

feature  
TRENDS

by Eve Daniels



Monkfish BLT by  
Short Bus Catering,  
Marlborough, CT



Salt-crusted  
farmed abalone, yuzu  
dashi, plum blossom  
by Andrew Spurgin



Magnetic fork by  
Pinch Food Design,  
courtesy SWANK  
Productions



Candy sticks and sweet  
canapés by Rhubarb,  
United Kingdom; tabletop décor by  
Indiana University Memorial Union;  
wedding cake by Feastivities  
Events, Philadelphia, PA



Sheila White

# TRENDY twenty fourteen

Ring in the New  
Year in Vogue.

We surveyed caterers and other industry  
experts from coast to coast (and across  
the pond) to find out what's haute and  
happening in 2014. Read up and get ready!

MORE

“We’re finding that  
clients love the idea  
of a classic, but with  
a unique twist.”

— JOHN SEROCK  
JOHN SEROCK CATERING, WEST CHESTER, PA



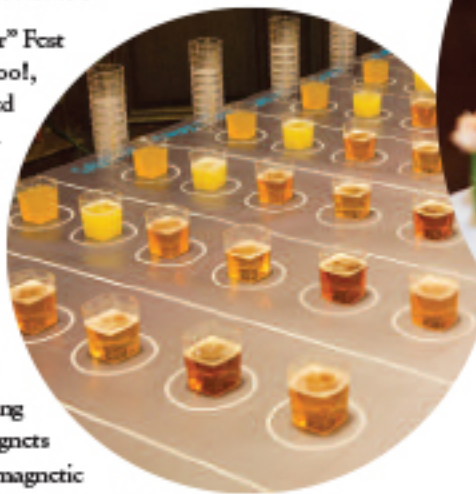




### Adding Wow to Minis

During the Novem\*beer® Fest for Genome from Yahoo!, SWANK Productions hired NYC-based Pinch Food Design because “they’ve really perfected bringing miniature food experiences to life,” says SWANK CEO and Creative Director Maya Kalman.

“Their inventive serving trays were built with magnets inside them so that the magnetic forks would stick to the side of the tray,”



# PRESENTATION WOW



she explains. “Guests could eat their nibble and then place the fork into a small hidden compartment along the side. There was also a hidden side compartment for cocktail napkins.”

Along with a full beer tasting station, Kalman says guests were treated to pretzels and desserts hanging from industrial pipes and hooks. Waiters holding the pipes served condiments for both.

“My ultimate goal is to allow guests to experience the event as a whole,” says Kalman. “All five senses should be stimulated. Those are the wow experiences that people remember and talk about forever.”

“My ultimate goal is to allow guests to experience the event as a whole.”

—MAYA KALMAN, SWANK PRODUCTIONS

### Street Cred

Food truck displays (both real and faux) continue to be in high demand. These street food-inspired elements provide a more interactive and casual atmosphere, akin to a fair or block party.

### Service Stylish

The top three requested serving styles are buffet, plated and action/food stations, with the latter going more and more mainstream. “We are seeing a definite shift from the typical buffet or plated dinner. This year we have cocktail style receptions with small plates, action stations, tasting menus with wine pairing and family style service,” says Osborne of Plush Catering & Events.

Canapés and bite-size appetizers will continue to be on trend in 2014, resulting in new developments in large spoons and bowl foods. This trend is both pretty and practical: “Smaller starters mean that guests can enjoy a sampling of the bride and groom’s favorite meals and keep plenty of room for the other courses,” say experts at U.K.-based Rhubarb.

Using custom-designed forks, trays, hooks and other unique elements, Pinch Food Design and SWANK Productions reinvented the German beer hall for Novem\*beer® Fest. *courtesy of SWANK Productions*

Zuckerman’s delta asparagus, peas in their pod, fresh garbanzos and fava beans, cauliflower panna cotta, quail egg  
*by Andrew Spurgin*



Interactive hibachi station with grilled chicken/shrimp/matchstick vegetables and brown rice in a bamboo boat  
*by Festivities, Norwalk, CT*



Mini BLT with vertical paradise baby lettuce, speck bacon, heirloom cherry tomato, puff toast and basil aioli  
*by Gilmore Catering, Grand Rapids, MI*

“True entertaining is way more than just the plate now. Comprehensive design that hits all notes is what is pleasing the ‘I’ve seen that already’ crowd.”

—ANDREW SPURGIN

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