



What's A Caterer To Do?

What's a Caterer to Do....Part 6

Here we are! Several days since our last update and yes, sadly, Part 6 of the seemingly endless account of where we were, where we are, and where we're headed. I definitely know where we were. We were coming out of a fairly healthy first quarter of business, busy booking full service events for "gala season", graduations, weddings, monumental birthdays and special celebrations of all kinds. We were enjoying our well oiled machine, though a little squeaky at times, and anticipating busy catering days ahead. We blinked and our world went topsy turvy. All our worlds went head over heels. Nothing made sense. Life as we knew it came to a screeching halt. People stopped going to work. People stopped socializing. People stayed home. People stayed in their jammies all day. People embraced technology like never before just to get a glimpse of a loved one, or to enjoy a conversation and a libation without leaving their recliner.

The world of catering changed. It's ala carte, it's a glorified deli, it's individually portioned/package. But, it's still delicious, it's still nourishing, it's still delivered! There's still room for creativity, resourcefulness, marketing, social media, and collaboration. Food, one of our basic necessities deserves to be respected and treated kindly. If you're serving cookies or crackers...carefully put them on the tray right side up! If you're putting leaf lettuce on a sandwich, remember there is a right and wrong side to the lettuce. Put the shiny side up! If you're making a green salad, sprinkle all the good stuff, the carrots, radishes, tomatoes, olives, cucumbers, croutons throughout the entire salad so everyone gets to enjoy them... not just for the first and second serving! Sorry!
I appreciate and am passionate about food.

Where are we headed? Your guess is as good as mine! Word has it that NY will reopen beginning on May 15th. Because we have been regarded as an essential business, we've worked right along. Hopefully with others going back to work, our essential business might feel more essential, and get busier and be more in demand? We sure can hope! Groups of people congregating for business or social may continue to be on hold for the foreseeable future. Even with masks/gloves and 6' boundaries, who wants to cozy up in a space with a bunch of people? We've been in a bubble and that bubble might be tough to break.

Not to be negative, pessimistic or a downer but candidly, my pompoms are drooping. It's already different. Some staff have rejoined the workplace. Others have chosen not to return. The dynamics are constantly in flux. We continue to

hobble along, re-creating the wheel at every turn. Our theme songs range from “Staying Alive”, to “I Will Survive” to “I’m Still Standing.”

Okay, enough negativity, forgive me for that detour. So, we continue to be thankful and humbled for those who have kept us going. You’ve supported us by ordering meals for yourselves and others. You’ve propped us up by donating money for us to provide meals/treats and snacks for frontliners. You’ve patronized our “gift line” by ordering treat towers for thank you’s and celebrations. You’ve ordered our line of gift baskets featuring our delicious edible savories and sweets for special occasions. You’ve been gracious, compassionate and encouraging. Regardless of what the future holds, we as individuals and as a business have been blessed by our clients, our friends, our associates, and our vendors. Stay strong, stick together, and we will thrive again.

XO Till our next chat, Sandra

*The only difference between a good day and a bad day is your attitude.
The choice is always yours.*

- Dennis Brown

www.TastefulConnections.com
585 467 4400

