

# The Art of Catering Food™

## The Art of Plating a Beautiful Dish

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Catering Works  
Raleigh,  
North Carolina

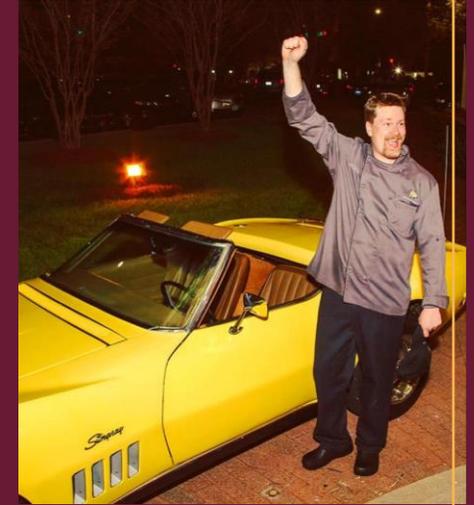


CATERING WORKS



# Catering Works & Chef Richard Carter

- Catering Works is a premiere event company that started in 1989. Woman and Veteran owned.
- Specializing in special events, corporate events, home and corporate delivery.
- I have been a leader in this company since, 2008 as the Executive Chef
- Manage a staff of 48 chefs- We employ 270 employees
- Started work life balance in my department with a four -day work-week 10- 4
- Winner of cooking for a Classic (I won a corvette)
- Two-time finalist for North Carolina Chef of the year NCRAL
- Duck Puppy Sorghum Glaze- Finalist for Maple Leaf Farms
- Proud Dad of Peyton & Hudson



# DIFFERENTIATE

Catering is a competitive space. Anyone can serve food on a plate, but how do you make your event memorable? How do you stand out, Differentiation comes down to three areas.

1. Presentation : Planned thoughtful dish
2. Experience : Make a connection to the client. This lunch landed us a 3 million dollar account
3. Execution- Can you Execute this at the level with the team you have.



Hibiscus-Soaked Pineapple, Citrus Apple Crema,  
Granola Crumble



We eat with our  
eyes first!  
There is only  
once chance for  
a first impression



Watermelon and  
Tomato Salad  
Pomegranate  
seeds, Crushed  
Pistachios, Micro  
Watercress,  
Pomegranate  
Molasses

This was for a  
Middle Eastern  
Style Summer  
Lunch

# THE KEY ELEMENTS OF A PERFECT PLATE

Mid Summer Night Stone Fruit, with Figs, Sun Gold Tomatoes, Port Infused Blueberries

- Rustic Table with Floral Take Away by our Floral Designer
- Fiddlehead Flatware with Rattan Charger – Thoughtful
- Vintage Green Glass



In 2017, Catering Works launched “Culinary Adventures,” thematic dinners held at our venue. These are public ticketed events that allow us to truly express our creativity

We branded ourselves in a new way, making many BEAUTIFUL PLATES and creating authentic memorable experiences



# COLOR

Layered Summer Salad,  
House Infused Basil Oil,-  
Pop of Color - Blackberries  
Set the plate to another  
level. Summer Wedding

Pan Seared Halibut,  
Collards with Smoked  
Tomato Broth Micro  
Chive Herbs, Chive  
Oil Corporate Plated  
Gala

NC Red Drum with  
Sunchoke, Sweet Devotion  
Corn, **Corn Coulis** &  
Piquillo Pepper Gels – Chef  
of Year Competition Dish



# TEXTURE

Smooth Velvety

Crunchy Crispy

Arid Meaty Dense Firm

Chewy Tender

Creamy Flaky

Peruvian  
Tiger's Milk  
Ceviche  
Cilantro Oil,  
Crispy Root  
Chip Culinary  
Adventures



Moroccan Duck with Sweet  
Potato & Beet Coulis,  
Toasted Spiced Almonds  
Spice Dust



# HEIGHT

Arugula Salad with Crispy Manchego, Figs, Orange Supreme, Pistachio Spanish Lunch with President.



Cooking with Charlie Trotter- Recreate, Rabbit with Braised Turnip Lasagna with Sweet Pea Sauce - His Recipes are Fun

Parmesan Flan, Confit Tomatoes, Balsamic Peels, Micro Green Salad – Spring Dinner at Art in Bloom



# Portion Distortion & Scale

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## Portion Size – **Size Matters**

- Work out your portion sizes ahead of time
  - Who is your client?
  - Make sure your Protein is the center of the plate in portion size - not to be over- taken by a stuffed potato
  
  - Pasticcio – Lamb Ragu Culinary Dinner Mama Mia
  - Bison – Short Rib, Indigenous Rice for Take Shape and Meaning Exhibit Opening Dinner Worked with Curator on this event
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# Negative Space

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Crispy Pork Belly with Blackberry  
Gastrique, Spring Carrot Puree,  
Spring Pea Tendrils from Art in  
Bloom Chefs Table Dinner



Balance  
and  
F  
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W

Black Bean Cake,  
Lime Crema,  
Cilantro Oil, Golden  
Beet Salsa

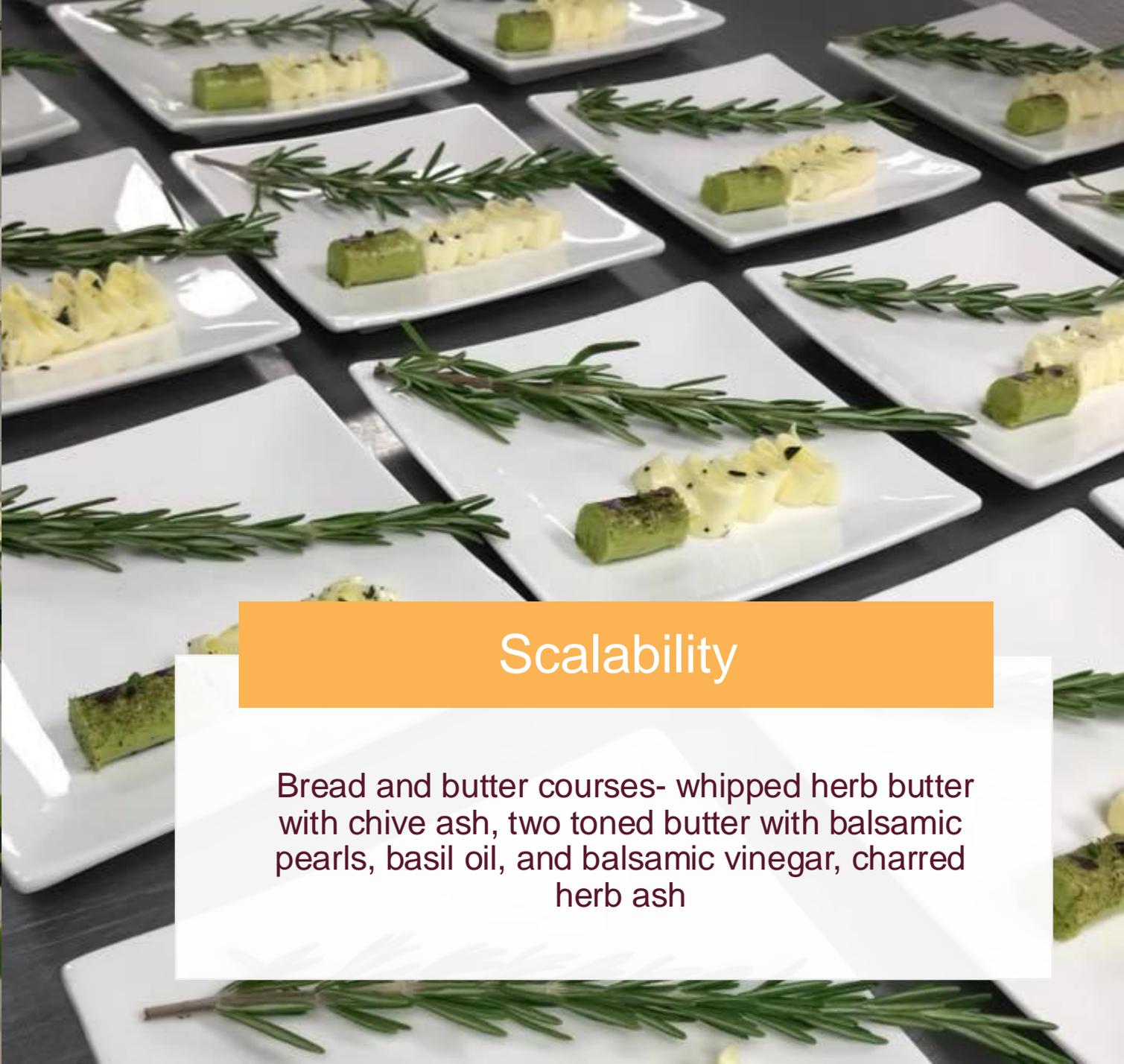




Finishing Touches Matter



Apparently, I like fruit rings?



## Scalability

Bread and butter courses- whipped herb butter with chive ash, two toned butter with balsamic pearls, basil oil, and balsamic vinegar, charred herb ash

# Know your Vessel!



Cheshire Pork Osso buco, popcorn grits,  
garlic chips, popped sorghum

Vietnamese rice noodles with  
Lemongrass Shrimp



Sheepshead fish with sunflower pesto,  
sunchokes and Sungold tomatoes,  
lemon Beurre Blanc



# Execution Planning

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Write down your touches, every touch is a person

## **BEEF BULGOGI WITH CURED EGG YOLK**

1<sup>st</sup> Cured yolk

2<sup>nd</sup> Beef

3<sup>rd</sup> Sauce

4<sup>th</sup> Togarashi

5<sup>th</sup> Zest and Green Onion

6<sup>th</sup> Sesame

Take a photo for reference

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Know your team for  
plating consistency

Know their skill set  
Review with them

# Passion & Engineering

- Chefs are Engineers
- Require Passion to always stay ahead and be on trend with form and function
- Chat GPT can be a game changer for your business



- What can you do with ChatGPT?
  - Research Tool for Menu
  - Help with writing skills for reviews, incidence reports, menu, sending that diplomatic email to one of your sales associates why the menu they sold with out discussing it with you will not work.
  - Recipe creation
  - Looking up current costing and market trends
  - Endless possibilities

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Final Thoughts  
and  
Thank you!