



What's A Caterer To Do?

So today is the last day of March 2020, probably the longest month of our life. Hopefully, we can go to bed tonight and wake up in the morning and someone will yell "April Fool's" and this whole pandemic nightmare will be over. I can dream, can't I?

We've been attempting to take this whole ordeal in stride. Thankfully, we're considered an essential business and as such, we've reverted back to box lunches, self-contained meals, making sandwiches like it's our job (it is!), portioning individual side salads to accompany the sandwiches and complementing the meal with a calorie-packed dessert and fudge produced in our own little bakery. Because of our company wide furlough to attempt to minimize expenses, the task of preparing these individual lunches has become mine with the help of a very capable, versatile part-timer named Brian. This takes me back 35 years to the early days...a box lunch delivered across town for \$5, no delivery charge, and usually no tip. Ahhh, but that was okay. How exciting to have a business at the tender age of 24 and $\frac{3}{4}$! Go ahead, do the math. Okay, you figured out my age, but shhhh, please don't tell anyone!

We are extremely grateful for a couple of very special clients that are helping us to stay in business with a standing order Monday-Friday. This is so cool. We work Monday -Friday days! No nights, no weekends, we're just like ordinary people! The "frosting on the cake" is that there are some thoughtful, generous people out there that are placing orders with us, paying for the order and allowing us to seek out a department/unit/group of dedicated "front liners" that are the recipients of their kind gesture. The best job in the world, getting paid to do nice things for deserving people! It doesn't get much better than this!

Our goal is to generate enough revenue to cover our fixed expenses and try to keep the other expenses to a bare minimum. It's kind of like being on an austerity budget. It is actually an excellent exercise in discipline and planning. We are missing our wonderful staff! The phrase "many hands make light work" keeps going through my mind. When Brian leaves with the deliveries at 11 a.m., the song "One is the Loneliest Number" permeates my brain as I scurry about, cleaning up, then beginning prep for the next day. I have to admit, it's kind of fun. It's easy to walk 10,000 steps before noon when you're basically on your own. Thankfully, our clients allow us lots of creative license with the self-contained meals, so adhering to the specifics of our box lunch menu is a thing of the past.

So for now, we take it a day at a time. We're looking forward to utilizing the benefits that the CARE Act provides to keep this small, but vibrant business healthy moving forward. We appreciate people having faith in the future as they continue to make plans and book events. We appreciate clients that commit to a proposed event, sign a contract *and* send a deposit. We appreciate clients that respect our policy regarding deposits and apply any deposits toward a future booking or date. We appreciate kind-hearted people that want to help out during this crisis and allow Tasteful Connections to act on their behalf. We appreciate you for following us through e-mail and social media and support us as you are able.

Stay well, stay conscientious, maintain appropriate distances and take advised precautions by the experts to limit the spread and most importantly, stay tuned.
Better days ahead!

Please be in touch with us at mail@tastefulconnections.com with your thoughts and potential needs.

Good wishes to you and yours....

Sandra and Team Tasteful



Endurance is not just the ability to bear a hard thing, but to turn it into glory

William Barclay



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