



# Bringing More to the Table than Just the Food...

**Richard Wilner**

Managing Partner: AFFAIRS TO REMEMBER

Atlanta, GA





# WELCOME

Bringing More to the Table Than Just The Food

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**AFFAIRS**  
**TO REMEMBER**



**BRINGING MORE TO THE TABLE THAN JUST THE FOOD...**

# The **DIFFERENCE FACTOR**





**We have accountabilities ...to our CLIENTS**

**We have accountabilities ...to our EMPLOYEES**

**We have accountabilities ...to our ENVIRONMENT**

**We have accountabilities ...to our COMMUNITY**

We have accountabilities ...to our **CLIENTS**



Delivering the Experience through **EXPERTISE**

We have accountabilities  
...to our **CLIENTS**

- **BOND**
- **SURVEY**
- **BUILD**
- **DELIVER**







We have accountabilities ...to our **CLIENTS**

**BOND**

We have accountabilities ...to our **CLIENTS**

We have accountabilities  
...to our CLIENTS

**BOND**

## CONTACT US

FIRST NAME \*

DAVE

LAST NAME \*

SMITH

ORGANIZATION/COMPANY

OH NO YOU BETTER DON'T INC.

EMAIL \*

OHNODAVE@GMAIL.COM

EVENT DATE

12/07/2025



HOW CAN WE BE OF SERVICE? \*

We are planning a company holiday party for 150 guests. Please send over a complete estimate. Thank you!



We have accountabilities ...**to our CLIENTS**

## **SURVEY**

*Tell Me Everything ...*



We have accountabilities ...to our **CLIENTS**

## **SURVEY**

Planning a trip for  
someone ...

You would ask some  
important questions

What climate are you looking for

Are you looking for adventure or relaxation

How many days are you wanting to travel

What method of transportation do you prefer

What distance would you like to travel

What have you budgeted

# We have accountabilities ...to our **CLIENTS**

## **SURVEY**



# We have accountabilities ...to our CLIENTS

## SURVEY

- What is the reason for the event
- Is there history with this event
- Who is attending: describe the group
- Menu influences
- Design influences
- Event Location : Setting, indoor and outdoor
- What are the logistics surrounding the event
- Event timing / run of show
- Equipment needs and set up (tables, chairs, linens, guest ware, a/v, climate control, power)
- Parking, guest arrival, flow of guest attendance
- What do we need to accomplished with this event (OBJECTIVE)
- Align with branding and messaging
- Budget



We have accountabilities ...**to our CLIENTS**

## **BUILD**

- Design the appropriate menu
- Capture the creative details
- Account for all Logistical needs
- Present the proper estimate

We have accountabilities ...to our **CLIENTS**  
**BUILD**

- **Design The Appropriate Menu**





We ha

**BUILD**

- Cal





# Preparing Correct Initial Estimates, Considering Complete Event Logistics



We have

## **BUILD**

- Accom



*And don't forget the toilet paper.....*

We have accountabilities ...**to our CLIENTS**

## **BUILD**

- Present the proper estimate





We have acco  
DELIVER



**catersource® + THE SPECIAL EVENT®**

BRINGING MORE TO THE TABLE THAN JUST THE FOOD...

We have accountabilities ...**to our EMPLOYEES**



We have accountabilities ...**to our EMPLOYEES**

- Teach hospitality by SHOWING hospitality
- Recognition
- ***Set the team up for success***
- ***Commitment to Protecting the frontline workers***



# We have accountabilities ...**to our EMPLOYEES**

## PLANNING & LOGISTICS ACCOUNTABILITIES

- 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.

# We have accountabilities ...to our **ENVIRONMENT**

The hospitality industry, and in particular event caterers and producers, is a top contributor to landfill waste and consumes an enormous number of resources each year.

We saw a need in our community for more sustainable and environmentally conscious practices, so we dedicated ourselves to filling that gap

We've dedicated ourselves to using less and being more thoughtful and aware of our consumption and waste

# SUSTAINABILITY

## **CUSTOMERS WANT SUSTAINABLE BUSINESS.**

A 2020 study by consulting firm Kearney shows that the pandemic has made consumers even more concerned about the environment when making choices than before.

### **Results show:**

- Nearly half say they are more concerned about the environment than before the pandemic.
  - 11% have changed their purchases based on environmental claims within the past year.
- **In 2019, 71% took the environment into consideration ... And now, 83% of consumers said they considered the environment.**
- This trend towards greener choices is in line with the results of other studies, including a 2017 report which demonstrates that millennials are particularly conscious consumers. Hotels should keep in mind that millennials are also now the biggest market of all consumer age groups.



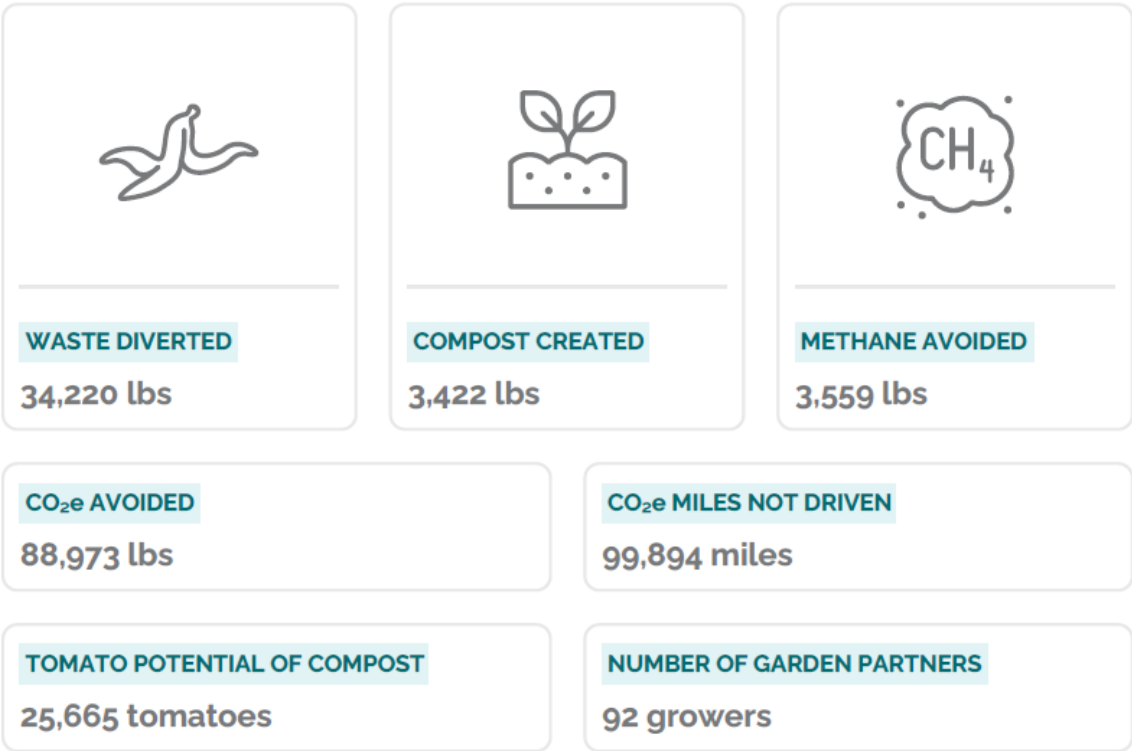
# We have accountabilities ...to our **ENVIRONMENT**

- Eliminate all Styrofoam from our practices
- Reduce use of plastics
- Recycling as much leftover material as we can
- Composting all organic non-recoverable
- Train ALL employees in sustainable practices
- Sourcing our ingredients from local and organic farms
- Donating left-over food
- Donating old newspapers to animal rescue shelters
- Promote sustainable eating habits by proving plant-based menus

# We have accountabilities ...to our ENVIRONMENT

## Impact Report

Thank you for your commitment to sustainable business practices.  
This report highlights the impact from your program.



We have accountabilities ...**to our COMMUNITY**



**Making a difference  
one meal at a time...**



# We have accountabilities ...to our **COMMUNITY**



**SECOND  
HELPINGS  
ATLANTA**

Dear Rich,

In **November 2024**, Affairs to Remember donated **100 pounds of food** -- equivalent to providing approximately 83 nutritious meals for distribution to our community.

**So far in 2024**, we have rescued **2,591 pounds** from your location, which Feeding America values at **\$4,975**.

Thank you for helping us make Atlanta a *less* wasteful and *more* food-secure place to call home.







**catersource** + **THE SPECIAL EVENT** Bringing More to the Table than Just the Food...