



What's A Caterer To Do?

What's a Caterer to Do....Part 26

Happy New Year! No really, I mean it! I'm trying to keep the light and joy inspired by Christmas into the New Year. 2021: a year of possibilities, a year of opportunities, a year of exchanging the mask for a smile. Will it happen? How soon? Will it be a slow transition, easing in quietly and carefully, or will we jump in with both feet as soon as the coast is clear? That brings us to another question.

Will the coast be clear? And if it is, clear for what? Will we gather? Will we celebrate? Will we have parties?

Several years ago I said to my father-in-law, "I used to have all the answers. These days, it seems that I barely have any answers." He replied quickly as though he has pondered this same thought before, "that's because the questions keep getting harder!" Wow! That's the truth. So speaking of my father-in-law, he died early New Year's morning. The decline caused by Parkinson's over the last many years took its toll and after a final fall and trip to Emergency, he spent a day and a half in hospice before sleeping away. We were blessed that the family was able to say "good-bye and I love you" before he slipped away. We have to believe that he is at peace now, and he would want us to remember his silly ways with laughter and fond memories.

2021 can only improve from here. The last 10 days or so have been a blur. Not because we were busy and stressed at work because we weren't, but because depending on what day Christmas falls, our weekends blur with our weekdays, the Eve's blur with the actual holiday, the new year creeps in and we need to remember a new date, and the lack of oxygen that we endure due to mask wearing is taking a toll. At least that's my explanation.

Tomorrow is the beginning of the first full work week of the new year. As I was scrolling through photos the other day, I stopped on the one of our staff from last year at this time. There were 11 of us and we were all sporting brand new black 3-in-1 jackets proudly showcasing the Tasteful Connections logo that generous Santa had brought to us for Christmas. Fast forward to now, and our core team has been reduced by half, and those staff are only working 10-20 hours per week. Yes, unemployment is paying an additional \$300 per week starting this week, but these people WANT TO WORK!

It has been suggested by one of our long-time loyal clients that we attempt to generate a little more work/business/revenue by offering a dinner for 4 each week for \$100 plus tax. (Thanks Ed and Bonnie) I guess we could give it a try. We're thinking Friday would be the day, so that it could be enjoyed over the weekend and it might be easier to justify the expense. The meal would be presented "family

style” ready-to-heat and enjoy. It could be picked up about noon on Friday or we could deliver it for an additional charge depending on your location. Please email your order by noon on Wednesday (mail@tastefulconnections.com) and arrange for payment. (Credit card is probably the easiest) Thank you for giving this a try with us.

Week #1 Menu

Caesar Salad, Chicken Bruschetta, Penne Pesto with vegetables
Chef's Choice Horsd'oeuvres, Bread and Dessert

We'll let you know how it goes and if we will continue our dinner for 4 into the future. The Frontliners Food Fund (FFF) is alive and thriving. Thanks to your generosity we continue to treat frontliners and others in need, to great catered meals. This holiday season the Red Cross on John Street, the Irondequoit Ambulance, Culver Ridge Fire Department, Ronald McDonald House and many others enjoyed a complimentary meal thanks to you.

Wishing you the best in 2021! If nothing else, we'll stick together and hang in there best we can. Xoxo Sandra

Previous editions of "Whats A Caterer To Do" [-available here](#)

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