



# THE CLAIRE DIARIES

Sorry, folks, that I have been slack with the Diaries. It has been a hectic 1 Q and I am so late in getting anything out but a little something something is better than nothing. Taking it from the top: some things I have learned so far this year

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Want something different to wet your whistle? Well, say hello to Coca-Cola's new purchase of a company called "FUZE." Their product line comes in several different varieties and they are all so good. My favorite two come from the Slenderize line and are called Cranberry Raspberry and Blueberry Raspberry. They will make the insides of your mouth happy without putting any extra "lovin" on your waist.

Where was I Super bowl weekend? Working an event for Penthouse Magazine. Now, I know what you all are thinking. As a matter of fact, I was thinking that, too. But can I tell you the marketing executives at Penthouse were so nice and professional it was an absolute pleasure getting to work for them. That evening Penthouse had 28 Pets all dressed appropriately mingling with the guests. What I learned working a nightclub late hour event is ~ it is all about the VIP area. Unfortunately the club layout didn't really allow for us to have a "good" area for VIP's. At 2:00 a.m. this guy came in and asked where was the VIP area. I politely told him the entire place is VIP. Come in and have a good time. Thinking I didn't quite get it he explained to me again that "no" he needs to be in the VIP area and could I direct him. I politely 'splained to him AGAIN there was no dedicated VIP area but come in and have a good time. Ok, so we go around a 3<sup>rd</sup> time because apparently "I didn't know who he was" and he was positive he should be in the VIP area. Ok, I said I get that technically you are to be in the non existent VIP area..but you do know technically it is 2:00 am and I belong home in the bed with my non existent husband and that isn't happening, either. And in my very polite, professional manner I told him good luck with finding the VIP area as it is probably out there somewhere with my future husband.

Whether you think you can or whether you think you can't, you're right.

*Henry Ford*

Tony the Tiger and Tucan Sam, pay close attention to this one...Kellogg's if you want to sell more cereal do your marketing in clear glass bowls. That is what I found out when Exec. Chef Robert from the Four Seasons Atlanta and I did an experiment during Final 4. He bought wide clear glass bowls and we put them out on a "bulk" cereal bar. There were many choices of cereals with berries, bananas, raisins, etc. Know what we found? When the bowls were clear glass as opposed to white, visually, cereal looks so much more appealing. Almost every guest had a bowl of cereal that morning.

When driving with my 2 nieces in the car..the older of the 2 proudly announced that her sister Emily has a BOYFRIEND. Now imagine this~ Emily is 2 1/2 years old, sitting in her car seat, holding her Piglet stuffed animal, sucking her thumb agreeing to her sister's comments about this newfound love. I said ok, Emily you have a boyfriend? Finally the thumb pops out of her mouth and she agrees she has a boyBriend. Apparently, Emily hasn't progressed enough to say the letter "f" but the lucky guy's name is Eli and the cute couple met in daycare at the Huggies pull up changing table.

Pretzel Bars ~ I recently did this instead of desserts at a reception ~ Take a variety of rod pretzels and dip them in white, milk, or dark chocolate. Then, roll them in a variety of toppings put in cool, glass containers and you have yourself a fun dessert area. Trust me, no one will miss the standard banquet piece of cake.

I skate where the puck is going to be, not where it has been.  
*Wayne Gretzky*

One of the trade journals, and I apologize that I forget which one, is predicting Cherry to be the hot, new flavor of 2007/2008, taking away some of the hubbub of pomegranate. I say yeah, to me, cherry more versatile. Recently, at an event the chef took cherries and marinated them in vodka and displayed them in an apothecary jar. This allowed folks to use the cherry vodka for sipping, for Coke, Sprite or lemonade-based drinks.

While we are on the subject you are going to be seeing more and more flavored gins, much like we do rum and vodka today. If you are using a good-flavored gin it is going to make this alcohol much more sophisticated than rum or vodka, but it will be a matter of mixing it with the right concoction.

One more comment on alcohol as it is 5:00 p.m. in the world somewhere ~ we see lots of the trendier bars design drinks that have, for example, rum, shiraz, and a juice with a cute fruit garnish. Now I am a total "girl" when it comes to this type of drink, but I have to say I have yet to find one where booze and wine are mixed together in the same drink that is good. I find the flavors of wine and booze tend to be in conflict with one another. It reads cool, and you think, "I will look cool ordering one," but the reality for me is it doesn't taste cool and you just blew \$12, plus tip. If you must ~give it a try but don't say you haven't been warned.

Ok, did I say one more comment about booze because the reality of it is "I am not done yet." While working last winter I had an attendee get pretty drunk at an event. I asked the question and found out he wasn't staying at the property. So I promptly went up to tell him that I couldn't allow him to drive home tonight and discussed paying for his cab home when he was ready. Ok, did you folks understand the importance of this comment? Anyone, anyone? I didn't ask him if he was ok to drive...as I knew that answer...nor did I offer him a cab ride home...I told him I WOULD PAY for his cab ride home. It is my recommendation when possible to offer to pay for the person's cab ride this way should something happen you showed reasonable care and responsibility towards the situation. I have to close out by saying this person was the nicest schnocked person ever who slept safely and I am sure soundly that night.

It is with great pleasure that my neighbor Jeff has lent me his basset hound "Watson" to come over and hang out with me when I am in town. Here are a couple of things that I have learned since Watson's daytime visits.

\*If you don't like dogs on the furniture Basset Hounds are the perfect dog because they can't jump that high.

\*Basset hounds can't really run away from you, either, because with 6-inch legs they aren't going anywhere so fast. My neighbor calls him a "low rider" dog.

\*Watson is very stubborn. If he isn't done sniffing he becomes this elephant with not wanting to walk "with the nice lady who keeps him during the day." It gets embarrassing having to bend down and carry this 40-pound dog home.

\*Last Watson is what I call a weather-pending dog. It was raining one day and Jeff was supposed to bring Watson over for the day. 8:00 a.m. comes and I hear the soft tapping on the door. It is Jeff informing me that Watson won't be over today because it is raining and he doesn't go out in the rain. LOL like who knew?

I don't care what is written about me as long as it isn't true.  
*Katherine Hepburn & Claire R. Gould*

The above is just my opinion ~ I could be wrong. Thank you for reading the diaries and do pass them along.

With appreciation,

*Claire R. Gould*  
Owner  
Rx for Catering, LLC