

The Art of Catering Food™

Achievable Sustainability Standards & Menu Creativity



WHY SUSTAINABLE EVENTS MATTER

Chowgirls



WHY SUSTAINABLE EVENTS MATTER

**About 15–20% of food
served at events goes
to waste while 1 in 7
families nationwide
struggle with
hunger.**

Lime Venue Portfolio, U.S. Dept. Of Agriculture

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WHY SUSTAINABLE EVENTS MATTER

**A recent study suggests
the annual carbon
footprint for the global
event industry is the
same magnitude as the
yearly Green House Gas
emissions of the entire
United States!**

Nature Communications, 2021

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WHY SUSTAINABLE EVENTS MATTER

**Almost one
quarter of swag
items are thrown
away directly
after the event.**

Advertising Specialty Institute

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WHY SUSTAINABLE EVENTS MATTER

**The average
wedding produces
around 400 pounds
of trash. At
Chowgirls, our waste
per wedding is 10 lbs.**

Green Bride Guide

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**At Chowgirls, we
operate under a
triple bottom line.**



PEOPLE



PLANET



PROFIT

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PEOPLE



Investing in our relationships with staff, farmers, purveyors, and clients is the highest return on investment we can make.



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PLANET

As climates and prices change, these ingredients are more in danger and will become increasingly hard to afford and source.



chocolate

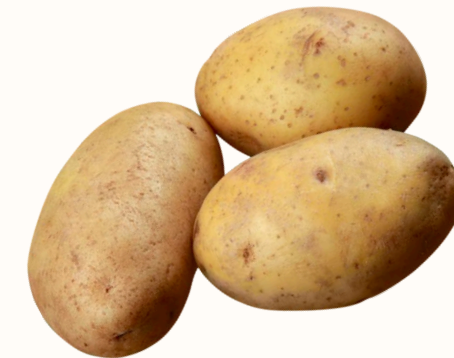


avocados



**maple
syrup**

potatoes



wine

vanilla



It's in our best interest as a business to invest in our planet to ensure a future in which we still have a full range of ingredients to cook food and weather suitable for outdoor events.



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PROFIT

Chowgirls sponsors select events and donates 8% of profits each year to organizations who align with our values

Food with values drives business



A large portion of the consumer population is prioritizing values-based purchasing decisions.



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WHAT SUSTAINABILITY MEANS TO US

local

**fair
trade**

organic

seasonal

**bio-
diverse**

**zero-
waste**

**food
rescue**

**living
wage**

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PATHWAY TO SUSTAINABILITY



2004
ORGANIC

Launched with a commitment to organic ingredients



2006
LOCAL

Forged meaningful connections with local farmers to source ingredients



2008
COMPOST

Piloted a commercial composting program



2017
PLASTIC FILM RECYCLING

Reduced plastic film waste through Merrick Recycling



2018
FOOD RESCUE

Piloted program to donate excess prepared food

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PATHWAY TO SUSTAINABILITY



2020 COMMUNITY FOOD PRODUCTION

Co-founded Kitchen Coalition to
rescue food and prepare meals for
the community



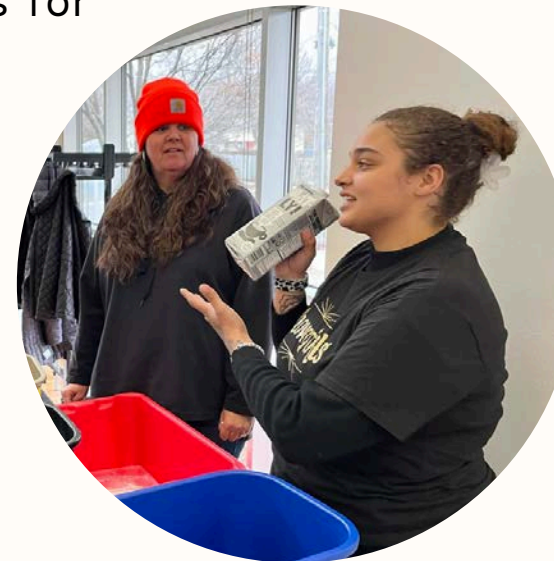
2021 GARNISH GARDEN

Restored the land around
Chowgirls to grow our own
garnish



2022 SUSTAINABILITY CHEF

Hired a dedicated chef to
manage food waste and prepare
family meal



2023 SUSTAINABILITY TRAINING

Implemented a training course so all new
hires are aware of our sustainability
practices from day 1



2024 PLASTIC FILM REDUCTION

Invested in more durable containers and expanded
recycling to include multi-layer plastics

Where to start



**maximize
local
ingredients**

**get
creative**



**focus on
food waste**



on your path to sustainability

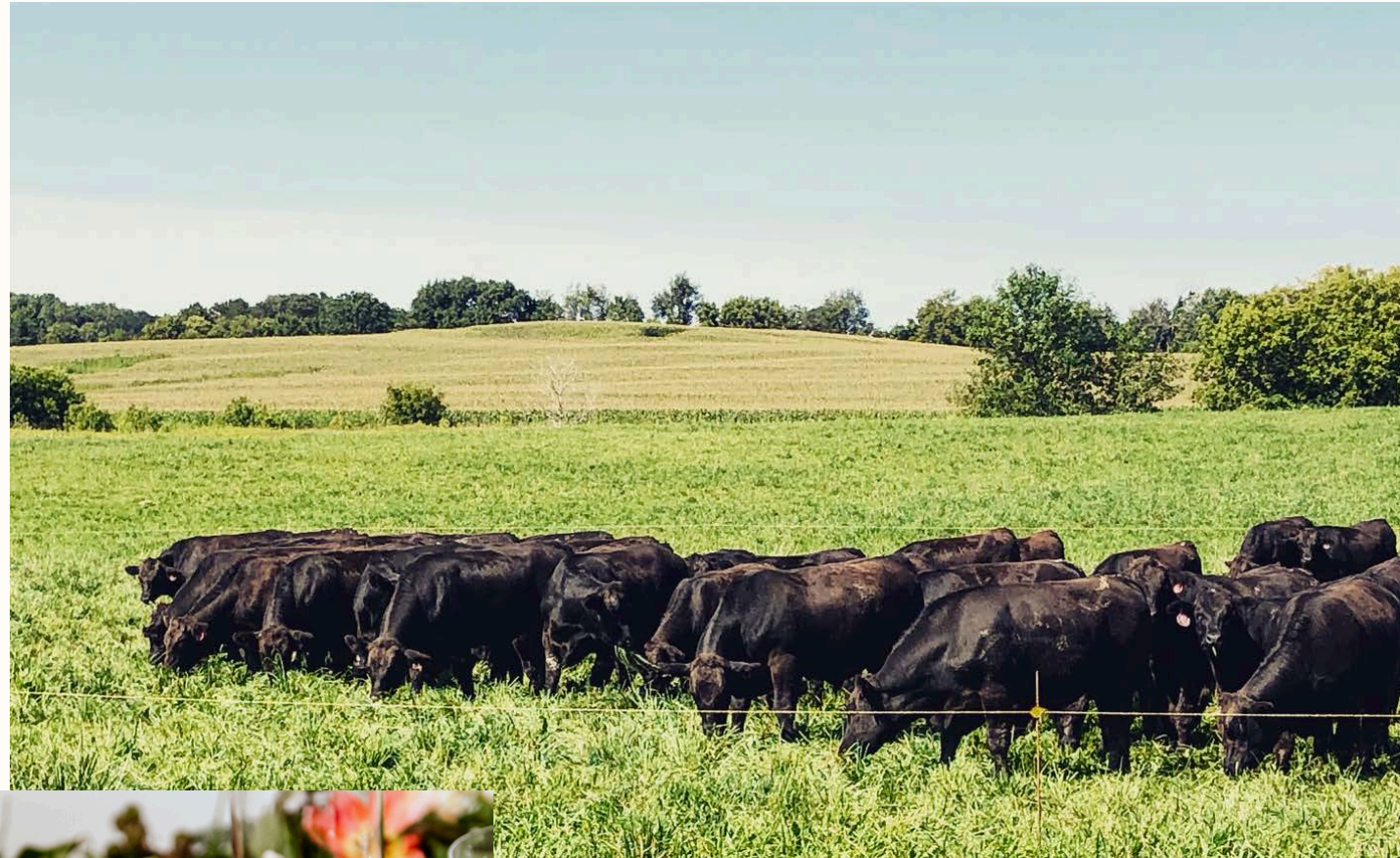
MAXIMIZE LOCAL INGREDIENTS



It's all about
planning
seasonal menus
and building
relationships.



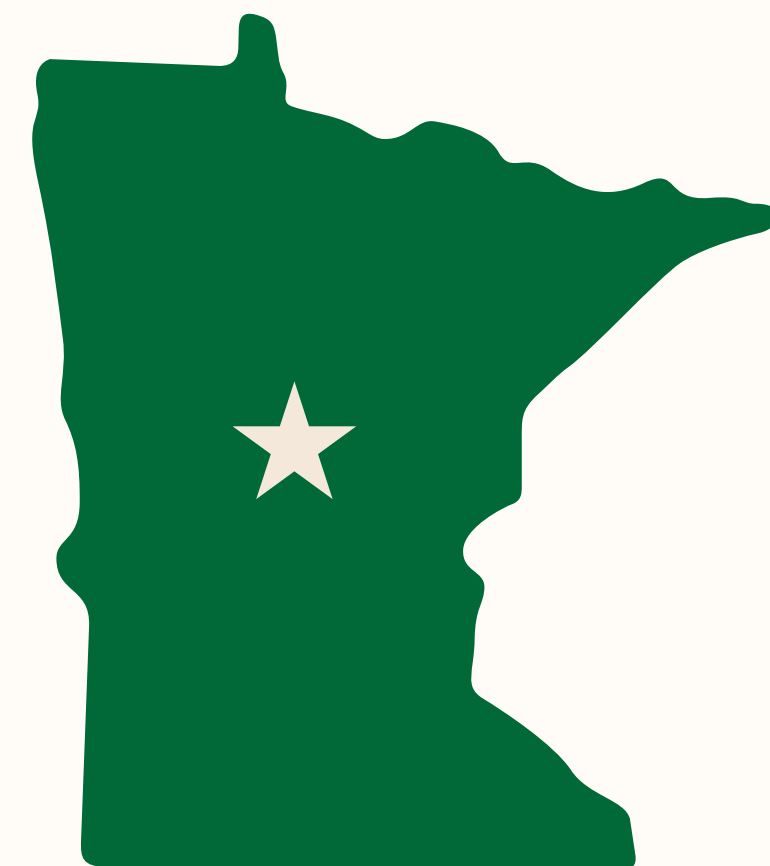
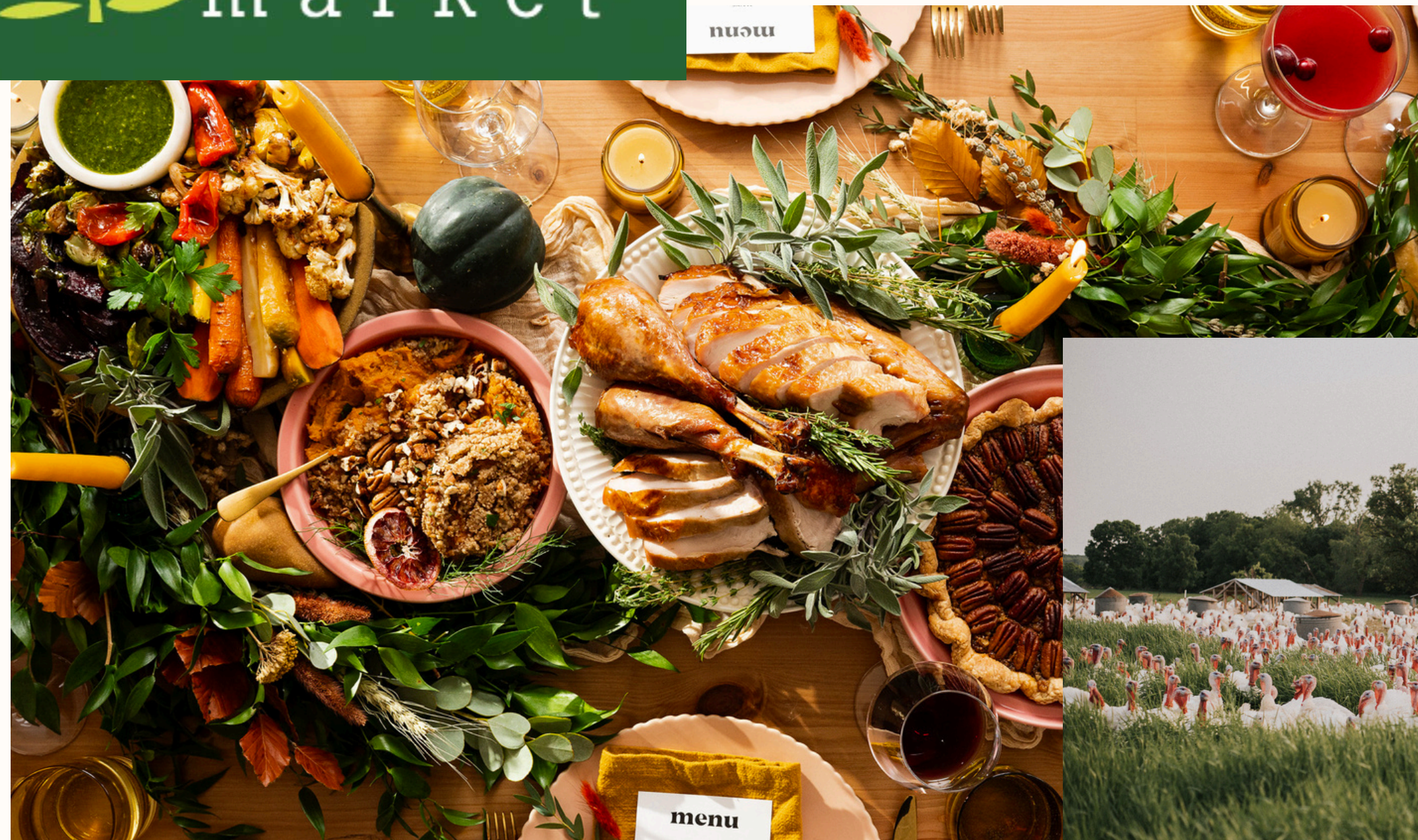
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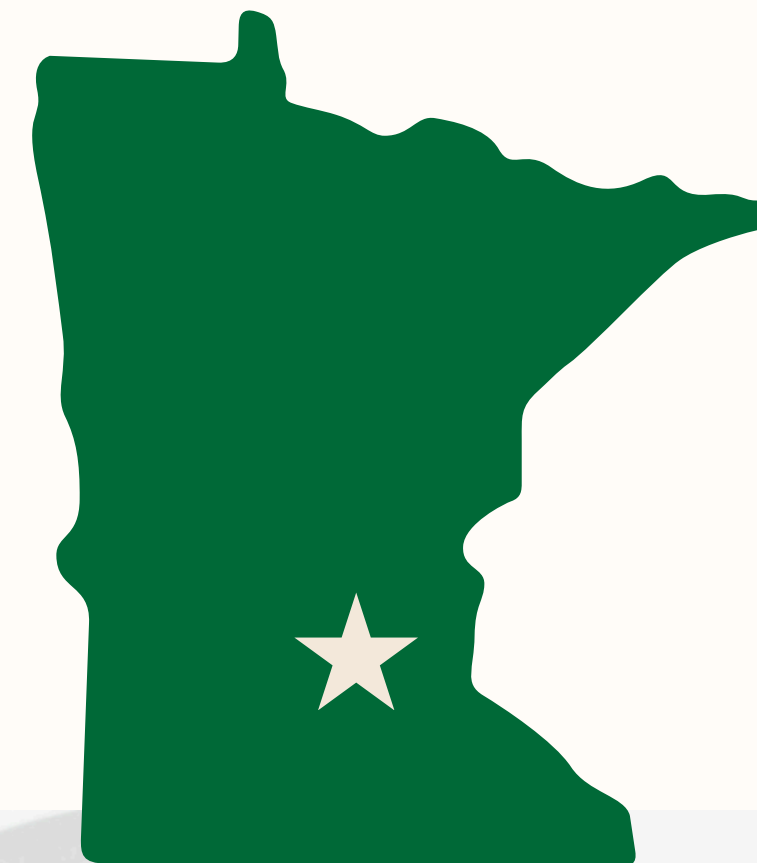


**44 miles from
Chowgirls kitchen**



**45 miles from
Chowgirls kitchen**





**14 miles from
Chowgirls kitchen**



MENUS



SPRING



SUMMER



FALL



WINTER



SPRING
MID APRIL - MID JUNE



SUMMER
MID JUNE - MID SEPTEMBER

	<i>Celebrate</i>	<i>Avoid</i>
FRUIT	Rhubarb <i>Mid May - Mid July</i> Strawberries Tropical Fruits <i>Dragon Fruit, Kiwi, Pineapple</i>	Apples Pears Stone Fruit Melon
VEGGIES	Asparagus Arugula Peas Radishes Ramps Green Garlic	Corn on the Cob Summer Squash Tomatoes

	<i>Celebrate</i>	<i>Avoid</i>
GARNISH	Basil Berries Cherry Tomatoes Edible Flowers Garlic Chive Flowers Garlic Scapes Mint Stone Fruits	Dried Fruits Cranberry Figs Pomegranate



FUN FACT ●

Seasonal sourcing at Chowgirls goes beyond just fruits and vegetables. We also have a cocktail menu of delicious beverages that showcase seasonal ingredients in juices, simple syrups, and garnish.

FALL

MID SEPTEMBER - MID NOVEMBER

WINTER

MID NOVEMBER - MARCH

Celebrate

Avoid

FRUIT	Apples <i>From the US, not Argentina</i> Blackberries <i>As available from the US</i> Figs Grapes Pears <i>From the US, not Argentina</i> Persimmons <i>Fuyu, late October</i> Raspberries <i>As available from the US</i> Melons <i>As available into October</i> Pomegranate <i>Late September</i>	Strawberries Tropical Fruits <i>Dragon Fruit, Kiwi, Pineapple</i>
	Beets <i>Golden, Chioggia, Red</i> Brussel Sprouts Parsnips Tomatoes <i>Into October</i> Cherry Tomatoes <i>Yellow, Black, etc.</i> Winter Squash <i>Spaghetti, Acorn, Butternut, Delicata</i>	Asparagus Corn on the Cob Zucchini

Celebrate

Avoid

FRUIT	Apples <i>Wind down as US supplies dwindle</i> Citrus <i>Sumo Mandarins, Cara Cara, Clementines, Tangerines</i> Dragon Fruit Kiwi Pineapple Pears <i>Wind down as US supplies dwindle</i> Star Fruit	Blackberries Blueberries Melons Raspberries Stone Fruits Strawberries
	Beets <i>Golden, Chioggia, Red</i> Brussels Sprouts Parsnips Winter Squash <i>Spaghetti, Acorn, Butternut, Delicata</i>	Asparagus Corn on the Cob Summer Squash Tomatoes <i>Except local hot house</i>

BUILDING TRUST IS KEY

“Trust Us” Punch

Seasonal Crostini



“Trust Us”
Wellness Bowl



Seasonal Roasted
Vegetable Platter

GET CREATIVE



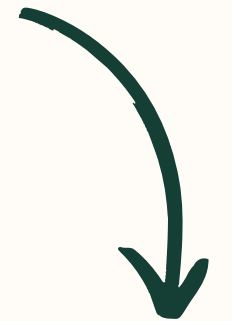
**Sustainability +
Creativity +
Collaboration
= Innovation**



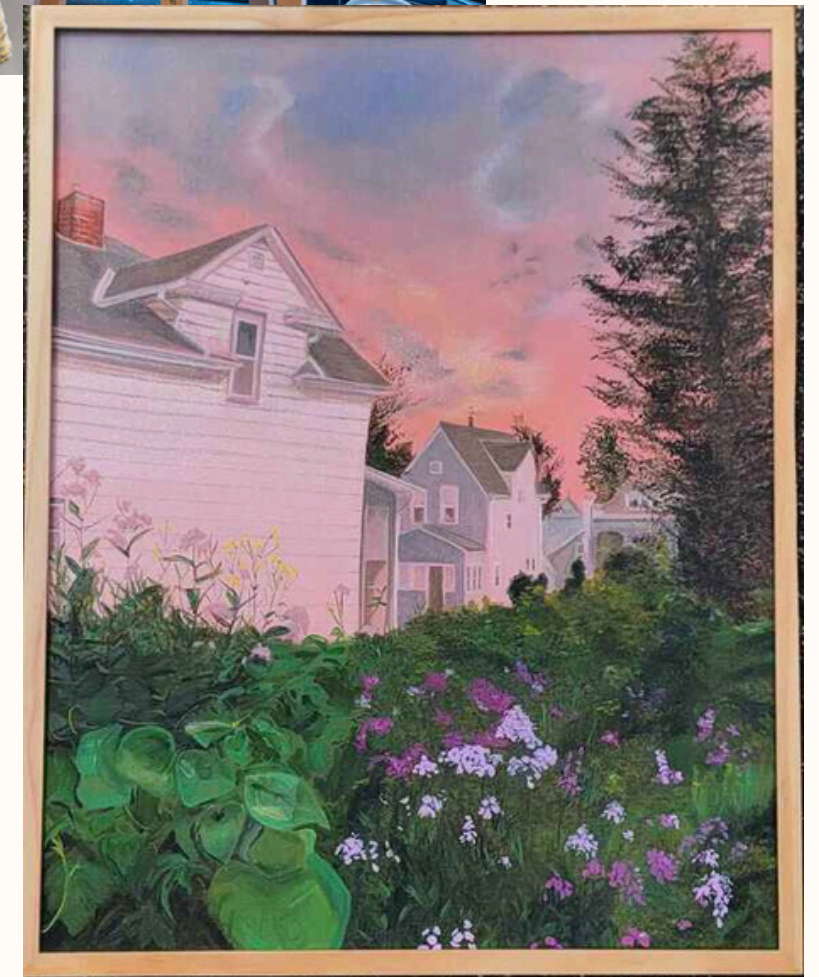
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THINK BEYOND THE EVENT

**What can you use
that you already
have?**



**What will be
the impact
after the
event?**



FIND INSPIRATION IN COLOR



Barbie



**Paisley
Park**

**Lean into the
design theme
without
single use
plastic decor**



Use biodiversity to create something extraordinary



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FOCUS ON FOOD WASTE



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FOCUS ON FOOD WASTE



**family
meal**



**donate
leftovers**



pickle

can



freeze



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**For Chowgirls,
solving food
waste has a
deeper impact**



**KITCHEN
COALITION**



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GET EVERYONE INVOLVED



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TELL YOUR STORY



When people
know your
story, quality
becomes about
so much more
than taste



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Thank you!



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