



Appetizingly Yours

EVENTS & CATERING

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Guelph, Ontario

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Ingrid von Cube – Creative Director

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Who we are

- Appetizingly Yours Events and Catering has been servicing Guelph and the surrounding area for over 23 years.
- From our humble beginnings as a small home business catering private parties, we have developed into a vital organization servicing both private and large corporate events.
- Appetizingly Yours began in a converted commercial kitchen space in the owner's home in 1990. By 1997 we relocated to a 4,000 sq. ft. location at Airpark with a full commercial kitchen and administrative offices. In December 2006 we purchased the 7,000 sq. ft. building that previously held 'Roma Salami'.
- Our staff has grown from 2 to 12 full time with a seasonal part time staff of about 30. The extensive experience of our management team is reflected in the talent and professionalism of our employees, who are committed to ensuring that every event exceeds our client's expectations

What we stand for

At Appetizingly Yours, our dedication to local ingredients, farmers and businesses has built us a great reputation within the community and has allowed us to build and be involved in several exciting fundraisers. In the past year AY has had the pleasure helping with events for well established groups like the Edward Johnson Music Foundation, The Arthritis Society, YWCA, Macquarie Private Wealth and Sunrise Therapeutic Riding and Learning Centre.





How we make a difference



Growing green

- Since April of 2010, we have been composting our excess organic food waste. As of November 2012 we have composted over 40,000 pounds (18,000 kg) and are continuing to provide this to local farmers to help enrich the soil and fertilize their crops.
- The benefits to composting organic materials is vast, including such advantages as preventing pollution in landfills and cleaning up contaminated soil.
- In addition to our composting efforts we have also hired a cooking oil containment company to assist us further with our recycling efforts. Roslin Enterprises Inc. is a Canadian based oil collection service which provides an environmentally-responsible way to recycle the used cooking oil that restaurants and food processing facilities produce.

BeING creative

- AY is committed to being creative in food displays and recycling practices:
 - We maintain a Fresh Food vending machine for a client where we deliver twice a week with any carry overs being dropped off at a local Drop-In Centre.
 - Carpooling for all staffed events and controlling fuel costs, and the use of a smaller vehicle for food deliveries as opposed to a full-sized van.
 - Reducing office expenses with double sided printing, paper shredding for packing purposes, motion detected lighting for areas not in use regularly and shutting down computers and equipment on a daily basis.
 - Giving our outdated computer system to the Local Food Bank.
- These efforts have brought new business to us from like-minded clients who believe in changing their practices to be more Green.

Be passionate

The secret to real success is not only being good at what you do, but loving what you do and always striving to improve things everyday!

Challenge Yourself!

President's Business Recognition Awards: Small Business of the Year

Appetizingly Yours Events and Catering

Appetizingly Yours Events and Catering has been servicing Guelph and the surrounding area for over 23 years. From our humble beginnings as a small home business catering private parties, we have developed into a vital organization servicing both private and large corporate events. Our staff has grown from 2 to 10 full time with a seasonal part time staff of 30.

Appetizingly Yours is committed to our employees and focused on engaging them in specialized training and giving them every opportunity to learn and grow. As a result, we have several dedicated staff members who have been with us for many years.

At Appetizingly Yours, our commitment to local ingredients, farmers and businesses has built our great reputation within the community and recently we were nominated as a Taste.Real partner. In the past few years this has allowed Appetizingly Yours the pleasure of creating fundraisers for well established groups like; Edward Johnson Music Foundation, The Arthritis Society, YWCA, Macquarie Private Wealth, Sunrise Therapeutic Riding and Learning Centre and founding the hospital's fundraiser Taste of Guelph. Our most recent creations include 'The Great Local Food Chef-Off, Farm to Fork and Cocktails for a Cause.

"The Great Local Food Chef-Off: Featuring Celebrity Chef Michael Smith" was a fundraising event which Appetizingly Yours helped conceptualize with a dedicated committee of friends of Sunrise Therapeutic Riding and Learning Centre. The event was planned to entertain over 425 guests over two days. It began as a Saturday night "Meet & Mingle" in the polished barn at a gorgeous country home outside of Guelph, followed by the Chef-Off main event at Sunrise Therapeutic the next day.

The main event featured a feast of local ingredients prepared by renowned local Chefs in a friendly 'Chef-Off', overseen by Food Network's Celebrity Chef Michael Smith. Many farmers from the local Aberfoyle Market were asked to participate and their fantastic products were showcased throughout the afternoon. This event engaged over 30 volunteers from the surrounding area who gave their time to assist with serving, bartending and entertaining the participants.

Guests judged the 'signature dishes' prepared by our local Chefs to proclaim a winner. This event also featured a live auction and a touching riding demonstration from some of the Sunrise Therapeutic students. The entire two day event, in its inaugural year, managed to raise over \$75,000.

Another incredible event that Appetizingly Yours was approached to create alongside Kim Graham and Associates, was a Mad Men inspired Fundraiser for Big Brothers and Big Sisters and the Children's Foundation of Guelph and Wellington. This event was held at the Imperial Plaza in



Toronto and hosted approximately 400 guests. Attendees were able to enjoy bow-tied servers passing waldorf salad, steak tartar, and beef wellington. We also had 'cigarette girls' in classic 1960's outfits passing Swedish meatballs and sushi, rolled to look like cigars. At the bar, staff from 'Servers and Shakers' mixed Absolut Elyx martinis. The menu also featured a 60's-inspired cheese fondue and seafood station with Oysters Rockefeller, Lobster Newburg and 'Shrimp Shooters'. Proceeds that reached over \$175,000 went towards Big Brothers and Big Sisters Toronto and the Children's Foundation of Guelph and Wellington.

Appetizingly Yours is committed to green initiatives. Since April of 2010, we have been composting our organic food waste. As of April of 2012 we have composted over 12,000 kg and are continuing to provide this to local farmers to help enrich the soil and fertilize their crops. Ingrid von Cube (owner of Appetizingly Yours) has been invited to the sustainability conferences held at the city of Guelph for the past 3 years and continues to challenge other local businesses to do the same, if not more.

In addition to our composting efforts we have partnered with a cooking oil containment company to assist us further with our recycling efforts. Roslin Enterprises Inc. is a Canadian based oil collection service which provides an environmentally-responsible way to recycle the used cooking oil that restaurants and food processing facilities produce.

Our chefs work relentlessly to secure the finest ingredients available. We also maintain our own organic gardens where we grow a variety of edible flowers, herbs and vegetables seasonally. Our menus showcase the best ingredients of the season. We believe in supporting our local growers and farmers wherever possible. Appetizingly Yours is committed to supporting the local economy and independent operators that continually assist us in bringing the best of each season to our clients. Our future green efforts include looking into solar panels on our head quarters roof and replacing our windows and doors to save on energy usage. We look forward to continuing our regular electrical assessments, usage of only biodegradable dishware and consistent efforts for staff engagement, innovative new products and events to raise our bottom line.



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