



Catering

magazine

the magazine for catering professionals

**OUR
COMMITMENT
ISSUE**

engaging
trends for
the wedding
industry

ALSO FEATURING

14 tips for small business' • wedding cake alternatives
target the bride and watch profits grow



Products You Can't Live Without

GO FOR IT...CONNECT

FORD >> Caterers and other food and beverage professionals will get a sneak peek at Ford Motor Company's new 2010 Ford Transit Connect at the 12th Americas Food & Beverages Show Nov. 9-10 in Miami.

The vehicle is ideal for caterers due to its roomy interior designed to accommodate food racks, shelving, bottle storage and other features that make for an easy, efficient and safe transport of food and beverage items.

According to a Ford Motor Company spokesperson, "Ford Motor Company offers a variety of cars, trucks, SUVs and many other products and services to the automotive customer.

"In our second century of business, we're in a position to appeal to the widest range of potential customers. Each of our automotive brands has a unique personality and holds a distinct place in the Ford Motor Company family."

COOL CUTTING >> Popular television celebrity Chef Guy Fieri has teamed up with knife manufacturer Ergo Chef to create a hip new line of "rocker-esque" knives called the "Knuckle Sandwich."



The "Knuckle Sandwich" Series are ergonomically designed, as no matter which way you slice it, chefs deal with hand and wrist issues from the repetitive motions of cutting and chopping.

Fieri was the winner of the second season of *The Next Food Network Star* and now is the host of *Diners, Drive-Ins and Dives*. The line blends a rocker appeal with a chef's talent and sensibility.

"In 2007 I met the designers of Ergo Chef at a gourmet show," Fieri says. "I used the cutlery on stage during my demo and was given a set to take home."

"After a year of wear and tear in my kitchen, I was hooked on the quality and design of their product," he adds. "Before I knew it, I was teaming up with them to develop my own collection. We sketched a range of designs looking for the select few that really rocked technically and aesthetically!"

The Knuckle Sandwich Series includes two knives — the 8-inch Chef knife with crisscross crusher for \$75.99 and the 5-1/2-inch Utility knife for \$44.99.

The two knives are forged and feature a black and red handle with a flame-wave design. The blade is made of high-carbon German stainless steel for long edge life, durability and stain resistance.

For information, visit www.ergochef.com.



My Chef Catering Celebrates 20 Years in Business

My Chef Catering, of Naperville, Ill., has reason to throw confetti. It's celebrating its 20th year in business.

My Chef coordinates more than 3,000 catered events a year and works with 850-plus corporate customers. The husband and wife team, Bill and Karen Garlough, opened the business as a small retail operation in a 4,500 square-foot storefront.

From the gourmet deli and kitchen, they catered simple social events, corporate breakfasts and lunches.

"Our focus has always been on quality food attractively presented and superior customer service," says Bill Garlough.

But, service and food aren't the only elements that have helped My Chef succeed. The Garloughs devote much of their personal time to helping others in their community. They donate time and resources to more than 25 area charities each year. Bill Garlough founded and chairs the Rotary Club of Naperville's annual *Soup's On!* fund-raiser, which benefits local food pantries and shelters, while Karen Garlough chairs Naperville CARES' Cuisine for a Cause and Toasting for a Cause, which raised funds for people in temporary economic stress.

The Garloughs' charitable endeavors have not gone unnoticed. In the past five years, the community has recognized My Chef Catering with 19 awards for business excellence and humanitarian efforts.