



## What's A Caterer To Do?

### What's a Caterer to do....Part 22

It's early, couldn't sleep! No, it's not because visions of sugar plums were dancing in my head, although that would be nice. I guess I'm just trying to make sense of what's going on. How is it possible that the first weekend of December has come and gone, and our entire staff had the weekend off? That's what happens when there's minimal business, no parties, shindigs or gatherings. Probably the first time in 35 years that I've had a December weekend off. Sobering, right?

Actually, I'm making peace with it.

There's not a thing in the world wrong with cozying up in a soft, comfy robe, underneath an even softer, more comfy fleece blanket and settling in for the long haul, the Hallmark Movie Viewing Event. I have heard more people talking about watching Hallmark movies than ever before. Seems like we're all looking for a little fairy tale, a little predictability and a happy ending where everyone lives happily ever after. If you haven't had the pleasure of indulging in the world of Hallmark, check it out. Starting in October (or maybe July), there is a plethora of holiday movies to choose from on the Hallmark Channel. They are "feel good" and inevitably leave a silly smile on your face, and even sometimes tears running down your face. The rules of the Hallmark movies are that they always involve pretty people (men and women), the pretty people have amazing holiday wardrobes complete with multiple winter coats with matching berets, and the comforting predictability comes when the first inkling of "happily ever after" happens when the pretty people meet, reconnect or repeatedly end up in the same place at the same time. There's always the anticipation of the budding relationship, the "mistletoe kiss", the knowing glances between the pretty people as the romance unfolds. What better way to spend a weekend at home? A little "holiday libation" and "happy hour nibbles" and we're set for the weekend.

So I was in the bakery at the biz yesterday mixing up dough for cookies that we probably don't need, for parties and orders that probably won't happen, thinking how could this be? Where's the hustle and bustle, the hum of activity that usually accompanies the cold temperatures and flurries of snow? It's a thing of the past and a thing of the future, because it certainly isn't now. Oh, well, it won't kill us to have the weekends off, although it is odd and unsettling. My worry is that we'll forget what we do and how we do it in case business ever returns. Food for the masses? Vans overloaded with linen, equipment, serving pieces, décor and more? Working from early to late until your body is broken? Displaying food on beautiful trays, tiers and boards instead of divvying it up in little multi compartment containers? Scheduling nightmares trying to orchestrate the right people in the right places at the right times? In-person appointments, site visits, endless

communications. How did we ever do it?

So when we started this business in the mid-eighties, a wise and worldly friend shared a piece of advice. "If you take good care of your clients and take good care of your staff, everything will work out beautifully!" We took those words to heart and proceeded with that in mind for over 35 years, and then, Covid reared it's ugly head and wreaked havoc on most every business of food/beverage/hospitality. So there is almost no certainty as we all struggle to keep our doors open in this world of stay at home, don't have too much fun, don't hang out with friends, wear a mask, keep your distance, no hugging or handshakes and let's hope we can avoid the spread of the nasty Covid.

In the giving spirit of the holiday, we are offering the opportunity to make a difference and contribute to our FFF (frontliners food fund). If you would care to make a donation, please contact us by phone or email and let us know the amount and we will in turn, convert your donation into some fun, festive food delivered to frontliners that could use a little thoughtfulness and cheer this holiday.

Thank you in advance.

Wishing you a happy holiday week, whatever that looks like in the land of Covid. Settle in, spike some eggnog, make some hot cocoa and enjoy the thrill of a few Hallmark movies. We know that we'll get through this together and that 2021 is right around the corner.

Cheers to you and yours! Sandra

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