



SCHAFFER

FOR YOUR CONSIDERATION:
CATERER OF THE YEAR

schafferla.com



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HELLO + THANK YOU

SCHAFFER
HOSPITALITY | CATERING | EVENTS

THANK YOU

For your consideration and your commitment to recognizing industry excellence. We are proud every day of our team here at SCHAFFER and it's an honor to share with you our collective hard work and successes.

We hope that the following slides not only provide you the insights you need for selecting your next “Caterer of the Year,” but that you also close our entry feeling inspired. Inspired by the impact our industry can have on those around us and the world around us, the way it embraces and elevates creativity, and the joy that can be found in the work that we do.

Thank you sincerely for your time and acknowledgement. We look forward to hearing your selections and please do not hesitate to reach out to us with any questions or further needs.

Our Best,
Kathleen and Charlie Schaffer

BUSINESS PROFICIENCY

Provided as a separate document per entry details and as a link here for ease of review.

LINK

- Business license
- Health Department grading
- Certificate of insurance coverage

BUSINESS STRATEGY

At SCHAFFER, we believe a growth strategy doesn't have to be complex. Our aim is to be an irreplaceable vendor and partner for our clients, delivering genius at every turn. Our sales process seeks to convey not only our seasoned culinary expertise, but also our ability to serve as artistic collaborators, creative "cocktailians" and even strategic marketers for our brand and corporate clients. As we steadfastly hold to this mission, we equally support our best-in-class team members. We are a family-owned, values-led, certified women-owned small business, committed to fostering an equitable, diverse professional environment for our team; they are the heartbeat of what we do and essential to doing it with excellence.

This combination of internal and external focus is what has brought our once small, word-of-mouth business to being the trusted expert that leading event planners, brands, and consumers look to for catering genius, on and off the plate.

Oloroso, LLC
Projection - Percentage of Revenue
2023

Revenue	100%
Cost of Goods Sold	53%
Gross Profit	47%
Expenses	35%
Net Profit	12%

Julie Widener
Allegent Group, LLP
Certified Public Accountants and Advisors
5959 Topanga Canyon Blvd., Suite 370
Woodland Hills, CA 91367
(818) 703-0807 ext 114
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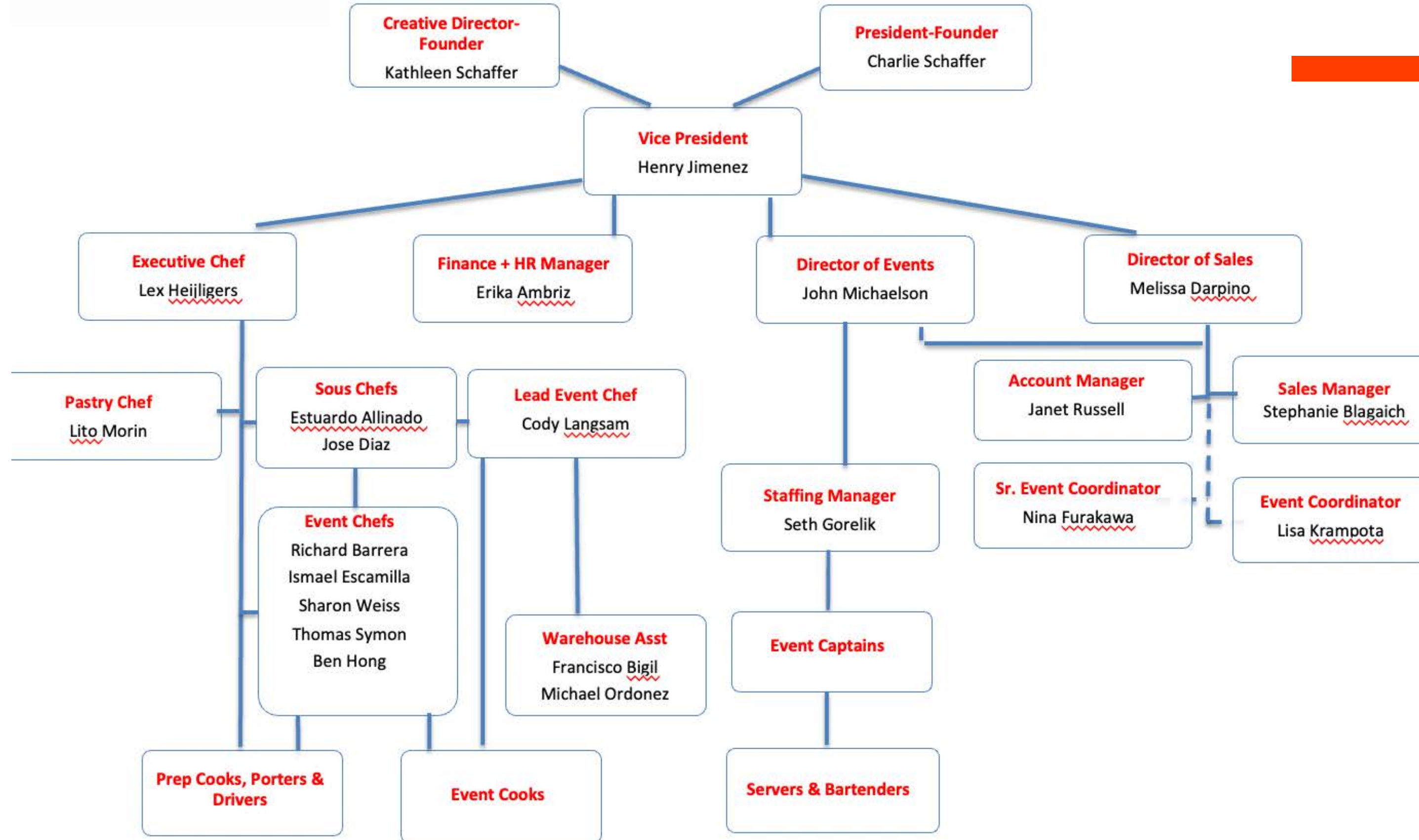
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ORGANIZATIONAL CHART

Organizational Chart



JOB DESCRIPTIONS

Catering Sales Manager

The catering sales manager finds and pursues all suitable opportunities for business in the segment by outside customer solicitation, marketing initiatives and relationship building. Essential functions include corresponding with potential customers, providing any requested information regarding bids, proposals, confirmation of bookings, thank you letters, follow-up letters and client tracking. This position maintains records of all sales functions and transactions. The catering sales manager oversees all catered functions.

Chef

The executive chef is responsible for all culinary activities for the restaurant. This position oversees all activity in the kitchen, trains personnel, plans menus, oversees product purchasing and manages culinary budget.

Director of Events

The director of events oversees the team that plans, coordinates, organizes, and executes events. They maintain event budget and oversee the coordination and operational aspects of the events and staff. Periodically, the Director may perform several roles or support staff in several departments. The director of events contribute to the cultivation, development, and success of the event operation. Ensures all events are successful through positive experiences for guests and staff.

Dishwasher

The dishwasher's primary objective is to provide a clean and safe kitchen area for our kitchen staff. This includes washing and cleaning tableware, pots, pans and cooking equipment and keeping the dishroom and equipment clean and organized.

JOB DESCRIPTIONS (cont.)

Event Captain

The event captain oversees catered events at offsite venues. They schedule food service personnel, assign specific tasks or services, ensure that safety and sanitation codes are followed, and train staff to recognize improper guest behavior. Event captains also coordinate with kitchen staff to get details of the menu, food preparation activities, and service standards. They also examine the cleanliness of the venue, such as the condition of the bathrooms, prior to a function. The event captain ensures that elements of a venue are ready before guests arrive, including the dining tables, bar, food, and beverages. During the event, they interact with the host to respond to any special requests or last-minute adjustments. They monitor the activities of workers and guests and respond to questions, complaints, or comments that may arise

Event Coordinators

The event coordinator is responsible for generating all documents needed to produce all items on the event contract as sold by the Sales Manager. They create BEO's for the distribution of assigned events, manage follow-up circulation and timely communication with proper departments, attend walkthroughs and assign the best placement for catering execution, create rental orders for all event elements needed, create Pack Sheet for internal items, prescribe service flow and layout for different types of services (plated serve-outs, buffet and station service, family-style service, etc), create accurate station layout diagrams, communicate event details with all departments, and coordinate and organize travel, accommodations, transportation, and itinerary for out-of-town events while managing a budget.

JOB DESCRIPTIONS (cont.)

Event Server-Bartender

The event server-bartender ensures friendly and effective set-up and service of food and beverage functions to meet client requirements and company standards.

Human Resources + Finance Manager

The human resources + finance manager records day to day financial transactions and completes the posting process. They verify that transactions are recorded in the correct day book, vendor ledger, customer ledger and general ledger; reconcile all accounts monthly; perform partial checks of the posting process; complete tax forms; enter data, maintain records and create reports and financial statements; and process accounts receivable and payable.

Lead Event Chef

The lead event chef leads culinary operations with responsibilities that include managing staff and implementing and supporting all food production. They oversee and manage culinary team; maintain food, labor and operating costs; are responsible for staff scheduling, vendor ordering and relationships, health code compliance, equipment maintenance and repairs, menu development, staff training, innovation, and strategic goals and implementation.

Executive Pastry Chef

The executive pastry chef, along with executive chef and VP, heads up culinary operations with responsibilities that include managing staff and implementing and supporting all food production. They are responsible for vendor ordering and relationships, health code compliance, training, and more.

JOB DESCRIPTIONS (cont.)

Pastry Assistant

The pastry assistant prepares, seasons, and cooks a wide variety of pastries and or breads. If needed, they assist onsite at events.

Prep + Event Cook

The prep cook prepares, seasons, and cooks a wide variety of meats, vegetables, soups and other food items and cooks onsite at events.

Sales Director

The sales director fields initial inquiries, schedules and conducts site inspections, writes proposals, and closes sales. The sales director contributes to the planning and execution of the marketing plan. The sales director works closely with the chef and operations manager to ensure client satisfaction.

Sous Chef

The sous chef leads culinary operations with responsibilities that include managing staff and implementing and supporting all food production. They oversee the culinary team; maintain food, labor and operating costs; and maintain excellent quality and efficiency while improving operating margin. The sous chef is responsible for staff scheduling, vendor ordering/relationships, health code compliance, equipment maintenance, training, and strategic goals and implementation.

Staffing Manager

The staffing manager is responsible for all essential functions related to staffing events, including but not limited to: recruiting new staff for front and back of house positions, filling all positions for events staff, working with teams to determine how best to spend allotted staff dollars, and staff training.

JOB DESCRIPTIONS (cont.)

Warehouse Associate & Manager

The warehouse associate and manager maintain the warehouse and keep all equipment in clean, working fashion. They load and unload trucks.

VP

The vice president is responsible for overseeing operations and strategy throughout the company. They are responsible for managing sales, operations, finance, and the executive chef. The position ensures execution at the highest levels for catering and events, and is an integral part of the leadership team.

Dropbox link to full employee handbook available below.

EMPLOYEE HANDBOOK TABLE OF CONTENTS

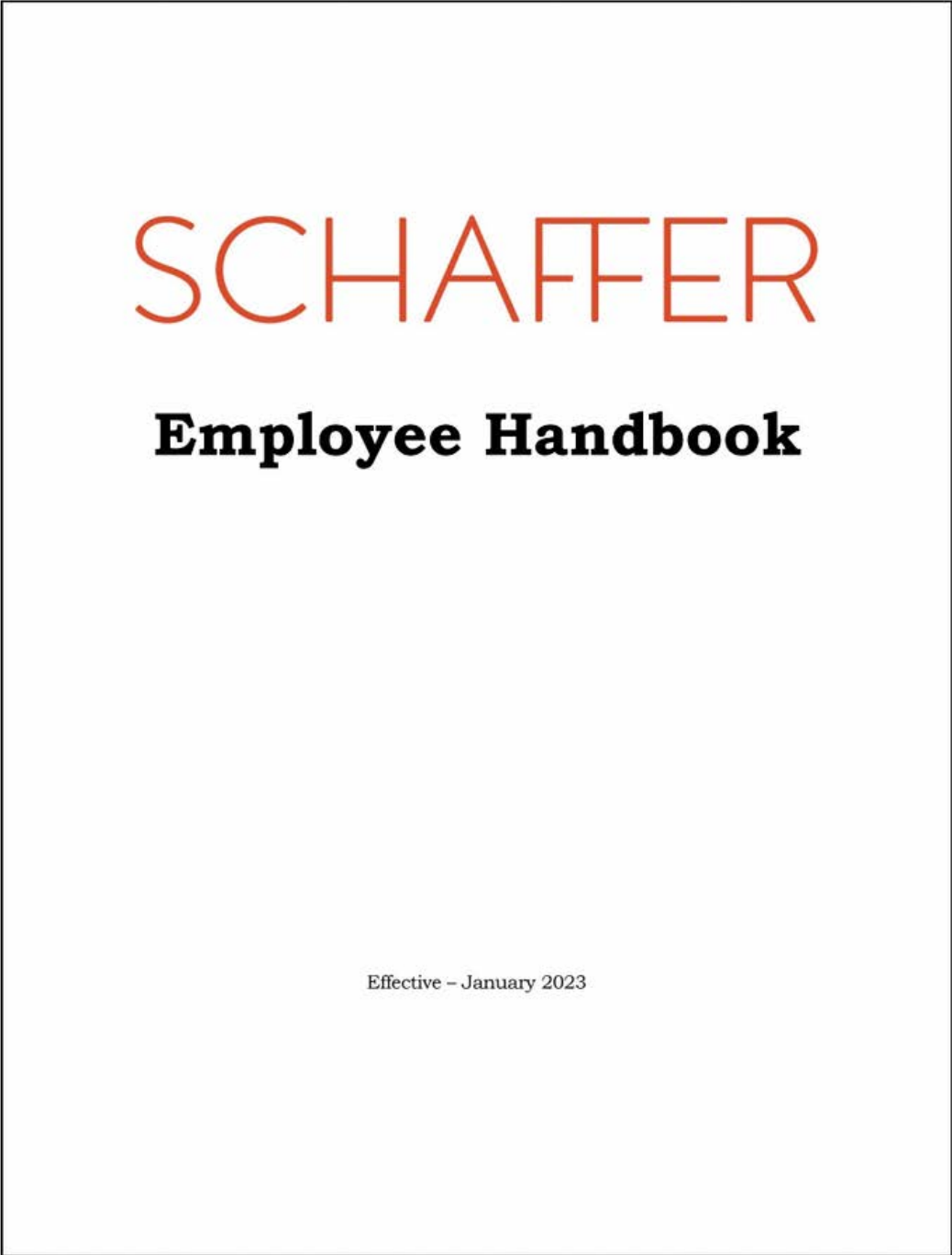


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EMPLOYEE RECOGNITION

THE SCHAFFER FAMILY

The story of SCHAFFER begins with two culinary visionaries: a classically trained, fine dining chef who had led the kitchens of the world's most decorated dining institutions and an award-winning, James Beard recognized chef acclaimed for her work executing high-profile private events for New York City's (and the globe's) most discerning clientele. This commitment to excellence continues today with our staff, whose resumes range from award-winning European restaurants and cult favorite hotspots across North America to longtime hotel, food, and beverage professionals. This expert team collectively brings over 1 million hours of industry experience to the fold. It is a team experienced and expansive enough to deftly execute events at any scale, without ever compromising the boutique, hands-on touch that began it all.



EMPLOYEE RECOGNITION (cont.)

AWARDS

We celebrate our incredible staff annually with our Genius Awards. This collection of awards includes:

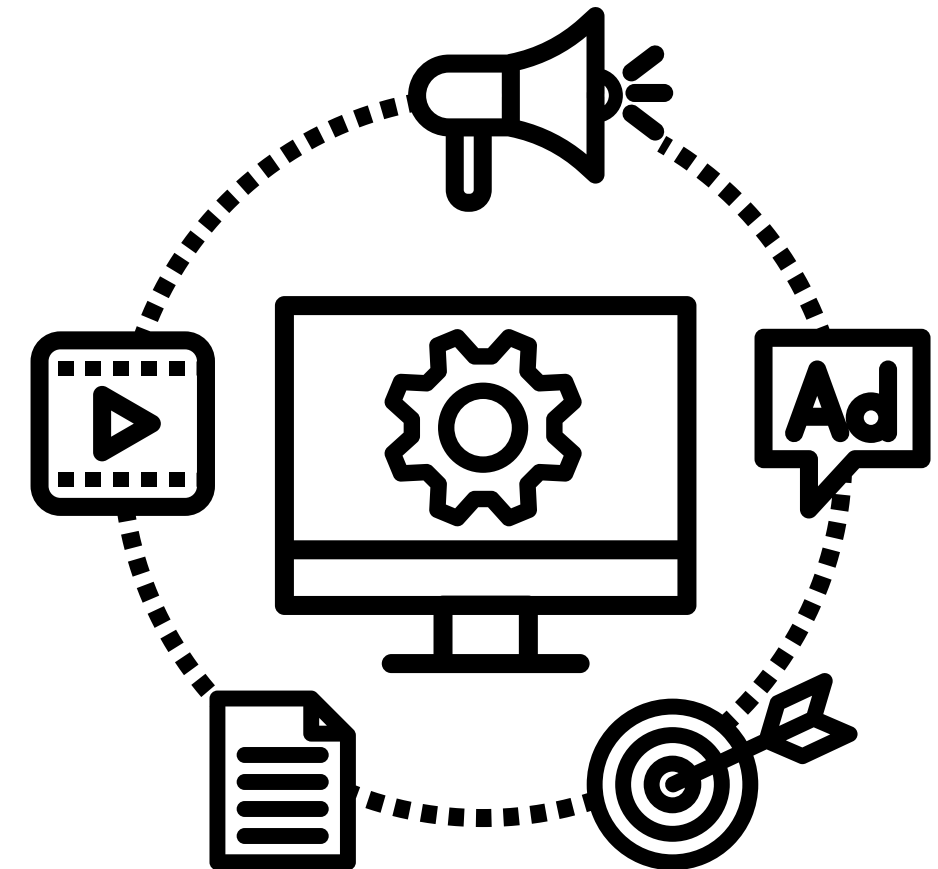
- Disrupter of the Year (given to a team member who demonstrates exceptional tenacity and drive to disrupt event sales)
- High Five Prize (given to a team member who demonstrates outstanding and consistent problem solving skills)
- Mover of Mountains (given to a team member who makes extraordinary efforts to keep our team clean and organized)
- Rookie of the Year (given to a new team member who demonstrates outstanding performance)



SCHAFFER AT MARKET

After a lull in events during the height of the COVID-19 pandemic, 2022 meant events were back and bigger than ever. Considering this increase in demand and opportunity, our team opted to invest our time and budget not on proactive marketing, but rather on intentionally rebuilding and investing in our best-in-class team. This, in turn, was an investment in setting SCHAFFER up for success for years to come.

And success is what we saw. Our team grew to include three new management positions, we hired dozens of new hourly workers to meet the boom in demand, we increased our client base, and secured new annual contracts with the likes of Genesis Automotive and Lamborghini Motorsports. An unforeseen asset - tech, automotive, and lifestyle contracts like these were critical in a year when entertainment companies were forced to cancel events in light of the WGA and SAG strikes. And happily, our company continued to see earned media coverage of our brand organically, which we will cover in the Awards & Accolades section.

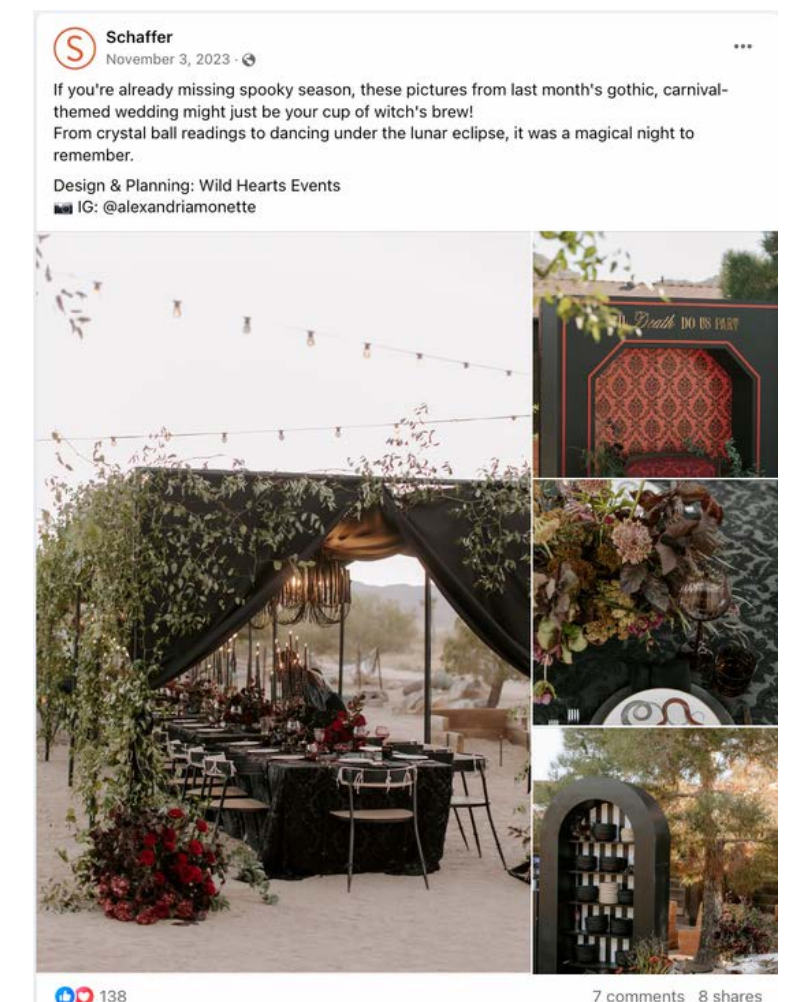
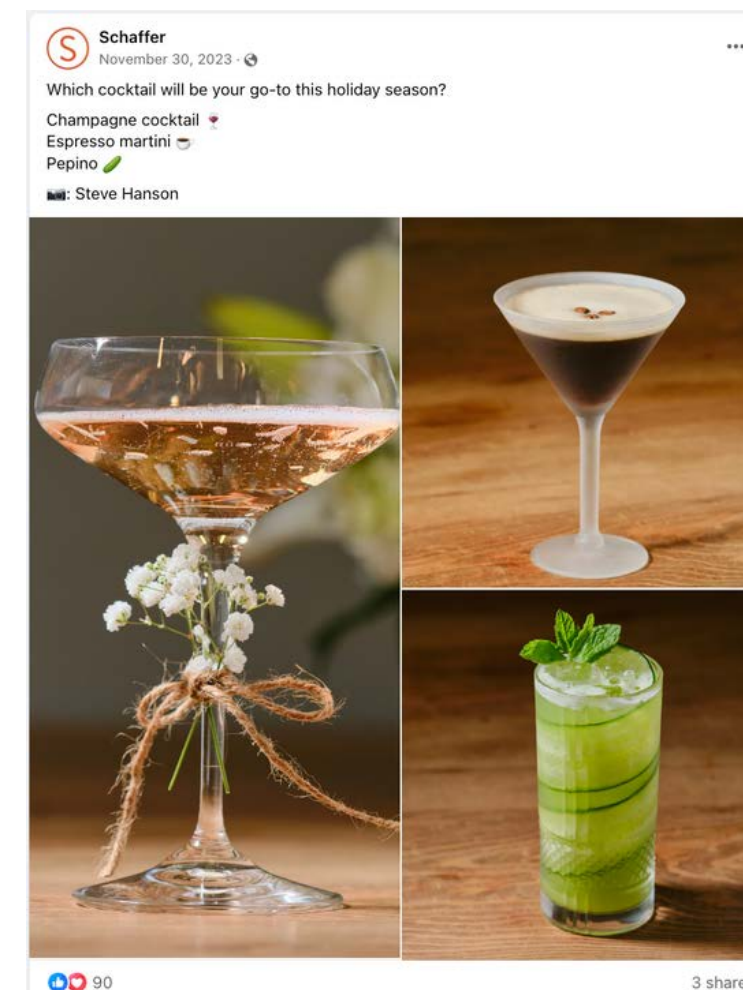
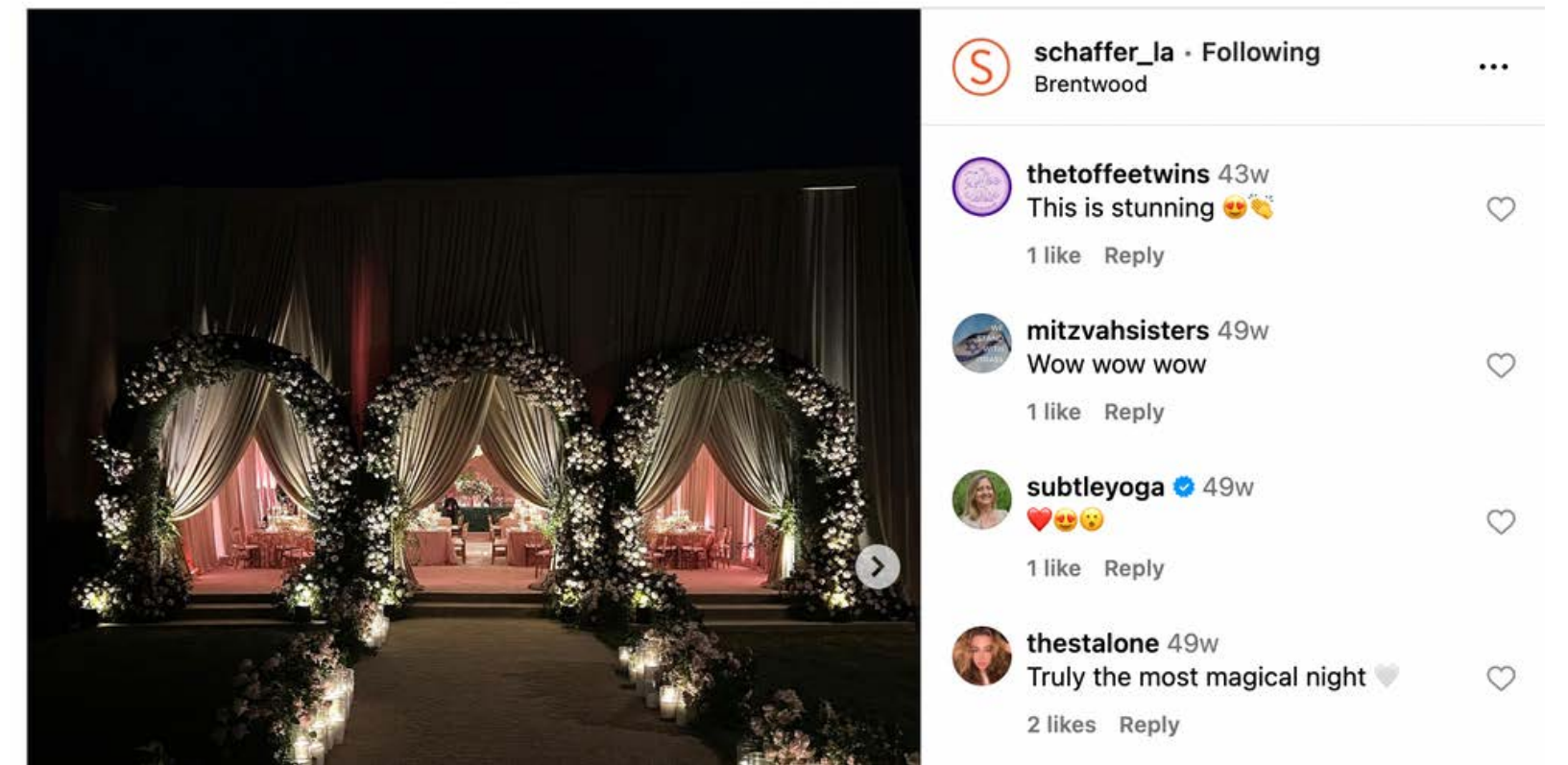


SOCIAL MEDIA

SCHAFFER ON SOCIAL

- Facebook: schafferLA
- Instagram: @schaffer_la
- LinkedIn: schafferla
- Twitter: @Schaffer_LA

Wow-worthy events posted to Instagram generated equally wow-worthy comments like “truly the most magical night”, “this is stunning” and simply “wow wow wow”. Facebook content invited fans to share their favorite holiday cocktails, inspiring engagement and interaction with followers. And a gothic, carnival-inspired wedding shared on Facebook elicited over a hundred likes, comments, and shares for spooky season inspo.



SCHAFFER IN THE PRESS

Despite opting to invest our time and budget not on proactive marketing, but rather on rebuilding and investing in our best-in-class team, SCHAFFER continued to see earned media coverage of our brand organically.

This included coverage of SCHAFFER's role at the Huntington Ball in Pasadena Now's WEEKENDER edition (264K UMV), leadership providing their expert tips for HuffPo (15.9M UMV) and Special Events (2K UMV), and coverage of SCHAFFER's support for the Swizz Beatz' red carpet premiere of "Drive with Swizz Beatz" in tastemaking fashion, music, and entertainment site The Knockturnal (26K UMV).



THE HUNTINGTON BALL RETURNS AFTER A TWO-YEAR HIATUS

CLIENT TESTIMONIALS

NOT JUST US

As impressed as we are with our incredible staff, our clients and partners are equally so. Below are just a few screen shots of some of the generous praise our professional team received this year.

"We were about to text you! Beyond amazing and above our expectations. The problem is we need to book you for next year so just leave the tent up ;) We'll tell your other thanksgiving family they can't have you "

Jordan Grant Friedman
Managing Partner, Chief Experience Officer

Everything was AMAZING!!!

Thank you so much for everything.

Thank you so much for everything you always outdo yourself.

Beyond grateful,
Carrie

Good morning Melissa,

Thank you for the follow-up email! I am finally home as of yesterday and a bit more grounded and digging myself out of weeds.

It was such a pleasure working with you as well! I truly enjoyed working with you from start to finish! You made it very easy, granted we were on the same page from the start

Everything day went off flawlessly. Your team was top-notch notch and I truly appreciate the thoroughness, how personal the staff was with me and the guests, and not to mention how detail-oriented everyone was! The food was on another level! We had so many great compliments on everything! Please send thanks and gratitude back to your team. Their hard work was truly noticed.

If I have another event in LA – I know who to call without hesitation!

Thank you again, Melissa. Wishing you and your team much success for the remainder of the year and to come!

Until next time,

Maris

Dear Janet & Seth:

Thank you so much for the amazing party! You are a first rate operation for sure. Everyone was raving about the food. Seth made it all so perfect and I felt very well taken care of. Nothing I would change!
Thank you so much. I can't wait to do it again.

Best to you all!

Joy

CUSTOMER SERVICE APPROACH

THE SCHAFFER PHILOSOPHY

Here at SCHAFFER, it's not simply about creating and presenting elevated food and beverage—though that is very much what we do—it's about making an event...an event. From intimate weddings and luxury galas to high profile brand activations and experiential marketing events (plus all things in-between), we approach every occasion we have the pleasure of catering like it is the most important event of our season.

Our clients work directly with our leadership and receive the hands-on, personalized attention expected of a boutique provider, matched with the seasoned experience of established industry leaders.

From a maximalist 4,000-pound wedding cake a couple could dive into to drafting detailed, hand-drawn architectural renderings of what one's event stations could look like, our answer is: “yes, we can do that.” Classic and seamless to elaborate and eccentric, it's all in range.



SCHAFFER GIVES BACK

SCHAFFER offers a discount of 10% off food and beverage to any charitable organization, allowing more of the organization's revenue to go toward their charitable operations. Among the organizations that SCHAFFER has supported in this way are: City of Hope, Los Angeles Children's Hospital, The National Resource Defense Council, CAL Arts, World Housing, Los Angeles LGBT Center, as well as a host of local schools, churches and synagogues.

SCHAFFER also supports a number of industry and charitable organizations, listed on the next slide.



INDUSTRY & CHARITABLE SUPPORT (cont.)



International Caterers Association: apart from being a member, SCHAFFER supports the ICA with Charlie Schaffer's participation on the Board of Directors, with work that ranges from cooking demos for The Art of Catering Food to hosting webinars



Downtown Women's Center Los Angeles: in addition to donating to the center on a monthly and annual basis, SCHAFFER donates goods and services to support the only LA-based organization focused exclusively on serving and empowering women experiencing homelessness; Kathleen Schaffer also serves on the charity's Leadership Council



The Society of Fellows of The Culinary Institute of America: As an alum, Charlie Schaffer serves as a Fellow with the CIA, a program that exists to enhance the quality, excellence, and reputation of the school. Society of Fellows members serve as ambassadors and champions of the college and its students and provide resources that help fund scholarships, strengthen academic programs, and provide for facilities and technology that enhance the education and the lives of students



James Beard Foundation: SCHAFFER's leadership are members of the James Beard Foundation, the country's leading culinary nonprofit in support of the independent restaurant industry; SCHAFFER has twice cooked at the James Beard House, with all proceeds going directly to the foundation; all time, food and wine, travel and accommodation expenses were donated by SCHAFFER



Women Business Enterprise National Council (WBENC): SCHAFFER is certified with this organization as a Women Business Enterprise, recognizing that the company is owned and managed by a female owner.



fête Los Angeles: SCHAFFER participates in this local event industry networking group and often donates products and services for the events; not only a fun way to get together with colleagues and competitors, this is a community that serves as a positive force for our industry

SUSTAINABILITY

SCHAFFER SUSTAINABILITY

At SCHAFFER, environmental responsibility is not a new concept or recent practice. Like all kinds of companies in many other industries, we can't make our products without using natural resources. But we can make our products without using up these resources. Our commitment to being a wise steward of these resources is a natural extension to our philosophy of the business of cooking: Respect for product, respect for producer, respect for consumer. We publicize what we do to inform our clients and customers and to have a positive impact on our suppliers and our industry.

We are committed to being part of the solution. The following slides detail just a few of the things we are doing on this front.



REDUCING WASTE

- We strive to send zero waste to landfills, currently diverting 80-90% of waste. We recycle all cardboard, paper, cans, plastic and glass. We compost all food scraps and use only biodegradable disposable plates, utensils and cups which are composted as well.
- We aim to limit our use of single use products and work with our farmers, purveyors and suppliers to minimize packaging.
- We use compostable paper straws and coffee stirrers in favor of plastic.
- We have integrated compostable trash biobags into our operations.
- We convert our waste grease into biofuel via Further Products. The by-product of the biofuel distillation process, glycerin, is then turned into hand soaps, lotions and candles, which we purchase as well.
- We donate all leftover foods to Samoshel, a transitional housing facility for homeless adults.



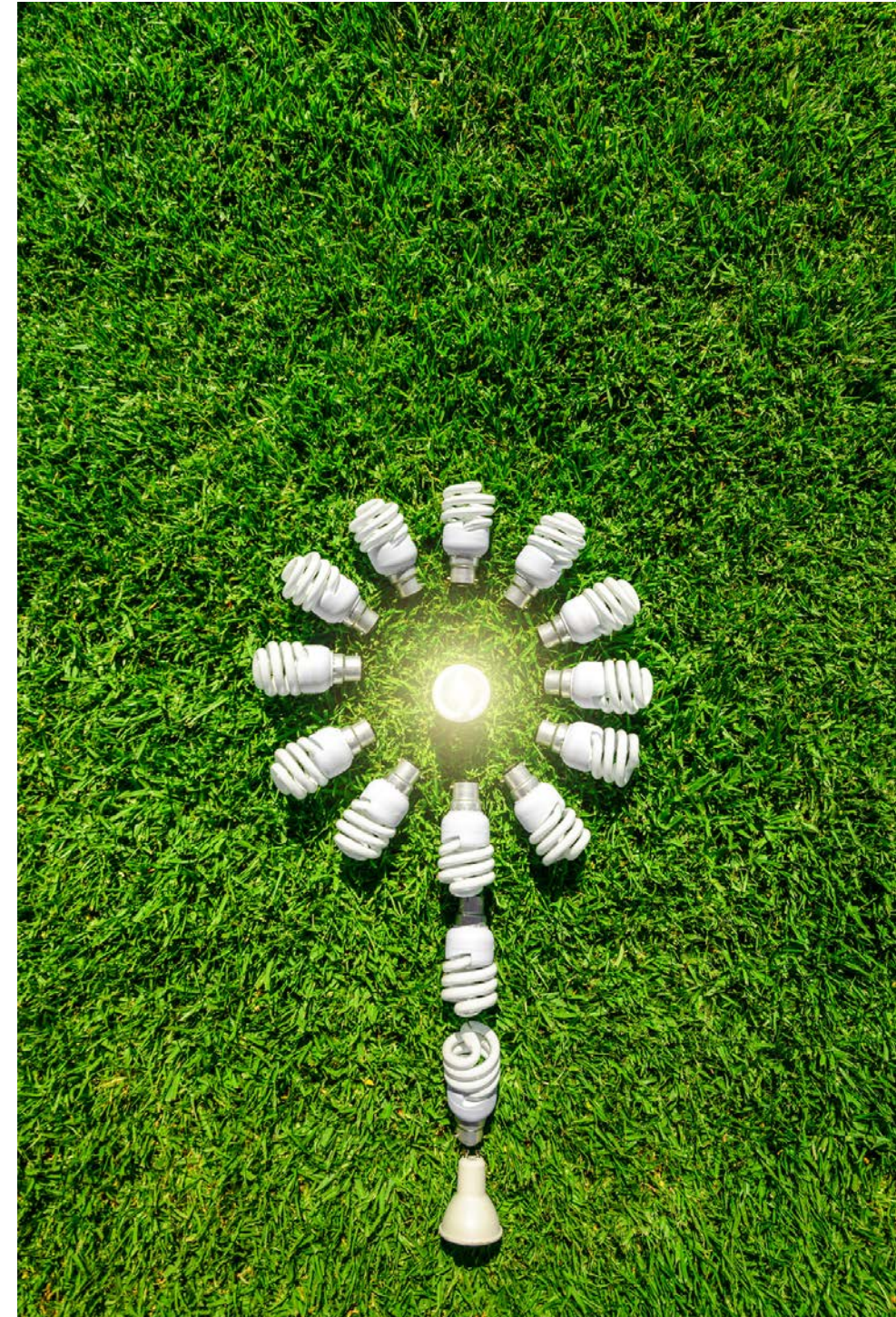
SUSTAINABLE PROCUREMENT

- We make every effort to source all food and supplies locally. By creating menus that are seasonal, approximately 70% of the food we serve is produced within 200 miles of Los Angeles, strengthening the local economy and reducing fossil fuels used in shipping.
- We use leftover and to-go containers made from 100% recycled paper that comes from environmentally managed forests, using no old growth trees and certified by Sustainable Forest Initiative.
- We use 100% post-consumer content office supplies such as printing paper and file folders. Business cards and marketing materials are printed on Forest Stewardship Council certified paper.
- We consistently purchase non-chlorine bleached (brown) paper items such as paper bags, paper towels and coffee filters.
- We serve only Fair Trade certified coffee and tea. Offering consumers a powerful way to reduce poverty through their everyday shopping, Fair Trade standards also emphasize reinvestment into the education, healthcare and farm improvements in the communities of origin.



CONSERVING WATER & ENERGY

- Our electric cooking equipment is Energy Star endorsed. Our computers also meet the highest Energy Star and EPEAT standards.
- We use water efficient faucet aerators on hand sinks emitting 0.5 gallons per minute and an ultra-low-flow pre-rinse spray nozzle and ultra-low-flow toilets using 1.6 gallons per flush.
- We use NEST Learning Thermostats in our facility which reduces energy for heating and cooking by at least 10%.



ECO-FRIENDLY CLEANING

- We use several Green Seal certified non-toxic cleaning products for maintaining our facilities.
- We practice integrated pest management that does not involve poisons and toxins.
- Our ventilation system is cleaned and maintained using a green program that uses biodegradable chemicals and limited water.
- Carbon neutral and 100% green-powered: We purchase verifiable Renewable Energy Certificates to offset our carbon emissions and general energy use. These RECs give renewable energy projects the ability to compete economically with the fossil fuel industry. In many cases, the RECs also provide new income streams to small farms through land lease payments from wind farm and solar developers.



OUR CULINARY STORY

At SCHAFFER, we are modernized to meet the multi-faceted needs of today's savviest consumers, coupled with the hospitality and catering experience to exceed the expectations of the most discerning. We are artistic collaborators, seasoned culinary professionals, creative cocktailians, even strategic marketers at times...with SCHAFFER: Genius is served. On and off the plate.

We are creative not just in our food and beverage artistry, but in our ability to transcend traditional rules, trends, and templates so that every SCHAFFER dish and drink inspires awe (if that's what's desired). Our staff, whose resumes range from award-winning European restaurants and cult favorite hotspots across North America to longtime hotel, food, and beverage professionals collectively brings over 1 million hours of culinary experience to the fold.

Our expertise includes elevated catering, with the ability to execute (with excellence) across a variety of global inspirations and cuisine types. We embrace the art of the cocktail, delivering the perfect classic or workshopping a fresh, creative spin on a client's favorite for a memorable custom beverage.

Just as much culinarians and cocktail pros as we are visionaries, our team can suggest creative components that bring your event to life in inspiring ways. We meet our clients where they are at: bringing fresh ideation when helpful and delivering upon direction when it's already there--and often meeting needs that exist somewhere in-between.

EXAMPLES: Creativity & Originality Within Product/Menu Development

SPICY CHOCOLATE SUCCULENT TARTLETS

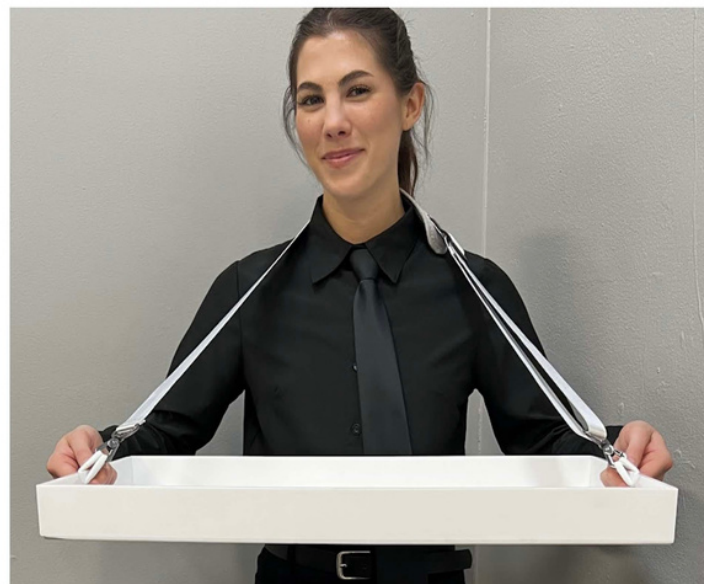
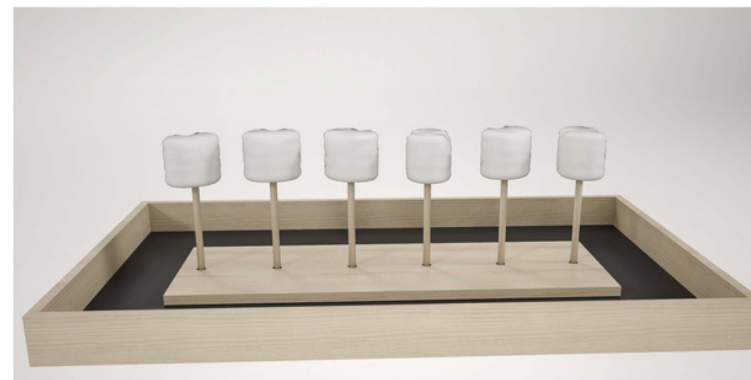
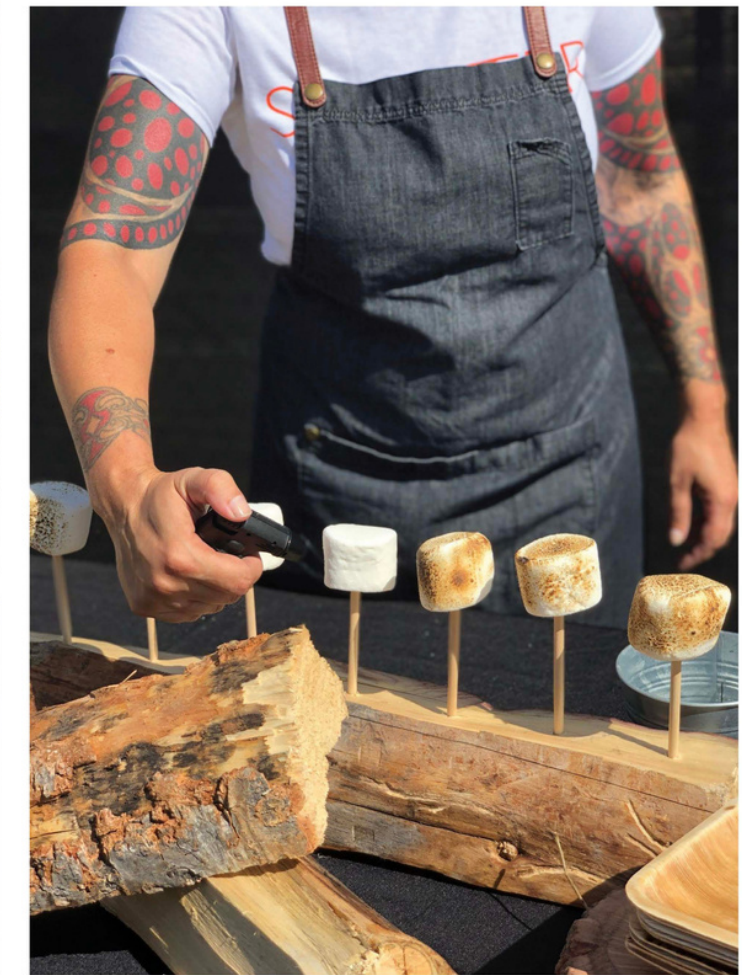
Made with chipotle-spiked ganache, chocolate rocks, white ganache succulents and white chocolate “moss,” these tartlets showcase SCHAFFER’s creativity not just in presentation but also flavor pairings.



EXAMPLES: Creativity & Originality Within Product/Menu Development

INSIDE OUT S'MORES

An innovative take on the popular campfire classic, SCHAFFER's original InsideOut S'mores wrap a vanilla marshmallow around dark chocolate and graham cracker crumb ganache. Servers used a handheld butane pastry torch to toast each s'more to perfection on demand. To provide an additional twist, SCHAFFER recently launched a new Key Lime Pie S'more, featuring key lime white chocolate and graham cracker ganache inside a vanilla marshmallow.

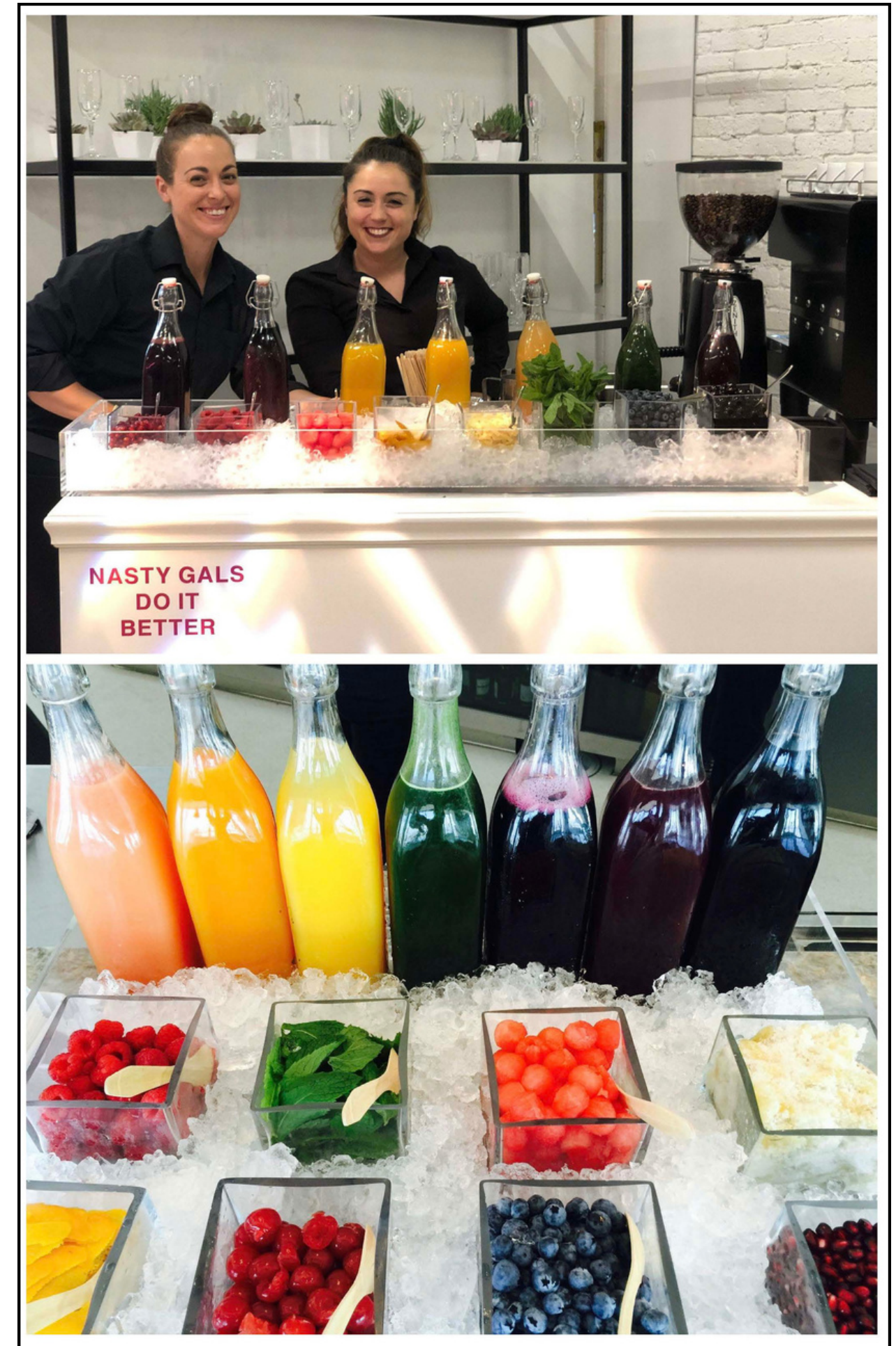


EXAMPLES: Creativity & Originality Within Product/Menu Development

RAINBOW JUICE BAR

This bright and vibrant setup provides guests with the fun of customizing their own beverage while still feeling healthy. SCHAFFER crafted each juice to achieve the perfect hue for every color of the rainbow.

- Red: cranberry + cherry
 - Orange: carrot + orange
 - Yellow: pineapple + ginger
 - Green: apple + kale + cucumber
 - Blue: pomegranate + blueberry
 - Purple: beet + concord grape
-



EXAMPLES: Creativity & Originality Within Product/Menu Development

GRAFFITI KRYLON SPRAY PAINT BURRATA STATION

Teams of two staff enter the event space wearing Hawker trays with spray paint cans. The Hawker trays are filled edge to edge with small square plates of perfect tomatoes and burrata. Staff then pull out custom sauce holders—made to look like spray-paint cans—from their painters' coveralls and proceed to "tag" the tomato and burrata salads with black balsamic reduction, green basil sauce, red romesco and black bread crumbs.



EXAMPLES: Creativity & Originality Within Product/Menu Development

EDIBLE BALLOON STATION

Any party can have balloons, so SCHAFFER created a way to make them truly stand out. These edible balloons made of soft, melt-in-your-mouth vanilla taffy and are filled with helium, giving guests the opportunity to have fun with their food. Guests simply need to place their lips on the balloon and suck in the helium before enjoying the deflated balloon taffy.



EXAMPLES: Creativity & Originality Within Product/Menu Development

CUSTOM SIGNATURE COCKTAIL CREATIONS

From developing unique flavor profiles to using color-matching technology to create a drink the exact brand hue, SCHAFFER brings the same level of creativity to their beverage services as they do to their food. A favorite was the Barbie Cocktail, created for a lifesize Barbie dream house in partnership with Shoedazzle. The Tito's vodka, hibiscus tea and lime juice cocktail was Barbie-fied with the addition of cotton candy, a pop rocks rim and liquid nitrogen.



EXAMPLES: Presentation & Design

HONEY STATION + LIVE BEES

SCHAFFER made this reception extra sweet through the creation of a honey hive station, a modern yet elegant display that gave guests a variety of ways to enjoy local honey. A representative from the Los Angeles County Beekeepers Club brought in beekeeping cylinders with live bees to display next to honey-filled delights. The station included: Bellwether Farms Ricotta + local honey comb, toasted hazelnuts, candied lemon, and edible flowers / Honey-Glazed Scarborough Farms Beets + cilantro flowers, crispy jalapenos, and cotija cheese / Mini Bavarian Soft Pretzel bites + honey pommery mustard / Southern Chicken and Waffle Skewers + spicy honey



EXAMPLES: Presentation & Design

FINLEY FARMS TOMATO TABLE

SCHAFFER partnered with beloved local producer Finley Farms to showcase their gorgeous tomatoes through a Tomato Table Station, giving guests the perfect summer bite to enjoy during a wedding reception cocktail hour held at a private vineyard and ranch. In addition to the sliced local tomatoes, the station included fresh bruschetta, fresh mozzarella bocconcini, local garlic and basil, Figueroa Farms olive oil, Santa Barbara pistachios and Bakers Table breads.



EXAMPLES: Presentation & Design

POP LAB

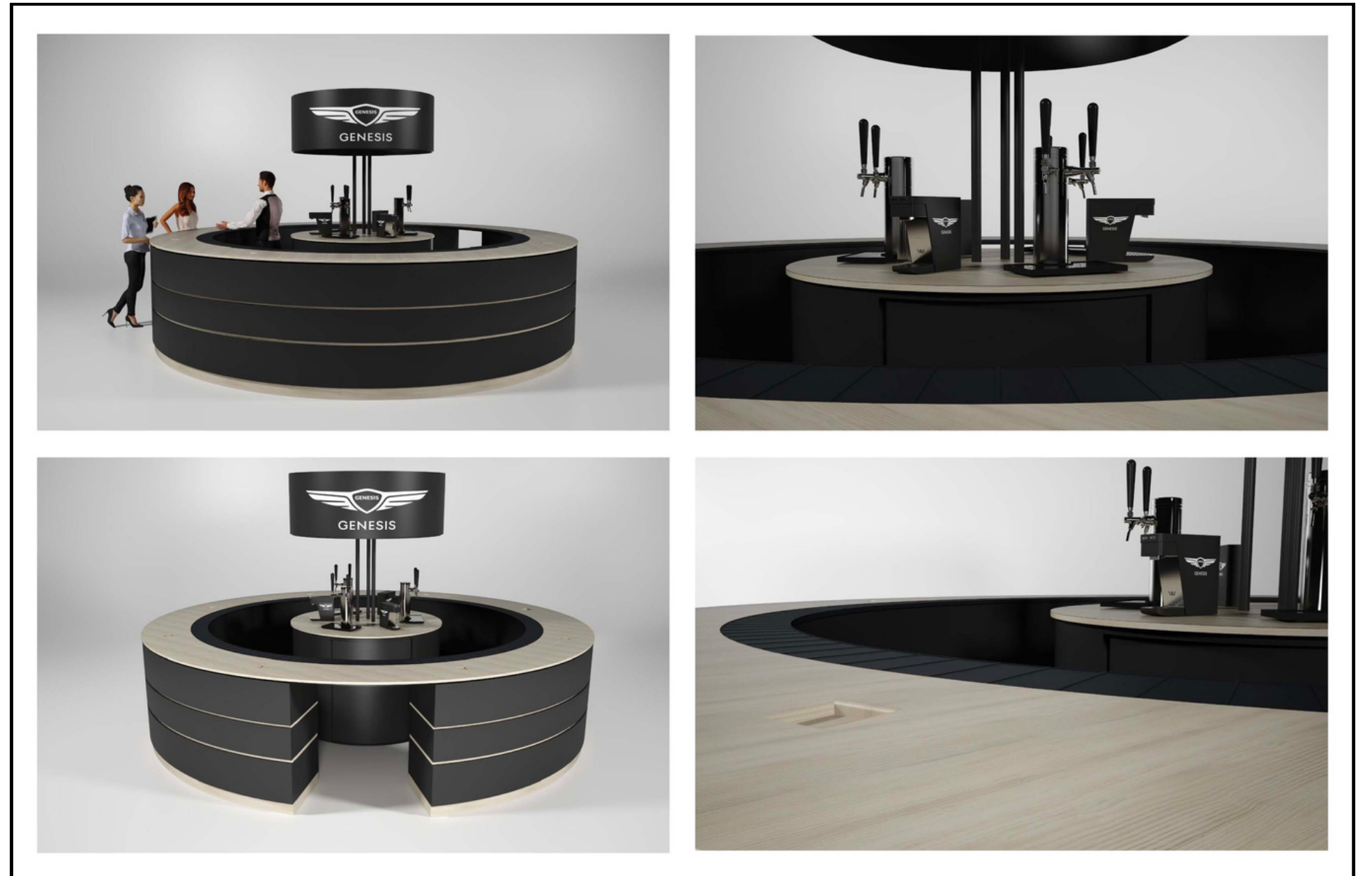
This bar-height lab with separatory conical funnels filled with three different syrups—spiced ginger beer, cola and Omija tea—allows for SCHAFFER mixologists to create non-alcoholic, custom carbonated beverages in front of guests. When guests approach the bar, they are asked which custom drink they would like. The mixologist then weighs the correct amount of syrup in a graduated cylinder beaker on the scale. They then place the beaker on the magnetic mixer and swirl in the guest's preferred additional ingredients, including caffeine, antioxidants, cayenne tincture, vanilla essence, green tea oil or CBD oil. The mixture is added to a glass of pebble ice and sparkling mineral water and is swirled by a glass wand before being garnished with lemon or an herb sprig.



EXAMPLES: Presentation & Design

CONVEYER BELT CAFE

SCHAFFER created this Instagramable conveyor belt cafe for the Genesis Invitational that served fresh nitro brew, nitro Omija tea and Korean- and Southern California-inspired pastries. The pastries moved on the perpetually slow-moving circular conveyor belt while baristas prepared and printed the Genesis logo on the foam of the nitro with 3 Ripple beverage printers. When guests arrived at the cafe, they were handed their beverage and invited to select a freshly baked pastry.



EXAMPLES: Culinary Diversity

Tabalipa Wine Co: Live Life Hoedown Santa Ynez Valley, CA (June 2023)

The celebration of the first vintage of a carefully cultivated new vineyard is a significant moment—and for Tabalipa, it also was an occasion to celebrate the cultures of its founders—one Brazilian, one a native Californian. Taking advantage of the valley setting, Tabalipa’s theme of “Live Life Hoedown” gave SCHAFFER the opportunity to prepare a Brazilian and Californian barbeque experience side-by-side. Grilled meats were authentically prepared amid wine-tasting, concert performances, rodeo and hot-air balloon activities, and more. With an authentic Brazilian chef preparing the savory picanha meats and Santa Maria tri-tip grilled by a renowned Santa Ynez Valley chef, the evening was a full-sensory experience of the two cultures. The location also gave occasion to showcase local suppliers—consistent with SCHAFFER’s desire to support local and showcase a region’s culinary successes. Here, SCHAFFER incorporated Finley Farms, Roblar Farms and Baker’s Table expertly, while supporting Tabalipa’s Santa Ynez roots. The menu, see right, was served across multiple stands and displays on property.

- The Lucky Hen Harder Cheese & Charcuterie Display
- The Taco Stand with hardshell mini tacos made in front of guests, including Birria with Jalisco style beef and cotija, Chicken
- Mole with chicken braised in warm spices and coca and cotija, and Corn & Mushroom Rajas
- The Fruit & Vegetable Stand with local vegetables including cucumber, snap peas and purple cauliflower + white bean hummus
- Paletas in pineapple & rum, maracuya (passionfruit) and cachaca, lime, cucumber & chili
- Brazilian Churrascaria with Picanha, Linguica and Seasoned Chicken Thighs, Fried Yucca, Traditional Brazilian Potato Salad,
- Farofa, Pao de Queijo, Watermelon Salad, Pepitas Salad
- Santa Ynez BBQ Station with Grilled Santa Maria Tri Tip, Baby Back Ribs, Cowboy Ribs, Brisket, Pulled Pork and Mahi Mahi
- Elote Table with Mexican Street Corn
- Local Tomato Table with heirloom tomatoes
- Churros Station
- Table Top S'Mores
- All American Pie Bar with Cherry Crumb, Classic Apple, Strawberry Rhubarb, Chocolate Banana Cream

EXAMPLES: Culinary Diversity

Tabalipa Wine Co: Live Life Hoedown Santa Ynez Valley, CA June 2023



EXAMPLES: Culinary Diversity

Hulu Premiere Party: Drive with Swizz Beatz Los Angeles, CA (November 2023)

From catering MTV's holiday party to the star-studded City of Hope Gala, SCHAFFER has become the go-to caterer for entertainment events in Los Angeles. This vast experience led Hulu to tap SCHAFFER to cater the premiere party for Drive with Swizz Beatz, a new show featuring the hip hop legend and car collector. In each episode, Swizz Beatz and son Nasir Dean visit the cities and countries where cars are most beloved, investigating the region-specific car culture that brings car clubs together.

So, to bring this to life at the premiere, SCHAFFER highlighted all of the locations featured in the seasons by serving each destination's signature foods.

Menu is detailed to the right.

Atlanta

- Southern Fried Chicken: sweet potato donut, black pepper honey
- Smoking" Mac & Cheese Arancini under a smoking glass dome

Houston

- Trill Burgers: smash-style sliders
- Vegan Trill Burgers: smash-style Impossible sliders

Japan

- Crispy Rice (GF): spicy tuna, masago, scallion, furikake
- Crispy Rice (GF|VG): edamame, mushroom, yuzu ponzu geleé

Los Angeles

- Carne Asada Street Tacos: marinated, grilled skirt steak prepared in front of guests
- Chicken Mole Street Tacos: chicken braised in warm spices and cocoa prepared in front of guests
- Grilled Seasonal Vegetables: coriander, oregano
- Housemade chips and salsas

New York City

- Mini Cheesecakes
- Black and White Cookie Ice Cream Sandwiches
- Donuts and Coffee: Glazed donuts, NYC Anthora coffee cups
- Inside-Out S'mores: torched in front of guests

Saudi Arabia:

- Mini Pita: beet falafel, hemp seed tahini, cucumber relish
- Mini Shawarma Bowls: marinated chicken, rice, pickled purple cauliflower

EXAMPLES: Culinary Diversity

Hulu Premiere Party: Drive with Swizz Beatz Los Angeles, CA / November 2023



EXAMPLES: Culinary Diversity

VW Beach Party

Huntington Beach, CA (June 2023)

In June 2023, SCHAFFER worked with experiential marketing agency Gail & Rice to stage the VW Beach Party as the launch event for the new ID.BUZZ--the modern successor to the brand's iconic VW Bus. A historic launch and highly-anticipated introduction, the event was envisioned by Volkswagen, the world's largest car company, to celebrate the brand's fabled VW Bus and launch it into the modern era for fans who are as passionate about the VW brand.

Empowered by creative freedom from Gail & Rice and inspired by opportunity to relaunch a historic brand, SCHAFFER designed a surf-culture menu and immersed attendees in VW logos and iconography at literally every service point, from acai bowls in VW-branded coconuts to SoCal breakfast grain bowls, tacos and custom pastries. The menu helped to shape the story of the launch with buzz, excitement and immersion to match the car itself.

Menu is detailed to the right.

Tray-Passed Bites:

Avocado Toast | Chocolate Banana Chia Seed Pudding |
Mini Meyer Lemon Waffle Skewers | Mini Breakfast Burger |
Mini Breakfast Dogs in Blankets | Nashville Chicken Biscuit

Breakfast Stations:

Acai Bowls | Bagels | Yogurt Parfaits | Breakfast Tacos |
Breakfast Bowls | Made-to-Order Donuts | Fruit Stand

VIP Lunch Stations:

Summer Salads | Lobster Rolls | Sliders and Fries | Taco Stand |
Huli Huli Bowls | Sweet Treats

Beverages:

Non-Alcoholic | Espresso Service | Nitro Cold Brew |
Fresh Juice Bar

EXAMPLES: Culinary Diversity

VW: Beach Party Huntington Beach, CA June 2023



EXAMPLES: Culinary Diversity

Aston Martin Pebble Beach Concours d'Elegance Pebble Beach, CA (August 2023)

There truly is no higher standard of luxury than Aston Martin's Pebble Beach Concours d'Elegance held at Pebble Beach Golf Links. Planned and staged by Interluxe Group to be Aston Martin's most coveted event, the 4-day activation requires multi-meal service for upwards of 400 guests each day, all of whom are expecting an immersive, authentic, thoughtful experience as the backdrop for the display of classic, one-of-a-kind Aston Martin cars.

This is the third year SCHAFFER has been Interluxe's catering partner for the event, and that trust is derived from the team's flawless and seamless integration of service style and attention to detail in crafting a menu and event ambience that perfectly evokes Aston Martin luxury. As a pinnacle expression of the Concours d'Elegance, the event must be eminently photographable--from food and station, to staff and service--and so for SCHAFFER, the strategy that all touch points express the brand was a top requirement. Menu is detailed to the right.

Aston Martin Pebble Beach Concours d'Elegance Menu:

- Lavendar Tea Cakes, Corn Muffins and Lemon Rosemary Shortbread Sticks
- Lemon Artichoke Arancini
- Sunday Roast Bite with tiny Yorkshire pudding and horseradish cream
- Mini Shrimp Taco with avocado cream and orange salsa
- Cones of Fish & Chips with Nordic cod in wheat beer tempura with salsa verde mayonnaise
- Rainier Cherry Clafouti with toasted almond and whipped creme fraiche
- Parma Ham Crostini with rocket and buffalo mozzarella
- Gin-Cured Loch Duart Salmon Blini with caviar, creme fraiche and chive
- Avocado Toast with pickled red onion, watermelon radish, mint and fried quail egg
- Quiche of roasted pepper, caramelized onion and parmesan
- Sausage in a blanket
- Dungeness Crab Puffs
- Apple Dorset Bombe with whiskey-scented apple butter, custard, spiced dacquoise and apple chip

EXAMPLES: Culinary Diversity

Aston Martin: Pebble Beach Concours d'Elegance Pebble Beach, CA August 2023



EXAMPLES: Culinary Diversity

City of Hope Spirit of Life® Gala Los Angeles, CA (October 2023)

SCHAFFER was proud to support City of Hope's sold-out, black-tie Spirit of Life Gala® in the fall of 2023. As the largest cancer research and treatment organization in the U.S., the non-profit raised over \$4.3 million to support health equity and cancer research. The annual event welcomed over 900 attendees, including prominent industry leaders in entertainment, music and film.

SCHAFFER was asked to create a menu that would satisfy the theme of 50 years of HipHop, honor the culture and serve vegans and omnivores alike. We created a Vegan Little Gems Salad for the first course, that was preset followed by the addition of a Coquette of American BBQ or Vegan Pot pie. This menu choice was intended to alleviate service challenges as this crowd is historically notorious for not taking their seats. The guests are always excited to mingle with each other and less interested in quickly joining a conventional gala meal service format. Our solution was to provide a hybrid-style meal where the salad was at their place setting and their coquette was delivered to them table side.

First Course: Little Gem Wedge
heirloom tomato, pickled watermelon rind relish

Entree: Smoked Barbecue American Wagyu Short Rib
collard greens, cornbread disc

Vegan Entree: Roasted Root Vegetable Pot Pie

Passed Dessert: Macaron Ice Cream Sandwiches
orange macaron with vanilla ice cream
blueberry macaron with lemon ice cream
chocolate macaron with sea salt caramel ice cream

Passed Dessert: Mini Ring Dings
devil's food cake, vanilla cream, dark chocolate ganache, icing

Passed Dessert: Mini Jello Molds with Whipped Coconut Cream

Passed Dessert: Vegan Citrus Panna Cotta

Passed Dessert: Gourmet Snickers

EXAMPLES: Culinary Diversity

City of Hope: Spirit of Life® Gala Los Angeles, CA October 2023



EXAMPLES: Decisions Made to Control Product Quality & Safety and Overcome Challenges

QUALITY & SAFETY

The SCHAFFER team's biggest challenge in the past year has also been one of its focal points: managing the complexities of labor, health, and safety in conjunction with addressing local operational regulations. Clients—and their agencies—count on us to be on top of those requirements, effectively managing logistics as proficiently as we design and serve their event expectations. This challenge is especially prominent for SCHAFFER in serving clients and events in truly historic venues and iconic locations, and only amplifies when producing culinary experiences outside of the company's native Los Angeles. Whether catering the Aston Martin Event at Concours d'Elegance in Pebble Beach with client Interluxe or Tabalipa Wine Co.'s Live Life Hoedown in the Santa Ynez Valley, SCHAFFER pivots to find solutions by partnering their key employees and top management with local suppliers and hires to provide balance for their culinary and services teams without compromising quality.

Additionally, more and more, clients are looking for a truly expansive range of culinary, service style and executional genius in designing events that stand apart for being more than simply great food and drink. In essence, the elevation of overall expectations, the push for innovative menus served and prepared authentically and the desire to include a wide range of points-of-view, visions and creativity have pushed the challenges of bringing great events to life. Multiple input layers, multiple approval layers, the activation and stewardship of working with global intellectual property and brand iconography – all mean that SCHAFFER has devoted equal priority to staffing and managing the logistics of event excellence as we have in crafting standout menu and bar programs and the experience style of service. Almost all of our bigger projects this year have presented a combination challenge of complex operations and logistics, with the dynamic demands of being simultaneously a great catering firm and a great staging and execution firm—with our ability to deliver consistently and expertly on both truly prized by our clients.

THANK YOU

FOR YOUR CONSIDERATION OF
SCHAFFER FOR “CATERER OF THE YEAR”