

Measuring Success in New Marketing Materials

HTM 515-01 Hospitality and Tourism Management Internship

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Nancy Quach

915863772

Professor Andrew Walls

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Executive Summary

Parameters of the report. Absolute Celebrations Catering company serves the San Francisco Bay Area using a variety of service levels and options. Absolute Celebrations Catering provides all elements needed for events such as food, service, and rentals. They have a wide range of catering services and their main target markets are full service weddings and drop off corporate events. As a small company, Absolute Celebrations had difficulties presenting themselves in the market and gaining a consistent flow of clients and events. As Absolute Celebrations aged, their marketing strategies changed to fit their current needs. The largest change came when the company decided to partner with venues around the Bay Area. With such a diverse pool of venues, the company knew they needed a new strategy. Absolute Celebrations created new marketing materials in the form of full service packages for partnered venues and new general menus for potential clients. The purpose of my study is to determine how to measure the success of Absolute Celebration's new marketing materials.

Description of the problem. Being a small company with limited supply of employees and space, creates difficulties when it comes to growth. Absolute Celebrations new marketing materials would provide the company a way to grow without compromising the company itself. The new materials and strategies have been implemented but yet to be analyzed. My study will give Absolute Celebrations the results they need to move forward with their growth and shed light on issues that need to be addressed.

Methodology. In order to determine the success of the company's new marketing materials, I planned to gather data in relations to the number of events per year, revenue and profits, and expenses. I analyzed how the company changed when the packages were implemented and conducted an interview with the owner of the company to further discuss the

dynamic of Absolute Celebrations after the change. To determine the success of the new menus, I presented the old and new menus to industry professionals. Following the presentation, I recorded their thoughts and comments and made the necessary changes. Finally, I tested the menus on potential clients during tastings and asked questions regarding the menu. I documented the responses I collected and implemented the changes.

Summary of findings and conclusions. I found the new marketing materials to be a success for Absolute Celebrations. The partnership with various venues allowed for the company to expand their target markets and their offerings without creating waste. Since starting the packages, our food cost changed from 20% to 18% showing a 2% savings in expenses. Additionally, our net profit increased by 5%. With a diverse pool of venues, Absolute Celebrations was able to have a place at each level of service class. Absolute Celebration's strategy became very similar to how hotel parent companies expand their services. Absolute Celebrations was able to expand their name and brand while keeping the integrity of the company. They successfully satisfied each target market using partnerships and packages, while refining and reaching their performance standards. The new menus were also proven to be successful. From my experiments, I can deduct the new menus are easier to read and more appealing to the eye. I also measured their success by the profit Absolute Celebrations gained through presenting the menus at tastings.

Recommendations. My recommendations for Absolute Celebrations revolve around the company's ability for growth. The new marketing material prove to be successful, so the following step is to increase the quantity and quality of the company's employee management system. The packages and menus brought in a higher number of clients and events; however, Absolute Celebrations will need a larger team in order to supply the incoming demand.

Section I – Introduction and Background

Absolute Celebrations Catering is a small, successful, “Mom & Pop” catering company based in the San Francisco Bay Area. Created in 2011, Absolute Celebrations is a seven year old company. This company is owned by Cleodia Martinez and Ryan Martinez, a now married couple beginning the new chapter of their lives of family hood. Cleodia and Ryan started Absolute Celebrations in 2011 when the young couple decided to combine their talents and passions. Cleodia has an education and back ground in business management, while Ryan has an education and experience as a chef. When the company first began, it was just to two of them with Ryan preparing and cooking all the food and Cleodia running the back house responsibilities including the role of Event Coordinator. The first servers were found online through job sites such as Craigslist and Monster, from there the servers were hired through current servers.

Absolute Celebrations Catering provides all elements needed for events such as food, service, and rentals. They have a wide range of catering services including drop-off service, full service buffet, full service family style, and full service plated. Our main target markets are full service weddings and drop off corporate events. Full service weddings consist of setup and breakdown of the event, ceremony, cocktail hour, and dinner. They are generally a six to nine hour shift depending on the details of the wedding. Before the event itself, Absolute Celebrations works with the bride and groom to choose and finalize the food and rentals for their wedding. This is accomplished through meetings, emails, and tastings. Generally the person of contact is Cleodia Martinez, however; when I joined the team for this internship I became the person of contact for my assigned events. On the day of full service weddings, Absolute Celebrations provides a team of professionals to execute setup and break down, ensure the ceremony takes

place, release appetizers which can be passed or stationary, and serve dinner which can be buffet, plated, or family style. The team for full service events consist of a chef, an event coordinator, and a varying number of servers. The number of servers depend on the number of guests for each event.

When Absolute Celebrations started, they faced the common issue of entering the market. They were a small company with a new name, trying to establish themselves in a very large market. Cleodia and Ryan were not yet big enough to cater full size weddings, so they decided to target corporate offices in attempts of becoming the local company's preferred caterers. Working from their San Ramon apartment, Cleodia called receptionists of local business such as Work Day and Robert Half to introduce themselves as a catering company and establish a relationship. This was the beginning of Absolute Celebrations attempt to market themselves. In addition to the calls, Cleodia created fliers and cards which were mailed directly to local businesses. Businesses tend to bring in caterers for their annual events and seasonal parties. With this in mind, Cleodia strategically made contact when she knew these companies would be in search of caterers. Cleodia discovered another great place to market Absolute Celebrations was on wedding websites, for example, Wedding Wire and Here Comes the Guide. Being on these sites allowed for Absolute Celebrations to be on a list that engaged couples could choose from. It got our name out but also gave customers the ability to discover the company on their own. It turned the responsibility of marketing on to the consumers instead of the company.

A very successful marketing effort by Absolute Celebrations was participating in bridal and wedding fairs. These fairs took place in hotels or small convention spaces. They targeted couples who were still exploring the options of any and all components of their wedding. These fairs consist of booths of caterers, makeup artists, venues, bakeries, photographers, and many

more. In addition to couples, the target market included family of the couple and their bridal parties. This means these fairs allowed for Absolute Celebrations to get our name out and create a “word-of-mouth” by presenting the company and our offerings. Attendees of these fairs remembered our name and food and began to tell their friends and family about us. Additionally, these fairs allowed Absolute Celebrations to network with other vendors in the industry. It gave us the opportunity to create bonds between venues and photographers which became a true strength in the wedding industry. To participate in bridal fairs, each vendor must pay an entry fee which establishes a booth/location for the vendor. On top of the entry fee, Absolute Celebrations had their food and labor costs for each fair. For fairs we generally prepared and presented three different appetizers while making connections with possible brides and discussing their individual needs. Our team consisted of a chef and two employees who acted as the sales personnel. Participating in bridal fairs was a very costly marketing strategy, but bridal fairs was where we created our presence. In the early years of the company, these marketing strategies were worth the time and costs because we had yet to have a place in the market. Absolute Celebrations was not well known and we had to do everything in our power to create a clientele. Since 2015, Absolute Celebration’s marketing strategy drastically changed due to the fact we had a consistent flow of clients and events.

Section II – Statement of the Research Project

The drastic change in marketing strategy was brought on by Absolute Celebrations decision to partner with specific wedding venues around the San Francisco Bay Area. These partnerships made it so that Absolute Celebrations was the preferred caterer for each venue. This meant the pressure of marketing and finding clients no longer fell on Absolute Celebrations, but the owner or sales department of the wedding venues. Absolute Celebrations began to partner

with McCauley Estates Vineyard, Crooked Vines, Heather Farms, Maple Lawn, and The Light House. For each venue, Absolute Celebrations created new marketing material in the form of magazines to appeal to clients and partners. Each magazine includes special created menus depending on venue, options for beverages and bar service, and options for rentals. More importantly, the magazines specifies a package deal for weddings and special events which includes a baseline offering for a full service event. This includes appetizers for cocktail hour, dinner for dinner service, cake cutting service, flatware and linens, and a team of catering professionals. The package deal for Crooked Vines is shown below.

Service Formats

Wedding and Special Event Package

Two Passed Appetizers
Dinner Rolls & Butter
One Salad
Two Entrees
Two Sides
Cake Cutting Service

Standard White Dinnerware
Stainless Steel Flatware
Colored Napkins
Guest Table Linens
Sweetheart Table, Sign-In/Gift, Cake, Buffet and 6 Bistro Table Linens

Professional Servers
Catering Coordinator
On-Site Cook
(All Service for 5 Hour Event Time)

Choice of Buffet, Family Style, or Plated

Buffet: Food is served in stainless steel chafing dishes on a self-serve double-sided buffet
\$3,375 up to 75 Guests, additional \$45/person
+ 20% Catering Fee & Applicable Sales Tax

Family-Style: Food is served on large platters delivered to each table for guests to share
\$4,875 up to 75 Guests, additional \$65/person
+ 20% Catering Fee & Applicable Sales Tax

Plated: Food is individually plated and served to guests by course.
Package includes two pre-selected entrees and one starter.
\$4,875 up to 75 Guests, additional \$65/person
+ 20% Catering Fee & Applicable Sales Tax

The goal of these packages was to create a one-stop-shop for clients and cover all components necessary for a wedding or special event. This gives Absolute Celebrations a huge advantage in the competing market. Wedding planning is very stressful and time consuming because of all the necessary moving parts. Couples must handle details such as food, pictures, flowers, rentals, and more. Having all elements of a wedding through one provider makes it simpler for clients and ensures the quality of the event by decreasing the number of vendors. As the number of vendors increase the level of teamwork and communication between separate companies is needed. This can cause obstacles and strains especially on the day of the event. Whereas with the packages, all elements are controlled by Absolute Celebrations meaning one professional team to ensure the success of each event. Creating a package deal puts Absolute Celebration ahead of the catering curve. While other caterers generally supply food and service, clients get more when they decided to take advantage of Absolute Celebration's offerings. The packages offered by Absolute Celebrations is the marketing strategy needed to excel in our competitive market.

Each package deal is different because of the varying locations and resources of each venue. For example, the package deal for Crooked Vines does not include glassware because the venue is a winery and supplies their own glasses. As a result of these differences, each package is tailored to its' corresponding venue which means the menu and Absolute Celebrations offering is properly catered to the venues target market. Creating packages that correspond to their venues in an important marketing strategy for Absolute Celebrations because we recognize the culture and needs of the clients who book at particular venues. As a result, we create one magazine to showcase our package for each venue which encompasses the needs and wants for their target market. For example, the clients at Maple Lawn are more willing to spend a higher price than

those from Crooked Vine. We anticipate Maple Lawn's market to expect a higher level of service and quality of food. We satisfy this using their specified package and only at Maple Lawn. As a result, Maple Lawn clients are satisfied and our efforts are not wasted. The package deal for Maple Lawn is shown below.

Service Formats

Wedding and Special Event Package

Two Passed Appetizers
Dinner Rolls & Butter
One Salad
Two Entrees
Two Sides
Cake Cutting Service

Standard White Dinnerware
Stainless Steel Flatware
Colored Napkins
Guest Table Linens
Sweetheart Table, Sign-In/Gift, Cake, Buffet and 6 Bistro Table Linens

Professional Servers
Catering Coordinator
On-Site Cook
(All Service for 5 Hour Event Time)

Choice of Buffet, Family Style, or Plated

Buffet: Food is served in stainless steel chafing dishes on a self-serve double-sided buffet

\$3,375 up to 75 Guests, additional \$45/person
+ 20% Catering Fee & Applicable Sales Tax

Family-Style: Food is served on large platters delivered to each table for guests to share

\$4,875 up to 75 Guests, additional \$65/person
+ 20% Catering Fee & Applicable Sales Tax

Plated: Food is individually plated and served to guests by course.

Package includes two pre-selected entrees and one starter.

\$4,875 up to 75 Guests, additional \$65/person
+ 20% Catering Fee & Applicable Sales Tax

While the magazines were used to present our new packages, Absolute Celebrations took on another marketing attempt in the form of menus. Reinventing the company's general menus would appeal to new clients who were searching for a catering company. The packages were made for clients who need caterers to fulfill their full service needs. The new menus would contain information for all types of services Absolute Celebrations offers. These services include drop off and full service. Unlike the packages, the new menus were designed to fulfill the needs of diverse events and clients. For example, birthday parties, funerals, bridal showers, corporate functions, and many more. The redesign was critical for the company because of their previous unsuccessful menus. The dated menus were poorly positioned, over crowded, and unappealing to the eye. Because of this, clients had difficulties understanding what Absolute Celebrations could offer them. These new menus will clearly state our offerings in appealing views and keep Absolute Celebrations' menus competitive with other catering companies.

The addition of new marketing material resulted in the extinction of some old marketing strategies such as the cold calling to local businesses and mailing of fliers. The creation of packages in theory would allow Absolute Celebrations to establish ourselves at a range of different venues around the San Francisco Bay Area while satisfying multiple target markets without the risk of waste and extra costs. Absolute Celebrations' most recent marketing attempt took form in new menus. Reinventing the company's general menus would make them easier to understand for future and pending clients. They will appeal to the eye while successfully generate interest, keeping Absolute Celebrations competitive in the catering market. With the changes of marketing material, the following step is to determine whether or not Absolute Celebrations' efforts were successful.

Section III – Methodology

In order to determine the success of Absolute Celebrations' marketing material, I compiled their number of events per year over the course of 2011 to 2018. Doing this would allow me to see the change of demand year to year. It would clearly show the spikes of changes in demand, if any, after the full service wedding and special event packages were marketed. If I saw an increase of demand during the year of 2016, I could deduct that the packages were successful and the partnership with venues was a successful strategy for Absolute Celebrations. I had planned to gather Absolute Celebrations data on full service wedding revenue and see if there were changes surrounding the year 2016. Because some packages included beverage and bar service, I planned to gather data to determine if the use of packages increase or decrease the quantity of events calling for bar service. Following this, I would analyze the profit from Absolute Celebrations bar service before and after the packages were established to see if they positively or negatively affect the company. I planned to analyze the bottom line net profit of Absolute Celebrations before and after the year of 2016 to determine the actual, quantifiable difference the packages made on the company. Finally, in order to measure the success of the packages I planned to analyze the food cost before and after the packages. Because Absolute Celebrations had a set list of menu items, I wanted to determine how this would change our food costs. The packages allowed Absolute Celebrations to limit the types of ingredients needed for each event and increase the quantity of each item. This allows for our team to buy ingredients in bulk which in theory decreases our costs. Due to miscommunications, I was unable to compile all the data I desired for my analysis. I had planned to gather data points and create various graphs and charts to present the changes full service packages made to Absolute Celebrations.

Instead of my original plan, I conducted an interview with Cleodia Martinez to discuss the changes Absolute Celebrations went through surrounding the years of 2016.

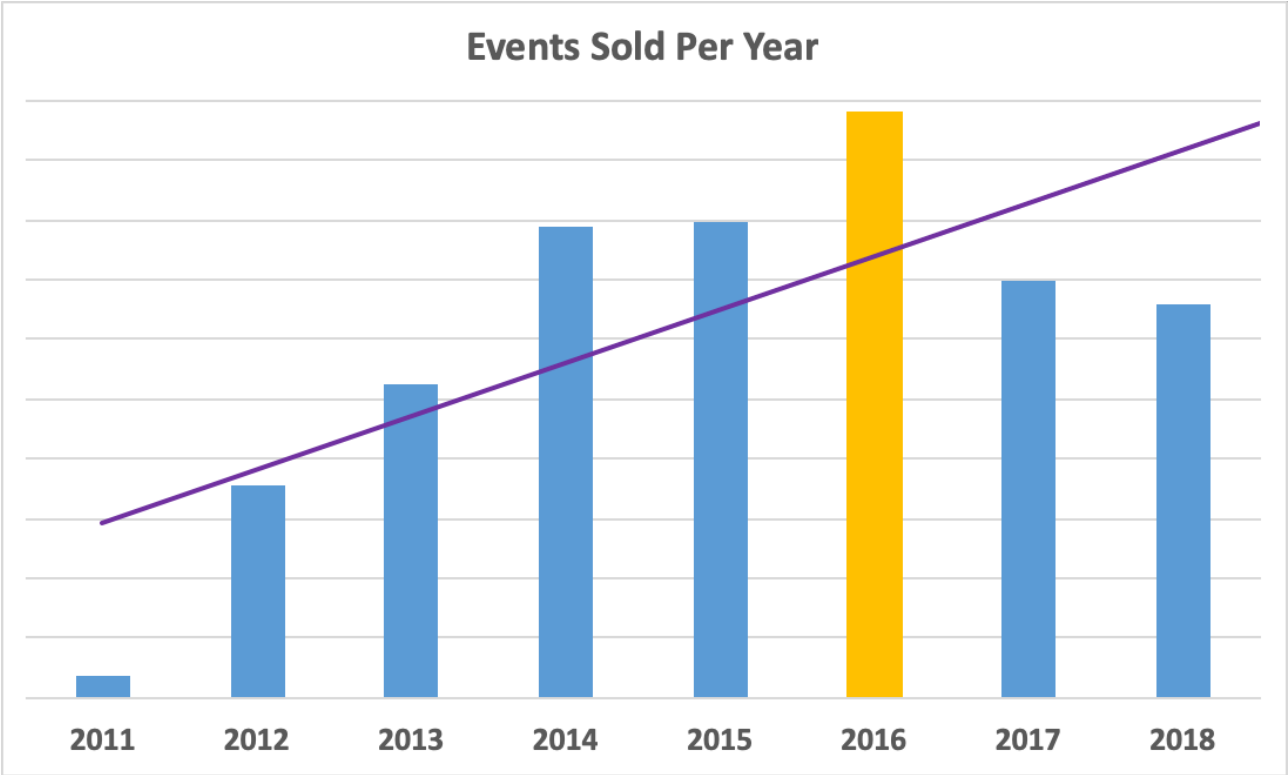
In order to measure the success of Absolute Celebrations new menus, I presented the old and new menu to event coordinators and catering sales personnel. I documented their responses, behaviors, and opinions of the new menu and took advantage of the advice I was given. Finally, I presented the menus to potential clients during tastings. Absolute Celebrations organize tastings for potential clients who are curious in booking us for their catering needs. Prior to the tastings the client chooses the items they would like to try from our online menu. During the tasting, our sales personnel presents the dishes while answering questions and making connections with the client. Following the tasting, the sales personnel goes over the menus with the client and discusses the possibility of booking with Absolute Celebrations. While conducting the tastings, I was able to analyze the responsiveness of the new menus by proposing questions to the clients. I asked the same questions for each tasting to keep my experiment consistent. Some of my questions were: Are the prices per item easy to understand? Are the sections easy to read? What is confusing about this menu? The drop off, full service buffet, full service family style, and full service plated menus will be shown at the end of the Findings.

Section IV – Findings

To measure the success of full service packages, I analyzed the number of events Absolute Celebrations sold every year and presented my findings with a bar graph. The Events Sold Per Year bar graph will be shown at the end of the Findings. In addition to my graph, I conducted an interview with Cleodia Martinez to discuss the outcome of the packages effects. In 2016 Absolute Celebrations sold and executed weddings using packages. These packages sold all elements needed for full service weddings and special events. The company started in 2011 and

sold seven events total their first year. From 2012 to 2015 there was a clear increase of events sold with 2015 totaling 159 events. The major spike in demand was in 2016 at 196 events sold for the year. This spike can be seen on the graph below with 2016 highlighted in gold. This spike in demand proves the packages success by increasing Absolute Celebrations events sold by 37 events from the previous years. According to Cleodia Martinez, the demand of events in 2016 changed from various events around the San Francisco Bay Area, to multiple events at our current partnered venues. This was a very big change for Absolute Celebrations because it positively benefited the company through revenue and profit. Absolute Celebrations food costs changed from 20% to 18% since starting the packages. Martinez states the net profit since starting packages increased by 5%. Additionally, the packages solidified and strengthen our relationship with venues and spread our “word-of-mouth.” It created regularity within the company by working consistently at these venues. It allowed us to enhance our employee management system by solidifying a training program for each venue. Packages allowed Absolute Celebrations to create specific teams of catering professionals for each venue which boasted team moral and teamwork skills. Absolute Celebrations was able to refine, strengthen, and meet our performance standards from working at the same venues multiple times. Most importantly, packages and venue partnerships put Absolute Celebration on the map and gave us stakes at various locations while satisfying various target markets. In 2017 and 2018 we see an obvious decrease in events. This is due to the fact that Absolute Celebrations owners Cleodia and Ryan Martinez became husband and wife and decided to bring a baby into the world. Despite the decrease, the trendline is overall increasing which can be seen by the purple line on the Events Sold Per Year graph.

When determining the success of the new menus, I referred to the comments and reactions of industry professionals and tastings with potential clients. According to industry professionals, the changes that were made to the menus made a very big difference visually. They stated the new menus were easier to read and appealing to the eye. It made the reader want to spend time and look through the menu instead of pushing it aside. Though the amount of content was same, the new menu was categorized into straightforward sections unlike the original menu. The prices were clearly written out for each section and very little questions were asked regarding the prices at all. The color differentiation between the types of menus were a big help with understanding Absolute Celebrations service levels and offerings. Because the menus covered all offerings for all types of clients, it was critical for the menus to clearly explain, in the simplest form, our offerings. Finally, a large different between the old and new menus were the use of gluten free and vegetarian symbols. Absolute Celebrations successfully catered to the increasing number of clients who demand gluten free and vegetarian dishes. The new menu clearly specifies the items with a colorful GF and V label. With similar responses from potential clients during tastings, clients were excited to see a new menu. Though it was the same dishes and items they had seen previously, the new presentation made clients intrigued and excited to try more food. The new menu lead to on the spot bookings for Absolute Celebrations and more tastings. Because the items were newly presented, potential clients were swayed to try more options. The new menus were success which can be proven by industry professional's comments and profit gained through tastings.



ABSOLUTE CELEBRATIONS

DROP-OFF MENU

APPETIZERS

Minimum order of 50 pieces each.

Chicken Skewers **GF** \$2.50

- Caribbean Jerk (Spicy)
- Teriyaki
- Enchilada
- Lemon-Garlic

Steak Skewers **GF** \$3.50

- Salt & Pepper
- Soy-Ginger

Meatballs \$2.50

- Honey-Garlic
- Italian Marinara

Ahi Tuna Cones \$3

Fresh Cut Fruit Skewers **GF V** \$2.50

Bacon Wrapped Dates \$2.50

Bleu Cheese Stuffing

TEA SANDWICHES

Minimum order of 50 pieces each.

Egg Salad **V** \$1.50

Chicken Salad \$1.50

Tuna Salad \$1.50

Smoked Salmon Spread \$1.50

PLATTERS

Minimum order of 24 guests each.

Farmhouse Cheeses **V** \$4

Cheddar, Brie, Goat & Bleu Cheeses, with Grapes, Nuts & Crackers

Cheese & Charcuterie \$5

Cheddar, Goat & Bleu Cheeses, with Peppered Salami,

Prosciutto & Coppa, Assorted Crackers

Vegetable Crudités **GF V** \$4

Fresh Celery, Carrots,

Cherry Tomatoes, Broccoli &

Bell Peppers with Ranch &

Bleu Cheese Dip

Fresh Cut Fruits **GF V** \$4

Four Types of Fruits in Season

Combination of above \$8

Pita & Dip **V** \$6

- Please choose two
- Olive & Artichoke
- Cucumber Yogurt
- Red Pepper Hummus
- Eggplant

SLIDERS

Minimum order of 28 pieces each.

Classic Cheeseburger \$3.50

Angus Beef Patty, Cheddar Cheese, Slow Roasted Roma Tomato,

House-Made Sauce

Bleu Cheeseburger \$3.50

Angus Beef Patty, Bleu Cheese, Caramelized Onions

BBQ Bacon Cheeseburger \$3.50

Angus Beef Patty, Bacon, Swiss Cheese, BBQ Sauce

Pulled Pork \$3.50

Slow Roasted Pulled Pork, Tangy BBQ Sauce

Smoked Turkey Gruyere \$3.50

Smoked Cold Cut Turkey Breast, Gruyere Cheese, Mayo

Crab Salad \$3.50

Crab Meat, Lemon, Old Bay, Romaine

Garden Veggie **V** \$4.50

Veggie Patty (Black Bean, Pinto, Red Pepper & Onion), Roasted Tomato, Hummus, Romaine

DESSERT BARS

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Grand American Dessert Bar | \$5

Mini Pastry Pops | Fudge Nut,

White Chocolate Cheesecake, Chocolate Truffle,

Champagne, S'more

Red Velvet & Chocolate Whoopie Pies,

Assorted Cookies, Double Chocolate Brownies,

Lemon Bars

Option to Add | \$1 Supplement

Assorted Mini Cupcakes, Mini NY Cheesecake

Elite Dessert Bar | \$7

Assorted European Macarons | Sea Salt Caramel,

Raspberry, Pistachio, Chocolate, Seasonal Flavors

Mini Elite Pastries | Lemon Vanilla,

White Chocolate Espresso, New York Cheesecake,

White Chocolate Raspberry Cake, Chocolate Fantasy

Assorted Cupcakes (choose up to 5 flavors) |

Red Velvet, Vanilla Bean, Cappuccino,

Lemon Meringue, Caramel Sea Salt,

Chocolate Ganache

Cupcake Dessert Bar | \$5

Vanilla, Red Velvet, Chocolate, Lemon

Meringue, Caramel Sea Salt, Cappuccino

ALA CARTE DESSERTS

Assorted Cookie Platter | \$20/dozen

Double Chocolate Brownies! \$24/dozen

Lemon Bars | \$24/dozen

Mini Cupcakes | \$24/dozen

Regular Cupcakes | \$36/dozen

Panna Cotta **GF** | \$48/dozen

Mixed Berry, Caramel, Cappuccino,

or Green Tea

Customized requests, please ask



ABSOLUTE CELEBRATIONS

BREAD

Charged to full guest count.

Dinner Rolls & Butter \$0.50

San Francisco Sourdough & Butter \$1

Southwestern Cornbread \$1

Gluten-Free Rolls **GF** \$1

SALADS

\$3.50/person

Minimum order of 24 guests.

Signature **GF** **V** | Mixed Greens, Grapes, Dried Cranberries, Candied Walnuts, Feta Cheese, White Balsamic Dressing

Cucumber Mango **GF** **V** | Romaine, Cucumbers, Mangoes, Candied Peanuts, Goat Cheese, Champagne Dressing

Granny Smith Apple **GF** **V** | Mixed Greens, Granny Smith Apples, Plum Dried Cranberries, Candied Walnuts, Bleu Cheese Crumble, Balsamic Dressing

Green Salad **GF** **V** | Mixed Greens, Cherry Tomatoes, Red Onions, Feta Cheese, Balsamic Dressing

Caesar **GF** **V** | Romaine, Aged Parmesan, Garlic Croutons, Caesar Dressing

SIDES

Minimum order of 24 guests.

Roasted Market Vegetables **GF** **V** | \$4

Balsamic Glazed Brussels Sprouts **GF** **V** | \$4

Herb Roasted Potatoes **GF** **V** | \$4

Mashed Potatoes **GF** **V** | \$4

Country Style Mac & Cheese **V** | \$4.50

White or Brown Rice **GF** **V** | \$4

Potato Salad **V** | \$4

ENTREES

Minimum order of 24 guests.

CHICKEN

Herb Roasted Chicken **GF** | Rosemary & Balsamic Reduction \$7

Chicken Madeira | Mushrooms, Mozzarella, Madeira Sauce \$7

Spinach & Garlic Chicken | Cream Sauce \$7

Tequila Citrus Chicken **GF** | \$7

Cajun Chicken Pasta | \$7

BEEF

Chopped BBQ Beef Brisket **GF** | \$8

Slow Roasted Beef Brisket **GF** | Soy-Ginger Marinade \$8

Beef Bourguignon | Red Wine Braised Beef, Pearl Onions, Carrots, Mushrooms \$8

Red Wine Braised Beef **GF** | \$9

Steak Stroganoff | \$7

PORK

Pork Belly **GF** | Pickled Red Onions, Baby Bok-Choy \$8

SEAFOOD

Baked Tilapia **GF** | Salsa Verde, Herb Lemon Oil \$7

Sweet Chili Salmon **GF** | \$10

VEGETARIAN

Pistachio Crusted Eggplant **GF** **V** | Tomato Jam, Quinoa \$7

Spinach Lasagna **V** | \$7

Rigatoni **V** | Roasted Tomatoes, Kalamata Olives, Fresh Basil, Goat Cheese Cream Sauce \$7

Wild Mushroom Ravioli **V** | Truffle Cream Sauce \$7

Four Cheese Ravioli **V** | Sun Dried Tomato Cream Sauce \$7

Vegetable Curry **V** | Tomatoes, Potatoes, Cauliflower, Bell Peppers \$7

DROP-OFF MENU

BEVERAGES

Assorted Sodas & Bottled Water
\$2/person. Minimum of 1 dozen.

Coffee, Decaf & Hot Tea

***Upgraded Drop-Off Only**
42-Cups, \$100 each | 100-Cups, \$200 each
with Paper Cups, Sweeteners & Cream

DROP-OFF OPTIONS

REGULAR DROP-OFF

Includes disposable chafing dishes or platters, compostable plates, napkins & utensils.
Minimum food order of \$500.
Tax & delivery fee apply.

UPGRADED DROP-OFF

Includes stainless steel chafing dishes, white or wood platters for an additional 20% upgrade fee. Includes compostable plates, napkins & utensils. Minimum food order of \$750.
Tax & delivery fee apply.

20% Catering Fee & Tax Apply
All photos by Modern Love Photography

ABSOLUTE CELEBRATIONS

FULL-SERVICE BUFFET MENU

PASSED APPETIZERS

Minimum order of 50 pieces each.

Chicken Skewers GF	\$2.50
• Caribbean Jerk (Spicy)	
• Teriyaki	
• Enchilada	
• Lemon-Garlic	
Steak Skewers GF	\$3.50
• Salt & Pepper	
• Soy-Ginger	
Meatballs	\$2.50
• Honey-Garlic	
• Italian Marinara	
Ahi Tuna Cones	\$3
Fresh Cut Fruit Skewers GF V	\$2.50
Bacon Wrapped Dates	\$2.50
<i>Bleu Cheese Stuffing</i>	

HEAVY APPETIZERS

Minimum order of 50 pieces each.

Chicken A La King	\$5
Beer Battered Fish & Chips	\$5
Pork Belly Steamed Buns	\$5
Surf & Turf Mashini	\$5
Tomato Soup Shooters & Grilled Cheese V	\$5

TEA SANDWICHES

Minimum order of 50 pieces each.

Egg Salad V	\$1.50
Chicken Salad	\$1.50
Tuna Salad	\$1.50
Smocked Salmon Spread	\$1.50

SPECIALTY APPETIZERS

Minimum order of 50 pieces each.

Spring Rolls	\$2.50
• Pork	
• Vegetable V	
with Sweet Chili Sauce	
Spinach & Feta Spanakopitas	\$2.50
Tomato Basil Bruschetta	\$2.50
Shrimp Ceviche	\$3.50
Fried Chicken	\$2.50
Clam Chowder Shooters	\$3
Sisig Tacos	\$3
Ham & Biscuit Bites	\$3
Artichoke & Fennel Fritters V	\$3
Chicken Salad Cups	\$2.50
Caramelized Onion and Mushroom Crostini V	
Peaches & Boursin Crostini V Seasonal	\$3

STATIONARY APPETIZERS

Minimum order of 50 guests each.

Farmhouse Cheeses V	\$5
Cheddar, Brie, Goat & Bleu Cheeses, with Grapes, Nuts & Crackers	
Cheese & Charcuterie	\$6
Cheddar, Goat & Bleu Cheeses, with Peppered Salami, Prosciutto & Copa, Assorted Crackers	
Vegetable Crudités GF V	\$5
Fresh Celery, Carrots, Cherry Tomatoes, Broccoli & Bell Peppers with Ranch & Bleu Cheese Dip	
Fresh Cut Fruits GF V	\$5
Four Types of Fruits in Season	
Combination of above	\$8
Pita & Dip V	\$6
Please choose two	
• Olive & Artichoke	
• Cucumber Yogurt	
• Red Pepper Hummus	
• Eggplant	

SLIDERS

Minimum order of 28 pieces each.

Classic Cheeseburger	\$3.50
Angus Beef Patty, Cheddar Cheese, Slow Roasted Roma Tomato, House-Made Sauce	
Bleu Cheeseburger	\$3.50
Angus Beef Patty, Bleu Cheese, Caramelized Onions	
BBQ Bacon Cheeseburger	\$3.50
Angus Beef Patty, Bacon, Swiss Cheese, BBQ Sauce	
Pulled Pork	\$3.50
Slow Roasted Pulled Pork, Tangy BBQ Sauce	
Smoked Turkey Gruyere	\$3.50
Smoked Cold Cut Turkey Breast, Gruyere Cheese, Mayo	
Crab Salad	\$3.50
Crab Meat, Lemon, Old Bay, Romaine	
Garden Veggie V	\$4.50
Veggie Patty (Black Bean, Pinto, Red Pepper & Onion), Roasted Tomato, Hummus, Romaine	



ABSOLUTE CELEBRATIONS

FULL-SERVICE BUFFET MENU

BREAD SERVICE

Charged to full guest count.

Dinner Rolls & Butter \$0.50

San Francisco Sourdough & Butter \$1

Southwestern Cornbread \$1

Gluten-Free Rolls **GF** \$1

ENTREES

Minimum order of 24 guests.

CHICKEN

Herb Roasted Chicken **GF** | Rosemary & Balsamic Reduction \$7

Chicken Madeira | Mushrooms, Mozzarella, Madeira Sauce \$7

Spinach & Garlic Chicken | Cream Sauce \$7

Tequila Citrus Chicken **GF** | \$7

Cajun Chicken Pasta | \$7

BEEF

Chopped BBQ Beef Brisket **GF** | \$8

Slow Roasted Beef Brisket **GF** | Soy-Ginger Marinade \$8

Beef Bourguignon | Red Wine Braised Beef, Pearl Onions, Carrots, Mushrooms \$8

Red Wine Braised Beef **GF** | \$9

Steak Stroganoff | \$7

PORK

Pork Belly **GF** | Pickled Red Onions, Baby Bok-Choy \$8

SEAFOOD

Baked Tilapia **GF** | Salsa Verde, Herb Lemon Oil \$7

Sweet Chili Salmon **GF** | \$10

VEGETARIAN

Pistachio Crusted Eggplant **GF V** | Tomato Jam, Quinoa \$7

Spinach Lasagna **V** | \$7

Rigatoni **V** | Roasted Tomatoes, Kalamata Olives, Fresh Basil, Goat Cheese Cream Sauce \$7

Wild Mushroom Ravioli **V** | Truffle Cream Sauce \$7

Four Cheese Ravioli **V** | Sun Dried Tomato Cream Sauce \$7

Vegetable Curry **V** | Tomatoes, Potatoes, Cauliflower, Bell Peppers \$7

SIDES

Minimum order of 24 guests.

Roasted Market Vegetables **GF V** | \$4

Balsamic Glazed Brussels Sprouts **GF V** | \$4

Herb Roasted Potatoes **GF V** | \$4

Mashed Potatoes **GF V** | \$4

Country Style Mac & Cheese **V** | \$4.50

White or Brown Rice **GF V** | \$4

Potato Salad **V** | \$4

KIDS MEAL

For kids 8 years old and under.

Chicken Tenders & Fries | \$15

Mac & Cheese **V** | \$15

Cheese or Pepperoni Pizza | \$15

Teriyaki Chicken & Rice | \$15

Beef Slider & Fries | \$15

SALADS

\$3.50/person

Minimum order of 24 guests.

Signature **GF V** | Mixed Greens, Grapes, Dried Cranberries, Candied Walnuts, Feta Cheese, White Balsamic Dressing

Cucumber Mango **GF V** | Romaine, Cucumbers, Mangoes, Candied Peanuts, Goat Cheese, Champagne Dressing

Granny Smith Apple **GF V** | Mixed Greens, Granny Smith Apples, Plum Dried Cranberries, Candied Walnuts, Bleu Cheese Crumble, Balsamic Dressing

Green Salad **GF V** | Mixed Greens, Cherry Tomatoes, Red Onions, Feta Cheese, Balsamic Dressing

Caesar **GF V** | Romaine, Aged Parmesan, Garlic Croutons, Caesar Dressing

Quinoa **GF V** | Spinach, Roasted Vegetables, Lemon Zest

Chef's Choice | Seasonal

ABSOLUTE CELEBRATIONS

FULL-SERVICE BUFFET MENU

DESSERT BARS

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Grand American Dessert Bar | \$5

Mini Pastry Pops | Fudge Nut, White Chocolate Cheesecake, Chocolate Truffle, Champagne, S'more Red Velvet & Chocolate Whoopie Pies, Assorted Cookies, Double Chocolate Brownies, Lemon Bars

Option to Add | \$1 Supplement

Assorted Mini Cupcakes, Mini NY Cheesecake **Elite Dessert Bar | \$7**

Assorted European Macarons | Sea Salt Caramel, Raspberry, Pistachio, Chocolate, Seasonal Flavors

Mini Elite Pastries | Lemon Vanilla, White Chocolate Espresso, New York Cheesecake, White Chocolate Raspberry Cake, Chocolate Fantasy

Assorted Cupcakes (choose up to 5 flavors) |

Red Velvet, Vanilla Bean, Cappuccino, Lemon Meringue, Caramel Sea Salt, Chocolate Ganache

Cupcake Dessert Bar | \$5

Vanilla, Red Velvet, Chocolate, Lemon Meringue, Caramel Sea Salt, Cappuccino



DESSERT

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Bundt Cake | \$30

9" Single layer

Chocolate, Chocolate Marble, Orange Cranberry

Round Cutting Cake

9" Single layer | \$40

8"x10" 2-layer | \$90

Vanilla, Chocolate

Ala Carte or Customized Requests Please Ask

SERVICE

Servers

\$150 for first 4 hours, \$25/hr after.

Bartenders

\$200 for first 4 hours, \$30/hr after.

Catering Coordinator

\$200 for first 4 hours, \$40/hr after.

On-Site Cook

\$150 for first 4 hours, \$25/hr after.



BEVERAGES

Charged to full guest count.

Non-Alcoholic Beverage Package

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$6/person

Bring-Your-Own Beer & Wine

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$7/person

Bring-Your-Own Full Bar

Assorted Sodas, Lemonade, Iced Tea, Orange Juice, Cranberry Juice, Club Soda, Mixers & Garnish for 2 Signature Cocktails Ice, Coolers, Up to 2 Bars Set-Up \$9/person

Coffee, Decaf & Hot Tea

42-Cups, \$100 each | 100-Cups, \$200 each with Paper Cups, Sweeteners & Cream

RENTALS

Dinnerware, Glassware, Flatware

Assorted Designs, starts at \$0.60/piece.

Napkins, Linens | Pricing varies

Tables & Chairs | Pricing varies

Lighting, Dance Floor, etc. | Pricing varies

20% Catering Fee & Tax Apply

All photos by Kate's Captures

ABSOLUTE CELEBRATIONS FULL-SERVICE FAMILY STYLE MENU

PASSED APPETIZERS

Minimum order of 50 pieces each.

Chicken Skewers GF	\$2.50
• Caribbean Jerk (Spicy)	
• Teriyaki	
• Enchilada	
• Lemon-Garlic	
Steak Skewers GF	\$3.50
• Salt & Pepper	
• Soy-Ginger	
Meatballs	\$2.50
• Honey-Garlic	
• Italian Marinara	
Ahi Tuna Cones	\$3
Fresh Cut Fruit Skewers GF V	\$2.50
Bacon Wrapped Dates	\$2.50
<i>Bleu Cheese Stuffing</i>	

HEAVY APPETIZERS

Minimum order of 50 pieces each.

Chicken A La King	\$5
Beer Battered Fish & Chips	\$5
Pork Belly Steamed Buns	\$5
Surf & Turf Mashitini	\$5
Tomato Soup Shooters & Grilled Cheese V	\$5

TEA SANDWICHES

Minimum order of 50 pieces each.

Egg Salad V	\$1.50
Chicken Salad	\$1.50
Tuna Salad	\$1.50
Smocked Salmon Spread	\$1.50

SPECIALTY APPETIZERS

Minimum order of 50 pieces each.

Spring Rolls	\$2.50
• Pork	
• Vegetable V	
with Sweet Chili Sauce	
Spinach & Feta Spanakopitas	\$2.50
Tomato Basil Bruschetta	\$2.50
Shrimp Ceviche	\$3.50
Fried Chicken	\$2.50
Clam Chowder Shooters	\$3
Sisig Tacos	\$3
Ham & Biscuit Bites	\$3
Artichoke & Fennel Fritters V	\$3
Chicken Salad Cups	\$2.50
Caramelized Onion and Mushroom Crostini V	\$2.50
Peaches & Boursin Crostini V Seasonal	\$3

STATIONARY APPETIZERS

Minimum order of 50 guests each.

Farmhouse Cheeses V	\$5
Cheddar, Brie, Goat & Bleu Cheeses, with Grapes, Nuts & Crackers	
Cheese & Charcuterie	\$6
Cheddar, Goat & Bleu Cheeses, with Peppered Salami, Prosciutto & Copa, Assorted Crackers	
Vegetable Crudités GF V	\$5
Fresh Celery, Carrots, Cherry Tomatoes, Broccoli & Bell Peppers with Ranch & Bleu Cheese Dip	
Fresh Cut Fruits GF V	\$5
Four Types of Fruits in Season	
Combination of above	\$8
Pita & Dip V	\$6
Please choose two	
• Olive & Artichoke	
• Cucumber Yogurt	
• Red Pepper Hummus	
• Eggplant	

SLIDERS

Minimum order of 28 pieces each.

Classic Cheeseburger	\$3.50
Angus Beef Patty, Cheddar Cheese, Slow Roasted Roma Tomato, House-Made Sauce	
Bleu Cheeseburger	\$3.50
Angus Beef Patty, Bleu Cheese, Caramelized Onions	
BBQ Bacon Cheeseburger	\$3.50
Angus Beef Patty, Bacon, Swiss Cheese, BBQ Sauce	
Pulled Pork	\$3.50
Slow Roasted Pulled Pork, Tangy BBQ Sauce	
Smoked Turkey Gruyere	\$3.50
Smoked Cold Cut Turkey Breast, Gruyere Cheese, Mayo	
Crab Salad	\$3.50
Crab Meat, Lemon, Old Bay, Romaine	
Garden Veggie V	\$4.50
Veggie Patty (Black Bean, Pinto, Red Pepper & Onion), Roasted Tomato, Hummus, Romaine	



ABSOLUTE CELEBRATIONS FULL-SERVICE FAMILY STYLE MENU

BREAD SERVICE

Charged to full guest count.

Dinner Rolls & Butter \$0.50

San Francisco Sourdough & Butter \$1

Southwestern Cornbread \$1

Gluten-Free Rolls GF \$1

KIDS MEAL

\$15/person

For kids 8 years old and under.

Chicken Tenders & Fries

Mac & Cheese

Cheese or Pepperoni Pizza

Teriyaki Chicken & Rice

STARTERS

\$7/person

One selection for entire party.

Burrata | Broccolini, Crostini,

Extra Virgin Olive Oil

Heirloom Tomato Caprese |

Buffalo Mozzarella, Basil,

Aged Balsamic

Prosciutto & Melon | Arugula,

Extra Virgin Olive Oil

SALADS

\$4.50/person

Minimum order of 24 guests.

Signature GF V | Mixed Greens, Grapes,

Dried Cranberries, Candied Walnuts,

Feta Cheese, White Balsamic Dressing

Cucumber Mango GF V | Romaine,

Cucumbers, Mangoes,

Candied Peanuts, Goat Cheese,

Champagne Dressing

Granny Smith Apple GF V |

Mixed Greens, Granny Smith Apples,

Plum Dried Cranberries,

Candied Walnuts,

Bleu Cheese Crumble,

Balsamic Dressing

Green Salad GF V | Mixed Greens,

Cherry Tomatoes, Red Onions,

Feta Cheese, Balsamic Dressing

Caesar GF V | Romaine,

Aged Parmesan, Garlic Croutons,

Caesar Dressing

Quinoa GF V | Spinach,

Roasted Vegetables, Lemon Zest

Chef's Choice | Seasonal

ENTREES

Choose 2 entrees \$20/person

Choose 3 entrees \$25/person

Choose 4 entrees \$30/person

CHICKEN

Herb Roasted Chicken GF |

Rosemary & Balsamic Reduction,

Mashed Potatoes, Roasted Vegetables

Chicken Madeira | Mushrooms,

Mozzarella, Madeira Sauce,

Mashed Potatoes

Spinach & Garlic Chicken |

Cream Sauce, Mashed Potatoes,

Roasted Vegetables

Tequila Citrus Chicken GF |

Citrus Marinade, Mashed Potatoes,

Roasted Vegetables

BEEF

Chopped BBQ Beef Brisket GF | +\$1

Slow Roasted Beef Brisket GF |

Soy-Ginger Marinade,

Mashed Potatoes, Roasted Vegetables

Beef Bourguignon |

Red Wine Braised Beef, Pearl Onions,

Carrots, Mushrooms +\$1

Red Wine Braised Beef GF

Steak Stroganoff

PORK

Pork Belly GF | Pickled Red Onions,

Baby Bok-Choy, Crispy Rice Cakes +\$5

SEAFOOD

Baked Tilapia GF | Salsa Verde,

Caramelized Onions, Herb Lemon Oil,

Rice Pilaf

Sweet Chili Salmon GF | Baby Bok-Choy,
Water Chestnuts, Rice Pilaf +\$3

VEGETARIAN

Pistachio Crusted Eggplant GF V |

Tomato Jam, Quinoa

Rigatoni V | Roasted Tomatoes,

Kalamata Olives, Fresh Basil,

Goat Cheese Cream Sauce

Wild Mushroom Ravioli V |

Truffle Cream Sauce

Four Cheese Ravioli V |

Sun Dried Tomato Cream Sauce

SPECIALTY ENTREES

New York Strip Steak |

Mashed Potatoes, Baby Carrots,

Broccolini +\$10

Lamb Chops | Mint Pesto,

Roasted Potatoes, Pearl Onions,

Leeks +\$5

Vegetable Risotto V

ABSOLUTE CELEBRATIONS FULL-SERVICE FAMILY STYLE MENU

DESSERT BARS

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Grand American Dessert Bar | \$5

Mini Pastry Pops | Fudge Nut, White Chocolate Cheesecake, Chocolate Truffle, Champagne, S'more Red Velvet & Chocolate Whoopie Pies, Assorted Cookies, Double Chocolate Brownies, Lemon Bars

Option to Add | \$1 Supplement

Assorted Mini Cupcakes, Mini NY Cheesecake

Elite Dessert Bar | \$7

Assorted European Macarons | Sea Salt Caramel, Raspberry, Pistachio, Chocolate, Seasonal Flavors
Mini Elite Pastries | Lemon Vanilla, White Chocolate Espresso, New York Cheesecake, White Chocolate Raspberry Cake, Chocolate Fantasy

Assorted Cupcakes (choose up to 5 flavors) |

Red Velvet, Vanilla Bean, Cappuccino, Lemon Meringue, Caramel Sea Salt, Chocolate Ganache

Cupcake Dessert Bar | \$5

Vanilla, Red Velvet, Chocolate, Lemon Meringue, Caramel Sea Salt, Cappuccino



DESSERT

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Bundt Cake | \$30

9" Single layer

Chocolate, Chocolate Marble, Orange Cranberry

Round Cutting Cake

9" Single layer | \$40

8"x10" 2-layer | \$90

Vanilla, Chocolate

Ala Carte or Customized Requests Please Ask

SERVICE

Servers

\$150 for first 4 hours, \$25/hr after.

Bartenders

\$200 for first 4 hours, \$30/hr after.

Catering Coordinator

\$200 for first 4 hours, \$40/hr after.

On-Site Cook

\$150 for first 4 hours, \$25/hr after.



BEVERAGES

Charged to full guest count.

Non-Alcoholic Beverage Package

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$6/person

Bring-Your-Own Beer & Wine

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$7/person

Bring-Your-Own Full Bar

Assorted Sodas, Lemonade, Iced Tea, Orange Juice, Cranberry Juice, Club Soda, Mixers & Garnish for 2 Signature Cocktails
Ice, Coolers, Up to 2 Bars Set-Up \$9/person

Coffee, Decaf & Hot Tea

42-Cups, \$100 each | 100-Cups, \$200 each with Paper Cups, Sweeteners & Cream

RENTALS

Dinnerware, Glassware, Flatware

Assorted Designs, starts at \$0.60/piece.

Napkins, Linens | Pricing varies

Tables & Chairs | Pricing varies

Lighting, Dance Floor, etc. | Pricing varies

20% Catering Fee & Tax Apply

All photos by Kate's Captures

ABSOLUTE CELEBRATIONS

FULL-SERVICE PLATED MENU

PASSED APPETIZERS

Minimum order of 50 pieces each.

Chicken Skewers GF • Caribbean Jerk (Spicy) • Teriyaki • Enchilada • Lemon-Garlic	\$2.50
Steak Skewers GF • Salt & Pepper • Soy-Ginger	\$3.50
Meatballs • Honey-Garlic • Italian Marinara	\$2.50
Ahi Tuna Cones	\$3
Fresh Cut Fruit Skewers GF V	\$2.50
Bacon Wrapped Dates	\$2.50
<i>Bleu Cheese Stuffing</i>	

HEAVY APPETIZERS

Minimum order of 50 pieces each.

Chicken A La King	\$5
Beer Battered Fish & Chips	\$5
Pork Belly Steamed Buns	\$5
Surf & Turf Mashini	\$5
Tomato Soup Shooters & Grilled Cheese V	\$5

TEA SANDWICHES

Minimum order of 50 pieces each.

Egg Salad V	\$1.50
Chicken Salad	\$1.50
Tuna Salad	\$1.50
Smocked Salmon Spread	\$1.50

SPECIALTY APPETIZERS

Minimum order of 50 pieces each.

Spring Rolls • Pork • Vegetable V - with Sweet Chili Sauce	\$2.50
Spinach & Feta Spanakopitas	\$2.50
Tomato Basil Bruschetta	\$2.50
Shrimp Ceviche	\$3.50
Fried Chicken	\$2.50
Clam Chowder Shooters	\$3
Sisig Tacos	\$3
Ham & Biscuit Bites	\$3
Artichoke & Fennel Fritters V	\$3
Chicken Salad Cups	\$2.50
Caramelized Onion and Mushroom Crostini V	
Peaches & Boursin Crostini V Seasonal	\$3

STATIONARY APPETIZERS

Minimum order of 50 guests each.

Farmhouse Cheeses V Cheddar, Brie, Goat & Bleu Cheeses, with Grapes, Nuts & Crackers	\$5
Cheese & Charcuterie Cheddar, Goat & Bleu Cheeses, with Peppered Salami, Prosciutto & Copa, Assorted Crackers	\$6
Vegetable Crudités GF V Fresh Celery, Carrots, Cherry Tomatoes, Broccoli & Bell Peppers with Ranch & Bleu Cheese Dip	\$5
Fresh Cut Fruits GF V Four Types of Fruits in Season	\$5
Combination of above	\$8
Pita & Dip V Please choose two • Olive & Artichoke • Cucumber Yogurt • Red Pepper Hummus • Eggplant	\$6

SLIDERS

Minimum order of 28 pieces each.

Classic Cheeseburger Angus Beef Patty, Cheddar Cheese, Slow Roasted Roma Tomato, House-Made Sauce	\$3.50
Bleu Cheeseburger Angus Beef Patty, Bleu Cheese, Caramelized Onions	\$3.50
BBQ Bacon Cheeseburger Angus Beef Patty, Bacon, Swiss Cheese, BBQ Sauce	\$3.50
Pulled Pork Slow Roasted Pulled Pork, Tangy BBQ Sauce	\$3.50
Smoked Turkey Gruyere Smoked Cold Cut Turkey Breast, Gruyere Cheese, Mayo	\$3.50
Crab Salad Crab Meat, Lemon, Old Bay, Romaine	\$3.50
Garden Veggie V Veggie Patty (Black Bean, Pinto, Red Pepper & Onion), Roasted Tomato, Hummus, Romaine	\$4.50



ABSOLUTE CELEBRATIONS

FULL-SERVICE PLATED MENU

BREAD SERVICE

Charged to full guest count.

Dinner Rolls & Butter \$0.50

San Francisco Sourdough & Butter \$1

Southwestern Cornbread \$1

Gluten-Free Rolls [GF](#) \$1

KIDS MEAL

\$15/person

For kids 8 years old and under.

Chicken Tenders & Fries

Mac & Cheese

Cheese or Pepperoni Pizza

Teriyaki Chicken & Rice

STARTERS

\$7/person

One selection for entire party.

Burrata | Broccolini, Crostini,

Extra Virgin Olive Oil

Heirloom Tomato Caprese |

Buffalo Mozzarella, Basil,

Aged Balsamic

Prosciutto & Melon | Arugula,

Extra Virgin Olive Oil

SALADS

\$4.50/person

Minimum order of 24 guests.

Signature [GF V](#) | Mixed Greens, Grapes,

Dried Cranberries, Candied Walnuts,

Feta Cheese, White Balsamic Dressing

Cucumber Mango [GF V](#) | Romaine,

Cucumbers, Mangoes,

Candied Peanuts, Goat Cheese,

Champagne Dressing

Granny Smith Apple [GF V](#) |

Mixed Greens, Granny Smith Apples,

Plum Dried Cranberries,

Candied Walnuts,

Bleu Cheese Crumble,

Balsamic Dressing

Green Salad [GF V](#) | Mixed Greens,

Cherry Tomatoes, Red Onions,

Feta Cheese, Balsamic Dressing

Caesar [GF V](#) | Romaine,

Aged Parmesan, Garlic Croutons,

Caesar Dressing

Quinoa [GF V](#) | Spinach,

Roasted Vegetables, Lemon Zest

Chef's Choice | Seasonal

ENTREES

Choose 2 entrees \$20/person

Choose 3 entrees \$25/person

Choose 4 entrees \$30/person

CHICKEN

Herb Roasted Chicken [GF](#) |

Rosemary & Balsamic Reduction,

Mashed Potatoes, Roasted Vegetables

Chicken Madeira | Mushrooms,

Mozzarella, Madeira Sauce,

Mashed Potatoes

Spinach & Garlic Chicken |

Cream Sauce, Mashed Potatoes,

Roasted Vegetables

Tequila Citrus Chicken [GF](#) |

Citrus Marinade, Mashed Potatoes,

Roasted Vegetables

Cajun Chicken Pasta

BEEF

Chopped BBQ Beef Brisket [GF](#) | +\$1

Slow Roasted Beef Brisket [GF](#) |

Soy-Ginger Marinade,

Mashed Potatoes, Roasted Vegetables

Beef Bourguignon |

Red Wine Braised Beef, Pearl Onions,

Carrots, Mushrooms +\$1

Red Wine Braised Beef [GF](#)

Steak Stroganoff

PORK

Pork Belly [GF](#) | Pickled Red Onions,

Baby Bok-Choy, Crispy Rice Cakes +\$5

SEAFOOD

Baked Tilapia [GF](#) | Salsa Verde,

Caramelized Onions, Herb Lemon Oil,

Rice Pilaf

Sweet Chili Salmon [GF](#) | Baby Bok-Choy,

Water Chestnuts, Rice Pilaf +\$3

VEGETARIAN

Pistachio Crusted Eggplant [GF V](#) |

Tomato Jam, Quinoa

Rigatoni [V](#) | Roasted Tomatoes,

Kalamata Olives, Fresh Basil,

Goat Cheese Cream Sauce

Wild Mushroom Ravioli [V](#) |

Truffle Cream Sauce

Four Cheese Ravioli [V](#) |

Sun Dried Tomato Cream Sauce

SPECIALTY ENTREES

New York Strip Steak |

Mashed Potatoes, Baby Carrots,

Broccolini +\$10

Lamb Chops | Mint Pesto,

Roasted Potatoes, Pearl Onions,

Leeks +\$5

Vegetable Risotto [V](#)

ABSOLUTE CELEBRATIONS

FULL-SERVICE PLATED MENU

DESSERT BARS

Served on White Mosser Glass Stands and/or Wood Platters. Minimum order of 100 guests.

Grand American Dessert Bar | \$5

Mini Pastry Pops | Fudge Nut, White Chocolate Cheesecake, Chocolate Truffle, Champagne, S'more Red Velvet & Chocolate Whoopie Pies, Assorted Cookies, Double Chocolate Brownies, Lemon Bars

Option to Add | \$1 Supplement

Assorted Mini Cupcakes, Mini NY Cheesecake
Elite Dessert Bar | \$7

Assorted European Macarons | Sea Salt Caramel, Raspberry, Pistachio, Chocolate, Seasonal Flavors
Mini Elite Pastries | Lemon Vanilla, White Chocolate Espresso, New York Cheesecake, White Chocolate Raspberry Cake, Chocolate Fantasy

Assorted Cupcakes (choose up to 5 flavors) |

Red Velvet, Vanilla Bean, Cappuccino, Lemon Meringue, Caramel Sea Salt, Chocolate Ganache

Cupcake Dessert Bar | \$5

Vanilla, Red Velvet, Chocolate, Lemon Meringue, Caramel Sea Salt, Cappuccino



DESSERT

Bundt Cake | \$30
9" Single layer

Chocolate, Chocolate Marble, Orange Cranberry

Round Cutting Cake

9" Single layer | \$40
8"x10" 2-layer | \$90

Vanilla, Chocolate

Ala carte or customized requests, please ask

SERVICE

Servers

\$150 for first 4 hours, \$25/hr after.

Barenders

\$200 for first 4 hours, \$30/hr after.

Catering Coordinator

\$200 for first 4 hours, \$40/hr after.

On-Site Cook

\$150 for first 4 hours, \$25/hr after.



BEVERAGES

Charged to full guest count.

Non-Alcoholic Beverage Package

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$6/person

Bring-Your-Own Beer & Wine

Assorted Sodas, Lemonade, Iced Tea, Ice, Coolers, Up to 2 Bars Set-Up \$7/person

Bring-Your-Own Full Bar

Assorted Sodas, Lemonade, Iced Tea, Orange Juice, Cranberry Juice, Club Soda, Mixers & Garnish for 2 Signature Cocktails Ice, Coolers, Up to 2 Bars Set-Up \$9/person

Coffee, Decaf & Hot Tea

42-Cups, \$100 each | 100-Cups, \$200 each with Paper Cups, Sweeteners & Cream

RENTALS

Dinnerware, Glassware, Flatware

Assorted Designs, starts at \$0.60/piece.

Napkins, Linens | Pricing varies

Tables & Chairs | Pricing varies

Lighting, Dance Floor, etc. | Pricing varies

20% Catering Fee & Tax Apply

All photos by Kate's Captures

Section V – Conclusions

Absolute Celebrations marketing efforts have been proven to be successful. The beginning years of the company consisted of local and aggressive marketing which fulfilled Absolute Celebration's needs by putting them on the map and exposing the company to the market. As the company grew, they partnered with wedding and special event venues to become the preferred caterer for each location. Along with these relationships, Absolute Celebrations created new marketing material in the form of full service packages. These packages aim to satisfy the needs of the target market of the venue without compromising and adding costs to Absolute Celebrations. This change positively benefited the company which can be shown through profit and revenue. The changes solidified and strengthened our relationships with venues. It created regularity within the company by working consistently at these venues. It allowed us to enhance our employee management system by solidifying a training program for each venue. Packages allowed Absolute Celebrations to create specific teams of catering professionals for each venue which boasted team moral and teamwork skills. Absolute Celebrations was able to refine, strengthen, and meet our performance standards from working at the same venues multiple times. Most importantly, packages and venue partnerships put Absolute Celebration on the map and gave us stakes at various locations while satisfying various target markets. In addition to packages, Absolute Celebrations created new marketing materials in the form of menus. These new menus were clear and concise in explaining the range of offerings provided by Absolute Celebrations. These menus had positive results from industry professionals and brought profit through tastings. The creation of packages and new menus changed the entire dynamic of Absolute Celebrations and measurements of the marketing materials prove it to be successful.

Section VI – Recommendations

Given my findings and conclusions, I recommend Absolute Celebrations continue to create relationships with venues throughout the San Francisco Bay Area. With more partnerships and packages, the company could expand into other target markets. The addition of venues would also increase Absolute Celebrations revenues and profits. As the company expands, it is important the team grows as well. In 2017 and 2018 there was a decrease in events sold due to the fact Cleodia and Ryan did not have the management team they needed. Cleodia, the main Event Coordinator, must start hiring Event Coordinators to cover the events that she cannot physically attend. As the number of events and venues increase, Absolute Celebrations will need multiple Event Coordinators and Event Producers to cover each site. Along with coordinators, the number and quality of chefs and servers must increase to maintain service quality. My final recommendation is to invest in a kitchen space solely for Absolute Celebrations. At the moment, Absolute Celebrations operates from a communal industrial kitchen. The current operations can fulfill the needs of our current event types and sizes; however, as the company expands we will need more room and storage of our own. Expanding the employee management system will be the next step for Absolute Celebrations.

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