



## What's A Caterer To Do?

### What's a Caterer to do...Part 20

No way!, Part 20 in 2020, the most bizarre year on record! I have a new phrase....it's not unbelievable, it's not unfathomable, it's "I HAVE NO WORDS!"

This is a phrase that encompasses the emotions behind a great loss, an inexplicable challenge, an incomprehensible series of events. There's nothing more to say. I'm speechless! I remind myself daily that "complaining doesn't accomplish anything." So we move on! When well-intended people ask, "how's the business going?", depending on our mood, which by the way changes multiple times every hour, we might say something clever like "we're hanging on by a thread." That statement doesn't mean much, yet it does indicate that we're hanging in and haven't given up. Well, we have a new response to the question, "how's the business going?" "We're hanging on by elastic." Why, you ask, by elastic? Because elastic stretches, it bounces, it flexes, and it would take an awful lot to break elastic. That's like us! We stretch. We bounce.

We flex and we don't break.

Clearly, the term "catering" has taken on a whole new meaning. It's ok, we were all confused by the term catering anyway. Catering was once the term used for fine food beautifully prepared, exquisitely displayed and served off-premise for events by highly trained hospitality professionals for the most elite events imaginable. Like many words and terms, "catering" has been dumbed down to describe most any food, fine or mediocre, beautiful or not, prepared for pick-up or drop-off, usually in foil pans, ranging from pizza to subs to barbecue. So our new mode of catering is that we still strive to make fine food beautiful, and of course ever so tasty, and we still serve it off premise, for meals of 2 to infinity, and although we are highly trained hospitality professionals, we may be working below our pay grade, because honestly, it doesn't take our level of skill to do what we're doing.

But, nevertheless, we are doing it, and we will keep doing it until we can't. So there! I said it so I guess we have to do it.

It's been almost a month since we chatted. I would blame the lull on the busy-ness of the season or all the fun that we're having, but that would be untrue. The lull reflects that there's nothing to report except, we have conjured up the most delicious, traditional Thanksgiving meal in one of those dreaded 3 compartment boxes with a lid ideal for the microwave. In addition to the 200 meal orders that have been ordered by a couple of organizations, someone might have been a tad overzealous with the food ordering so we have plenty. So if you're thinking, why would I want to roast a turkey and prepare all the sides and fixings for my Thanksgiving celebration of 10 or less (that is the guidance, don't you know), send

a quick email to [mail@tastefulconnections.com](mailto:mail@tastefulconnections.com) to order your meals for a pick-up delivery on Wednesday. They're \$15 each and include pumpkin pie. YUM! And, breaking news! We will be showcasing some of our holiday meals/gift items/edible favorites shortly, so keep checking in.

As we've mentioned before, true caterers have an interesting skill set. In addition to what you might expect from us, we are logistic experts, delivery gurus, decorating divas, wrapping pros, energetic elves and Santa's helpers. So, if you find yourself with some tasks that you want to delegate, be in touch with us for pricing and a plan to move forward.

As I bid you farewell with plenty of wishes for a safe, healthy, happy holiday season my wish for all of us is that we remember to be grateful for all our blessings and remember to extend a generous hand to those in need. Let's move forward with certainty and resolve that this too will pass. Patience, kindness and tolerance are what we need to get through this together. Stay well and thanks for listening.

Xoxo Sandra

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*Flexibility is the key to stability*  
~ John Wooden

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