

Rx for Catering, LLC



# The Claire Diaries

3rd quarter 2003

## Things I have learned in the second quarter of 2003...

Do you know who has the crypt next Marilyn Monroe? As a hint, she was his first Playmate ~ Hugh Hefner.

***Don't suffocate Your Cheese***...in plastic wrap?. That was the number one tip from cheese authority Don Strongin to a meeting of "cheeseheads". Strongin advised chefs to coat cut cheeses with olive oil to discourage mold formation and to store them in food tubs according to family..aka..NEVER put your Blues with your Bries..or you will end up with Blue Bries!

Another cheese tip..the state of California is the second largest cheese producing state; it expects to surpass Wisconsin in cheese production within the next two years.

Borders Books offers companies a corporate discount. Just fill out the application and receive a corporate ID card that is good for 20% off books.

While attending the National Association of Catering Executives convention (NACE) in Boston, MA. I took a class on "Enhancing Your Personal Image" and these are fact statistics the instructor shared with us.

\*At least 55% of our judgment about another person comes from the way he/she looks on the first meeting.

\*38% additional from the way a person speaks..NOT THE WORDS but the way they are spoken.

\*7% are the actual words.

When working at the Ritz Carlton, Bachelor Gulch in Vail, CO this summer, for the first time, I was amazed at how beautiful it is in Vail. What I walked away convinced of ~ ...if one stands on their tippy toes...stretches upward as much as one can....on a clear day....with some luck..you can touch the bottom of G-d's robes. That is how high Vail, Colorado is.

The Ritz Carlton Bachelor Gulch is a DOG friendly hotel and they encourage you to bring your pooch..and if you happen to come poochless ~ feel free to borrow theirs. The house dog is a very well fed white retriever named Bachelor of course. If you would like to go for a hike and want to take Bachelor, you can, all you have to do is sign him out at the concierge desk and he is yours for the taking..but do bring him back as he is quite popular with the guests.

I recently worked at one of the most beautiful hotels ever. It is the Hermitage Hotel in Nashville, TN. The hotel has tremendous history, but of recent day is this is where it was the home for eight years to pool legend

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Minnesota Fats. The pool shark, arguably the most famous player to pick up a cue stick, had his own table on the Mezzanine and he regularly challenged all comers. Coincidentally, the pool table is no longer at the hotel because his wife sold it on EBAY after his death.

Culinary ~ what is "happening"~ MINITINI stations matched with small plated foods.

## Vendor of the Quarter

...is Roger Murray and his shipping company **Project Resources**. Roger is quite the expert when shipping (land/air/sea) anywhere and has proven contacts all over the globe. I know this for a fact as Roger was my shipping agent at Galaxy Aerospace (trust me when you are traveling with an exhibit plus 2 corporate biz jets you don't travel gracefully). Roger has handled shipping for me throughout the US as well as, Europe, Dubai, Turkey, South America and Australia ..yada..yada... Project Resources digits are 949.770.0800 ~ e-mail rogerprojects@aol.com ....should anyone have any questions on shipping (land/air/sea) anywhere., just mention "the Claire Diaries" and Roger will be happy to answer any questions and if requested give a competitive quote. Do know, to date, Roger doesn't ship to the moon but as soon as that becomes available he will let us know.

When shipping "goodies" to London for Harry Potter activation in June this is what I learned ~ the hard way. My client had promotional items that WERE NOT clearing customs. Anyone who ships please pay attention. You need to have a certificate of ORIGINATION on all your items that you are shipping in order to clear customs (this has gotten much more strict since 911). For example, if you purchase giveaway bags through a promotions company and they purchased the bags from China had them shipped to the US for logo imprint and shipped went to Europe as a final destination. THEN THE Certificate of Origination MUST be from China. That is where the bags originated. Actually our shipping company was so BAD that I had to call Roger to assist. Take a bow Roger as I thank you.

Use of Events for Marketing to Grow in '03 ~ Despite the sluggish economy, 47% of organizations surveyed for the latest Event Trends Report expect to increase the use of events as a marketing medium in 2003, signaling the importance of doing business face to face ~"Meeting News Magazine, July 14"

Warning Warning... many hotels are starting to add the service charge onto "Chef's Fees." A chef's fee is labor charge and therefore shouldn't be charged the service fee. BIG NO NO!

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## Best Idea Of The Quarter?? Read On!

According to the National Restaurant Association...Americans eat 70 billion meals at 870,000 eateries annually. Wait staffs are all likely prepared to hear the eternal question:

*Can I get the rest of this to go?*

But Chicago's 13 Francesca Restaurants are doing more than just doggie bagging. They are putting food-safety labels on all carryout items as part of a pilot program. Life has gotten so hectic, that 75% of people in a survey said they wanted a reminder about prompt refrigeration, throwing out food after 3 to 5 days and reheating leftovers above 140 degrees. Sounds like a great idea to me.

## What's New at Rx for Catering, LLC ?

Rx for Catering, LLC ~ now has its own web site and it is ~ you guessed it ~ [www.rxforcatering.com](http://www.rxforcatering.com)

There are 2 new services being offered:

\*Rx for Catering, LLC is now offering customized F & B classes where I come to you and conduct a 2 to 3 hour customized class for your staff needs. [Rxforcatering.com](http://Rxforcatering.com) has an area that shows topics offered as well as I will do a thorough PowerPoint presentation on what "kool culinary" trends I have been seeing and using.

\*Quarterly retainer ~ this retainer is good for 30 hours worth of menu consulting, negotiation and event design for your staff to use over a 3 month period.

**Wine Recommendation of The Quarter:** Karen Bremer owner of Dailey's and City Grill Restaurants just had an outstanding wine dinner with Vision Cellars and if you want to treat yourself to a fabulous bottle of wine this holiday season it is Vision Cellars, Pinot Noir 2000 Sonoma County ~ \$40.00. Well worth the splurge for the holidays. Mac McDonald is 1 of 5 African American wine makers in the USA. He has the talent, pallet & vision to make some of the best pinot noirs in the Americas. Also from the same wine maker she suggests Rancho Zabaco Port ~ \$16.00 per bottle.

"The world is my oyster, but I used the wrong fork" ~ Oscar Wilde

Thank you for taking the time to read The Claire Diaries.

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