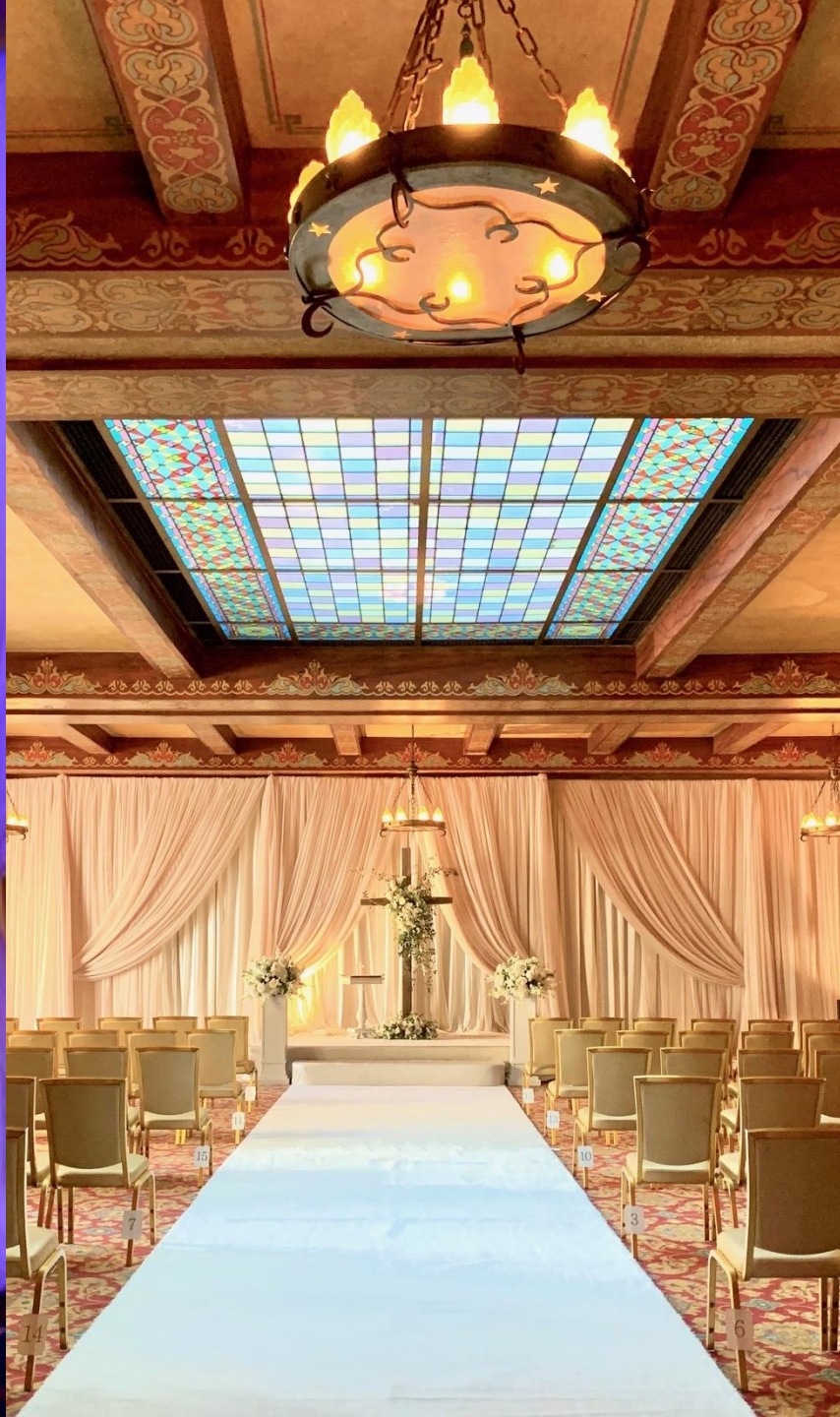
PROPOSED SERVICES :

EVENT DAY:	Friday
DATE OF EVENT:	December 1, 2023
LOCATION:	Fox Theatre Egyptian Ballroom 140
# OF GUESTS:	
CATERER LOAD IN:	08:00 AM
START TIME:	11:00 AM
END:	03:00 PM

YOUR AFFAIRS TEAM

CONSULTANT	Steve Moore (404) 881-2021 s.moore.fox@affairs.com
FOUNDERS	Ron Lazarus & Scott Ardolino Owners/Strategic Planners
EXECUTIVE CHEF	Rachel Ryals
GENERAL MANAGER	Richard M. Wilner
DIRECTOR OF SERVICE	Jon McNeill
CFO	Patrick Cuccaro







ANTIPASTI

CHARCUTERIE & CHEESE

Salami Du Sud from Spotted Trotter
Calabrese Salami imported from Italy
Teawurst from Germany
Salami Finocchina from Italy
Prosciutto imported from Italy

Manchego Spanish style Cheese
Green Hill from Sweet Grass Dairy

Presented with Bavarian Horseradish Mustard, Cornichons, Peppadew peppers,
Georgia Cabernet Sauvignon Jam, Baguettes, Olive Boule and Pita chips

...

LOCAL CHEESE MONGER TASTING gf

Allow our cheesemonger to select the perfect combination of gourmet cheeses for your gathering from Tennessee's own Sequatchie Cove Creamery, featuring handmade cheeses of exceptional quality. The day's assortment may include:

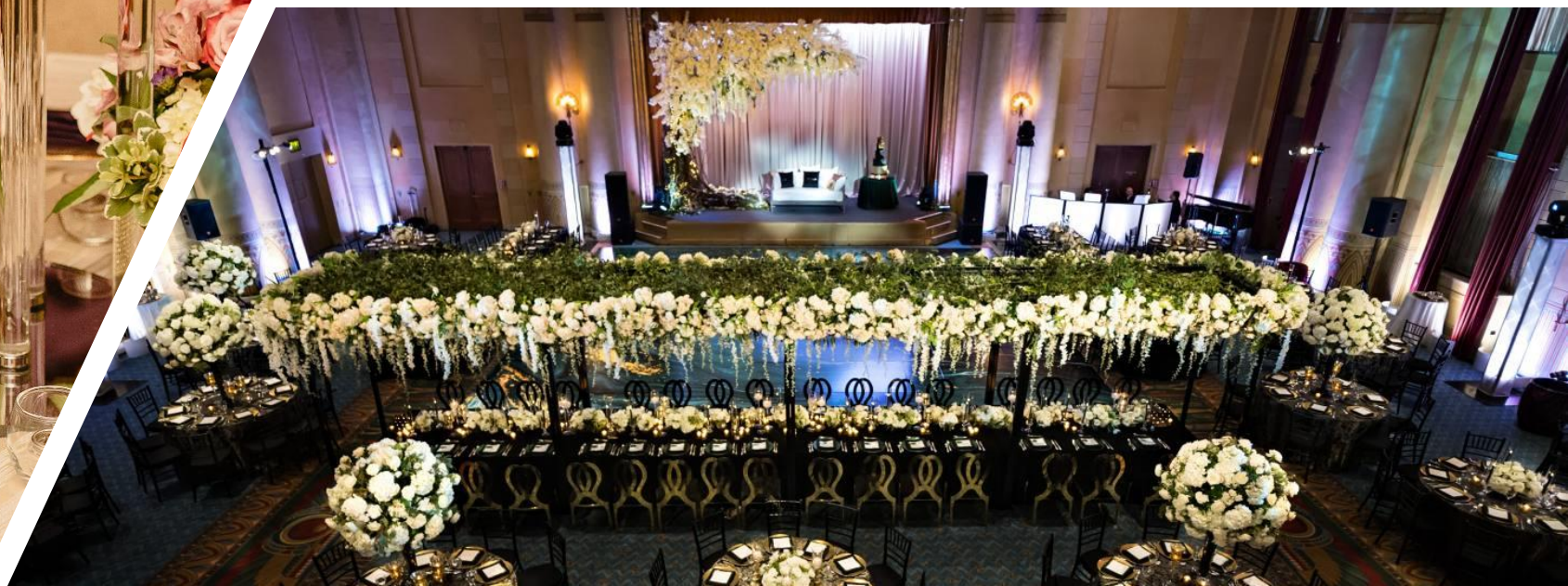
Cumberland Alpine Style cheese (Tasting Notes: Buttery potato and fresh corn)

Walden (Tasting Notes: Chopped walnuts, sauteed mushrooms and cultured butter)

Shakerag Blue cheese wrapped in fig leaves (Tasting Notes: Candied bacon, Toasted Coconut and Cacao Nibs)

Coppinger (Tasting Notes: Sweet Cream, Toasted Almonds, Rising Bread)

Chef's choice accompaniment, Savannah Bee honeycomb or lavender honey, crisp crackers, pita chips and sliced baguettes





SALAD COURSE... your choice of one :

BEET AND HONEY BLACK PEPPER GOAT CHEESE gf

Roasted red and gold beets, black pepper and honey infused goat cheese, mesclun greens and roasted pistachio on a bed of bibb lettuce with orange vinaigrette

POACHED FIGS, GOAT CHEESE TRUFFLE & WALNUTS SALAD gf

Organic baby arugula, goat cheese truffle and Turkish fig poached in house made red wine syrup, finished with toasted walnuts on a bed of Aquaponics green oak lettuce with champagne vinaigrette

GRAPEFRUIT + ARUGULA & FENNEL SALAD, gf

Peppery baby arugula, fresh grapefruit, thinly sliced fennel, crisp radish and creamy goat cheese, offered with grapefruit vinaigrette, gf

ORCHARD SALAD, gf

Butter lettuces served with orchard ripened pear salsa, toasted walnuts and crumbled Gorgonzola Cheese, garnished with grape halves. Served with champagne vinaigrette

Includes freshly baked bread and butter





ENTRÉE COURSE... your choice of one of the following:

CHICKEN ENTREE...

HONEY AND HOUSE MADE MUSTARD GLAZED CHEF'S CUT CHICKEN BREAST
Parsnip puree, champagne sautéed spinach

BEEF TENDERLOIN & CHICKEN DUAL ENTREE...

PORT WINE AND ROSEMARY GLAZED BEEF TENDERLOIN with wild mushroom salsa
HERB ROASTED CHEF'S CUT CHICKEN BREAST with white wine butter sauce
Citrus risotto, grilled asparagus spears

BEEF SHORT RIBS & SALMON DUAL ENTREE...

BRAISED BEEF SHORT RIBS steeped in their own juices, resulting in a velvety, intensely flavored taste sensation
CHAR-GRILLED SALMON sautéed fennel and tear drop tomatoes
Lavender carrot mash, green beans amandine

BEEF TENDERLOIN & SALMON DUAL ENTREE...

SEARED BEEF TENDERLOIN + horseradish cream sauce
ROASTED SALMON + peach mango salsa
White cheddar mashed potatoes, string bean sauté

BEEF TENDERLOIN & LOBSTER SAUTE ENTREE...

FILET MIGNON TOPPED WITH FIERY LOBSTER SAUTÉ
Over basmati quinoa medley, sautéed spinach, and roasted baby carrot



FOR THE BAR

TRADITIONAL

All bar glassware

Traditional mixers

Coke, Diet Coke, Sprite & Sparkling Water

Fruit garnish

Ice

...Add 9.50 per guest, plus tax

SPECIALTY

Upgrade glassware

Signature drink mixers

Fruit garnish

Ice

...Add 14.50 per guest, plus tax

PERSONNEL

Bartender (s) . . . \$275.00 each
recommended 1 per 50-75 guests

Busser (s) . . . \$250.00 each

Wine Passer (s) . . . \$225.00 each

recommended 1 per 50-75 guests





WE HAVE YOU COVERED ...

OFFERING AN ARRAY OF SIGNATURE IN HOUSE LINENS IN A
VARIETY OF COLOR, PATTERNS, AND TEXTURES



ENHANCEMENTS



GUESTWARE

IVORY & GOLD PATTERN



WHITE PATTERN





STATION DÉCOR

Includes your choice of ONE from our three exclusive tabletop décor packages:

“Gallery”: A modern design featuring sleek, clean line style, chrome risers, black marble, espresso wooden vases + candle lamps

“Classic”: A timeless presentation with garden urns, silver candelabra, estate style silver accents

“Artisan”: Rich in texture, featuring hand carved dark wooden accents, rustic style copper, granite and assorted patina vases

EQUIPMENT

China

Includes your choice of ONE white or ivory with gold rim

Vessels

Includes your choice of ONE white square bowls, white square plates, martini glasses, champagne flats, shot glasses

Flatware

Includes your choice of ONE classic silver or gallery silver

A modern interior scene featuring a dark wooden table. On the table, there is a white vase with a woven ball on top, and a wooden knot sculpture. The background shows a glass railing and a window with a view of greenery.

LOGISTICS

PLANNING & LOGISTICS:

Includes the following :



PROJECT SCOPE

- Site Visit #1 – initial tour + inspiration session – date TBD
- Tasting, design session + site tour – dates TBD
- Site Visit #2 – Affairs core team + select partners – dates TBD

THE SETTING & LOGISTICS PROVISIONS

The above services are subject to event logistics and guidelines known at this time. The outlined services and pricing are based on the customer to guaranteeing the following requirements. If the following cannot be provided or are not met, adjustments may be made to the services, and or pricing

EVENT CONDITIONS

The safety and wellbeing of our staff, you and your guests is of the utmost importance. To ensure a successful experience, climate, and logistical conditions while on site must be conducive to acceptable standards of event production. Extreme conditions may require alternate plans, infrastructure, or safety precautions, which may result in additional costs and/ or adjustments to services.

ACCESS TO INGRESS & EGRESS:

Customer will guarantee timely, proper and easy access to event sites for pre-load, load in and load out of caterer and hired vendor partners.

Customer guarantees the minimum access to the event space prior to the event start time as listed on page one.

Any unforeseen wait-time for security checks, delayed access for elevator or loading docks/ additional vendor load in load-in / load-out, are not included in the above costs unless specified. Should our team be delayed due to a back-up on the loading dock, ballroom or venue, additional fees may apply for any crew wait-time until clearance to unload and enter the venue can be granted

PARKING

Customer provides reserved proximal + secure parking for limited catering vehicles and staff



PLANNING & LOGISTICS:

Includes the following :



MENU DEVELOPMENT

- Caterer to collaborate with Customer to incorporate local product
- Caterer to collaborate with Customer regarding special diet, allergies and/or extreme preferences for all services (in advance)

THE CATERING KITCHEN

AFAIRS to REMEMBER understands the importance of freshly prepared food and, as an on off premise caterer, supports and supplements the logistics of the venues and sites we work at and provide full criteria of culinary equipment to produce your event, which may include the following: propane ovens, electric ovens, burners, hot boxes, back of house tables, pipe and drape, refrigerated catering trucks.

Catering preparation area:

- customer is responsible for securing adequate space and power based on services outlined
- customer is responsible for providing access to adequate, potable water – for preparation, sanitation, consumption and cooking

Kitchen Build

installation of full mobile kitchen, including, but not limited to:

equipment provided and managed by affairs to remember

Understanding our commitment

AFFAIRS
TOREMEMBER



Our **LEGACY GIVING** program is how we give back to our community by sponsoring and supporting local and national non-profit organizations, along with donating services to designed to fight food insecurity by providing thousands of meals a year to those in need.

Since its inception, Legacy Giving has donated more than \$3,000,000 to various charities throughout the Metro Atlanta Area.



Our **LEGACY GREEN** initiative provides the most safe and sustainable options. Knowing that certain practices will pivot based on circumstance we will continue recycling, composting, training, sourcing from our local and organic farms, and eliminating all polystyrene products.



It is our intention that with these conscious habits, among others, we may bring about a sense of normalcy and fulfillment of your physical well-being and our environmental health.

With weekly scheduled deliveries to those in need, AFFAIRS TO REMEMBER donates more than 3,000 meals annually

On average we divert more than 4,000 pounds per week!

AFFAIRS
TO REMEMBER

PRICING





The PROPOSED CATERING PRICE STRUCTURE

PACKAGE PRICE:

\$117.50 * per guest, inclusive of all taxes and service fees, based on a minimum of 150 adult guests

TOTAL PROJECTED INVOICE: 150 GUESTS @ \$117.50 = \$17,625.00

TOTAL = \$17,625.00 Inclusive of all taxes and fees

PACKAGE PRICE INCLUDES:

MENU:

Passed appetizers

Plated Salad

Dessert station

EQUIPMENT:

Designer tabletop, décor, equipment and buffet linen as listed above

All china and guest ware, ,Food presentation equipment required

Guest Table Linens

GEORGIA SALES TAX –

CATERING PERSONNEL

Event manager, Service staff, Attendants, Captains, ,Bartenders, Bussers, Food Runner, culinary team

The above menu price, equipment package and staffing levels are based on a maximum of 50% guest seating. An increase in your guest seating percentage will have an impact on your event needs and will result in an increase in costs associated with your event.

SEATED SERVED NOTE: The above menu price, equipment package and staffing levels are based on **8** guests per table. An increase in your guest seating to service ratio will have an impact on your event needs and pricing.

*GUEST COUNT ADJUSTMENT

NOTE: The above pricing reflects the fixed costs associated with your event and is based on the minimum adult guest count of **150** adult guests. A change in the minimum guest count will result in an adjusted price.

ABOVE PACKAGE PRICE IS BASED ON LOGISTICS KNOWN AT THIS TIME

***GUEST COUNT ADJUSTMENT**

NOTE: The above pricing reflects the fixed costs associated with your event and is based on the **minimum adult guest count of 325 adult guests**. A change in the minimum guest count will result in an adjusted price.

NOTE: The above menu price, equipment package and staffing levels are based on 100% guests seating. An increase in your guest seating to service ratio will have an impact on your event needs and will result in an increase in costs associated with your event.

SERVICE OVERTIME CHARGES

NOTE: All food and service price quotations are based on a maximum service base period of 5 hours from the scheduled arrival time of your guests until the departure time of your guests. Additional service time beyond the **5** hours base period will result in the following additional charges: \$3.00 per guest for each additional 1/2 hour of service requested. Service overtime charges may also apply if caterer is not provided proper entry time as listed above and/ or if departure time is delayed due to no cause of the caterer. The additional charge will be added to your invoice.

INSURANCE

We carry Workman's Compensation Insurance, Liquor Liability Insurance and Product, Personal and Liability Insurance in the aggregate amount of \$2,000,000.

CUSTOMERS SCHEDULE

- 1-Customer's minimum guest count and final menu selections must be made and submitted 14 business days prior to the event date. If caterer is not contacted 14 days prior to the event date, then the minimum guest guarantee listed under food price structure will be the minimum count that caterer will accept.
- 2-After this point Customer may not reduce guest counts, so we may begin coordinating staffing, reserving equipment and ordering product.
- 3-Customer may increase your count going forward up to 5 business days prior to your event date.
- 4-Caterer reserves the right to adjust your invoice if the correct guest count is not given.

DEPOSIT & PAYMENT INFORMATION

- 1- A 50% deposit is required to secure the date and is **NON--REFUNDABLE** in case of cancellation.
- 2- The deposit will be deducted from the final bill.
- 3- The balance is due and **payable 5 business days** prior to the party date.

PLEASE NOTE:

WE DO NOT BILL FOR SERVICES. All payments to be made by check, cash, money order or certified funds.

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IIF THE CONTRACT AND DEPOSIT IS NOT RECEIVED BY September 15, 2022, THE ABOVE PRICE AND AVAILABILITY ARE SUBJECT TO CHANGE.

A grand ballroom with a large stained glass skylight, ornate ceiling, and rows of chairs set up for an event. The room features a high ceiling with a large, colorful stained glass skylight and ornate wooden beams. The walls are decorated with intricate floral patterns. The floor is covered with a red and gold patterned carpet. Rows of light green upholstered chairs are arranged in the room, facing a stage area. A long white table is set up in the foreground. The stage area is decorated with white curtains and floral arrangements. A grand piano is visible on the right side of the stage.

COMPANY EXPERIENCE



Accolades

- Best Wedding Entertainment" award from the National Association for Catering and Events (NACE).
- "Best Team Event of the Year" award from NACE.
- International Special Events Society's (ISES) "Lifetime Achievement Award"
- "Best Caterer in Atlanta" by the readers of Creative Loafing (multiple citations)
- More than a dozen Allie Awards, including "Best Off-Premise Catering"
- Various other awards from the National Association of Catering Executives(NACE) and the International Special Events Society (NACE)
- Best Off-premise Event, Most Creative Food Presentation, Best Social Event, Best Fundraiser, Most Creatively Planned Menu
- "Martha's Choice...Southeast Region." - Martha Stewart Living Magazine
- "The best...unparalleled service...memorable fare!" - Bon Appetit Magazine
- "Best Caterer in Atlanta" - Consumers Choice Award (multiple years)
- Outstanding Community Service Award - National Restaurant Association in conjunction with the Georgia Restaurant Association
- The only caterer, domestic or international, to receive a coveted source listing by Letitia Baldrige in her acclaimed publication Legendary Brides.

Understanding our commitment



At **AFFAIRS to REMEMBER** we are navigating this new normal safely and sustainably. First and foremost, we are adhering to the guidance of public health professionals and will support a safe environment for our employees, partners, and customers. Further, our **LEGACY** programs will remain our driving force.



Our **LEGACY GREEN** initiative provides the most safe and sustainable options. Knowing that certain practices will pivot based on circumstance we will continue recycling, composting, training, sourcing from our local and organic farms, and eliminating all polystyrene products.

Our **LEGACY GIVING** mission will remain dedicated to the local community and the environment. AFFAIRS to REMEMBER will push forward and continue to give back by donating to Atlanta's Community Food Bank, sponsoring in-kind services to non-profit organizations and partnering with The Meal Bridge to support the courage and generosity of our local healthcare workers and first responders.



It is our intention that with these conscious habits, among others, we may bring about a sense of normalcy and fulfillment of your physical well-being and our environmental health.

AFFAIRS
TO REMEMBER



AFFAIRS TO REMEMBER

CONCEPT.


PLAN.

DELIVER.

The Meeting...



Have additional options
Make it visually appealing
Your client will let you know when they've reached their budget
Be ready to answer all questions



“Friendors”.... A
great list of
partners is key to
success.

Post Event



Client follow up:

Did the event feel immersive, personalized, and create an emotional connection?



Vendor follow up:

Is what was presented, what arrived?

How was the process?

Any feedback they can provide on making the process easier?

Thank You....

Steve M Moore

Instagram...Stevemororles

Linkedin...Steve Moore

