



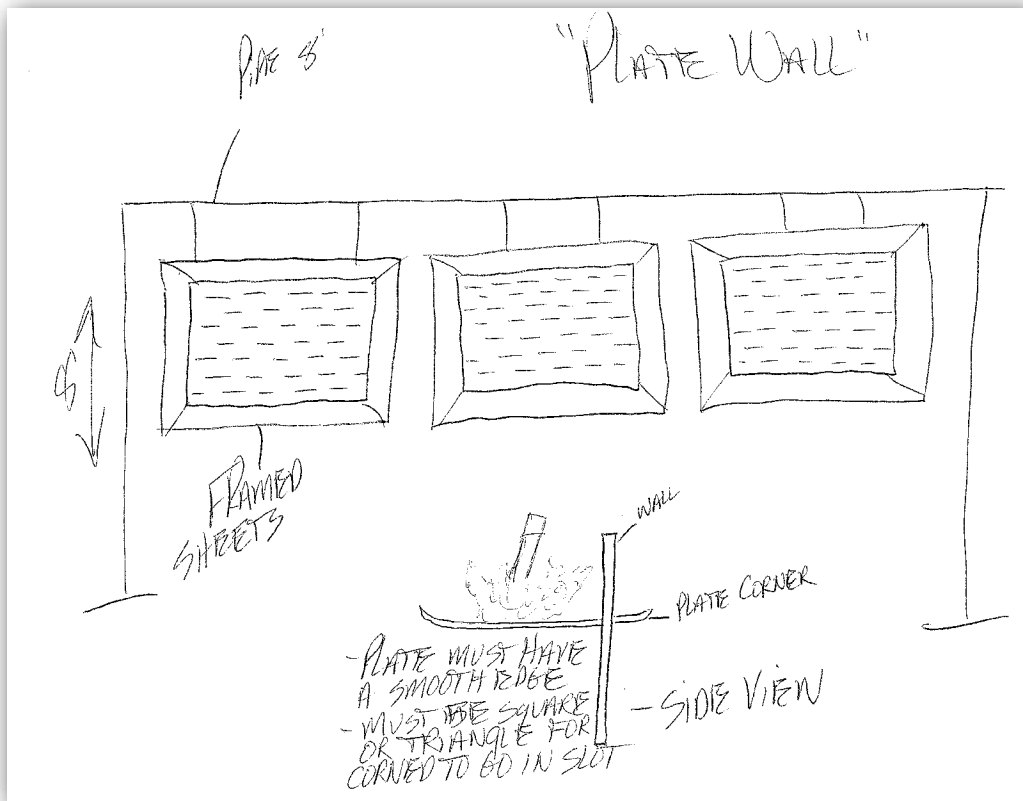
2012 CATIE Award Entry

BEST NEW FOOD CONCEPT

## VERTICAL BUFFETS

Tuesday Night Party @ The Marquee, March 1, 2011

VERTICAL BUFFETS transcend ordinary buffet displays because they utilize unexpected spaces, generate memorable experiences for guests, and are easily reinvented to support ever-changing party themes. For us, VERTICAL BUFFETS were our answer to zero floor space. Not only did we find the space we needed on the wall, we untapped a whole new way to define buffets. As a result, VERTICAL BUFFETS have taken center stage in several of our catered events. Our clients just love their novelty!!



# Concept

The concept for **VERTICAL BUFFETS** emerged because we had to **serve two buffets** in a venue with practically **zero available floor space**. So, if you take out the floor of a room, what's left? **Walls**.

Thank you **Wall Jeanie!!** With all this space at our fingertips, the creative sparks were flying. Using a **modern artwork gallery** and **existing venue color and textures** as inspiration, we set out to create an **exclusive collection of hors d'oeuvres** that **challenged the status quo** in presentation and **set a precedent** for guest interaction.

Our vertical buffets took shape in the form of **framed plate walls** and **freestanding Velcro walls**.

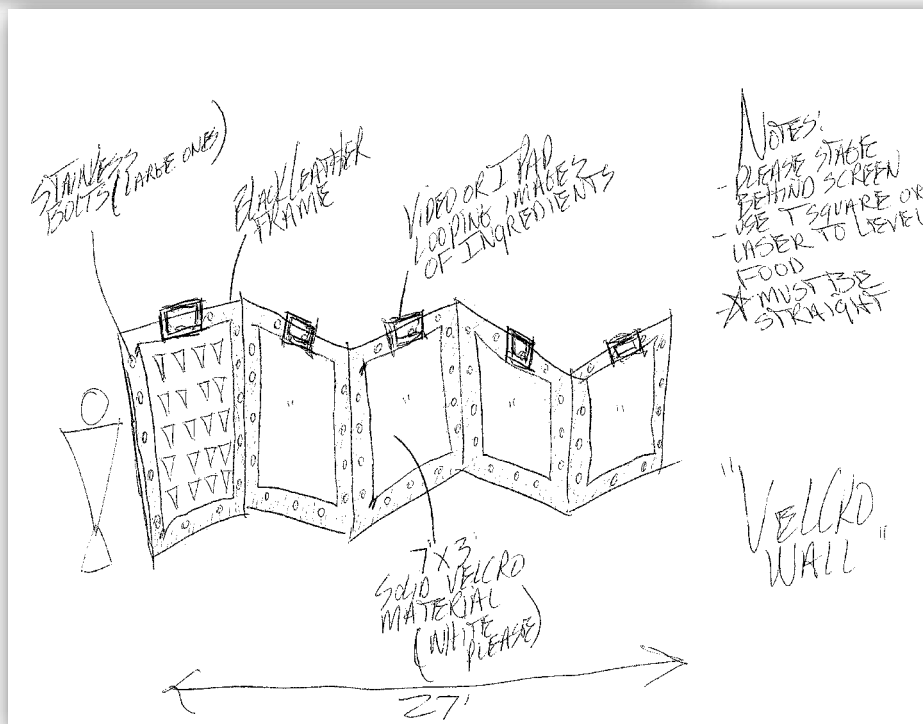




Plate Wall Display



Velcro Wall Display

# Impact

VERTICAL BUFFETS perfectly suited the event, as it was the showcase event of the year. Creating the unexpected for top professionals in our industry is an area where we thrive. Our VERTICAL BUFFETS demonstrated inventive ways to display food that had not been seen before.

Seeking to inspire guests, generate enthusiasm, and buzz for the humble buffet; we presented a whole new take on a catering staple that is functional, practical, and adaptable. Endless possibilities.



# Originality

Two factors make the presentation of our VERTICAL BUFFETS unique: the individual vessel and the display.

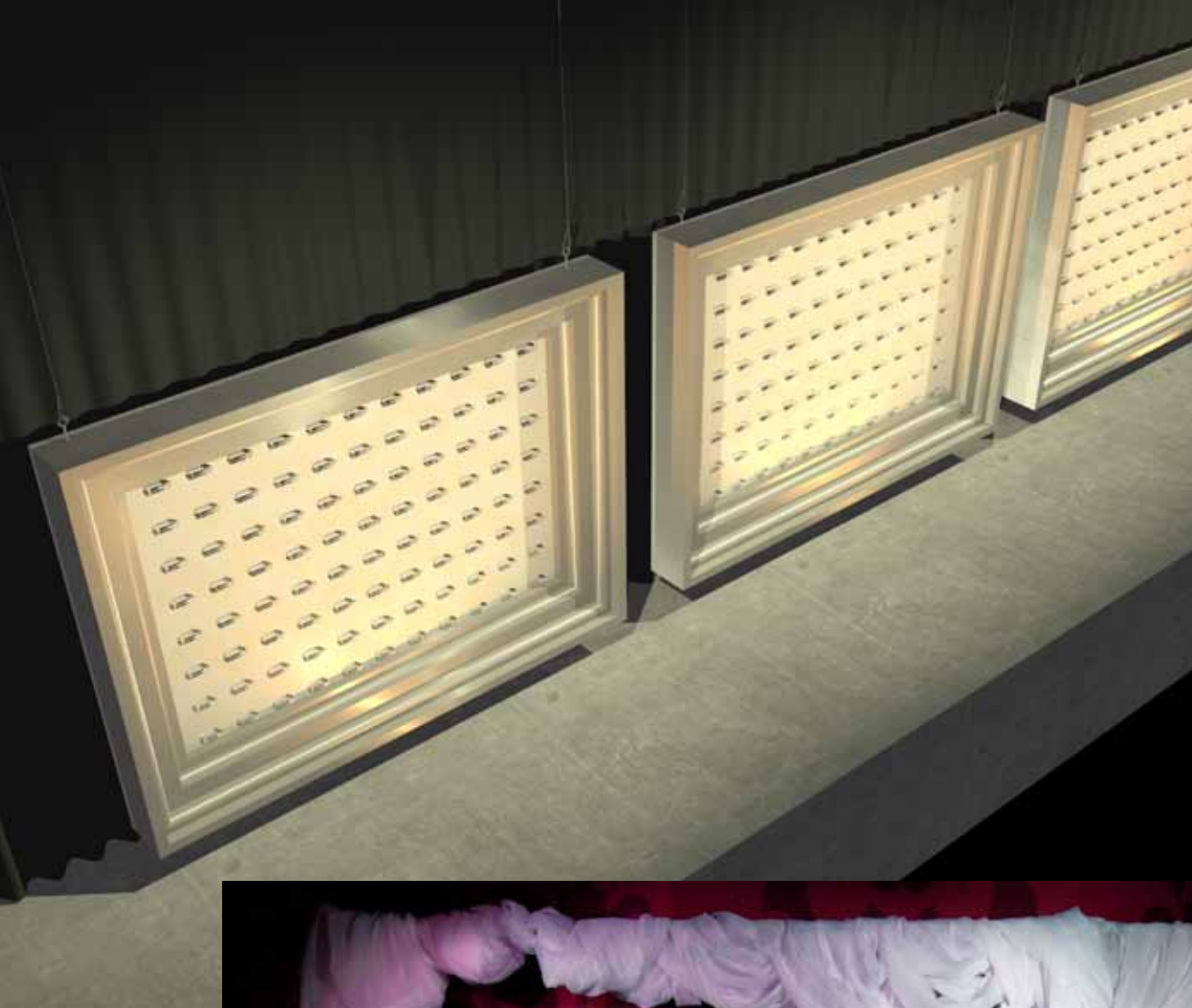
For Plate Wall, the individual plate is a triangular lucite plate, specifically chosen for its triangular corners. These corners were a perfect match to the slots we wanted to cut into the wood, the space where the plate sat. Held in place by simple force, 65 plates fit within each display. The wall display was custom built to mirror artwork displayed in a gallery. A large 7' x 4' sheet of wood was covered with a patterned wallpaper, framed in decorative trim, and painted in metallic silver. Gallery lights were attached to the top of the frame illuminating the plated hors d'oeuvres.

For Velcro Wall, hors d'oeuvres were served in cup-style vessels to show off colors of layered ingredients. Each vessel was attached to the freestanding display with a small Velcro tab. The freestanding accordion style displays were influenced by existing decor within the venue. Tufted black faux leather edging and rope lighting tied into the rich colors and luxurious textures in the existing space.



# Production

To construct the Plate Wall, three large 7' x 4' sheets of wood were covered with a patterned wallpaper and 65 3" long slots were cut in each sheet to hold the plates. Using large framing materials, each sheet was framed in decorative trim, and painted in metallic silver for a chic modern feel. Each wall display was then suspended from a steel upright with crossbars structure. Gallery lights were attached to the top of each display illuminating the food. For menu boards, we positioned small framed mirrors next to each display with menu items written in lipstick. Once plated, the special triangular plates were then loaded into each display.





# Production

To construct the Velcro Wall, we sprayed five 4' x 7' sheets of plywood with spray adhesive. A thin layer of foam padding was adhered to each sheet. Next, we stapled large panels of Velcro to the sheets. 2" offsets were then screwed into each corner. A second sheet of plywood, was then painted black and served as the backdrop. The Velcro sheet was attached to the black backdrop and rope lighting was attached to the edge for added effect. The outer edge of the black backdrop was tufted faux black leather and steel bolts. We attached hinges to each unit to link several units together. This created a stable freestanding unit when arranged at the correct angle. Before layering each vessel with food, small round Velcro pieces were attached to the back. Once the clear vessels were layered with the hors d'oeuvres, they were attached to the wall display.





# Challenges

Finding the right plate that would hold itself up in the small slots was the challenging part when producing the Plate Wall. Once the proper plate was found, the rest was easy. That's what makes it great, it's easy to do!

For the Velcro Wall, placing the food items parallel to the floor is imperative. We discovered this after loading the first wall and noticing that the food items shifted pretty quickly. We solved this issue by using a laser level when loading the wall with the layered hors d'oeuvres.





## HARE SPRAY

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# Recipe

### FOR RABBIT CONFIT

- 1 (3-pound) rabbit, cut into 8 pieces
- Fine sea salt
- 2 pounds (8 sticks) plus 2 tbsls unsalted butter
- ¼ cup whole milk
- Freshly ground black pepper
- ¼ cup water
- 1 ½ tsp finely chopped fresh marjoram
- 1 tsp finely chopped fresh thyme
- 1 tsp finely chopped flat-leaf parsley

*SPECIAL EQUIPMENT:* cheesecloth; parchment paper

### INSTRUCTIONS

Season rabbit with 1 tsp salt. In a large heavy saucepan, melt 2 pounds butter over medium-high heat. Reduce heat to low and simmer, occasionally skimming off foam, until butter is clear and amber-colored, about 40 minutes (do not stir). Line a fine-mesh sieve with cheesecloth; strain clarified butter through cheesecloth.

Heat oven to 250° with rack in middle.

In a 4- to 5-qt Dutch oven or heavy saucepan with lid, snugly fit rabbit pieces. Pour clarified butter over rabbit and cover with a round of parchment paper; cover pot with lid. Braise in oven until rabbit is very tender, about 3 hours. Let cool at room temp for 30 minutes. Then gently pull the meat from the bones and set aside in a dish. Strain the juices from the pan and pour over rabbit. Rabbit can then be stored for a few days in a cooler until ready to use. To re-heat rabbit, place in a baking dish with the juices and cover with foil. Bake at 350 for about 10 minutes.

### FOR CARROT VINAIGRETTE

- 1 cup freshly squeezed carrot juice
- 1 tbsls rice wine vinegar
- 1 tsp sugar

### INSTRUCTIONS

Combine ingredients in a glass jar with a lid. Shake well until sugar has dissolved. Store in a cool place for up to two days. When ready to use, fill mini spray bottles with the dressing and replace lids.

*spritzer bottles can be purchased from [www.kosmotech.com](http://www.kosmotech.com)*

### TO BUILD THE PLATE:

On a small 6 inch plate, place a small amount of carrot pudding as a base. Top pudding with a small amount of pulled rabbit confit, mashed black garlic, dried pomegranates, fried carrot crisps, and thinly sliced Bermuda onions. Place one mini spray bottle next to each salad for guests to spray the salad.