

## Who is Franco Freshy?

We are Toronto's #1 business meeting caterer.

Franco Freshy Corporate & Event Catering Inc. is an all-occasions full-service catering and event planning company. Serving the corporate community since 1986, we cater more business meetings than any other full-service caterer within the City of Toronto and the surrounding areas.

Call us for an upcoming party or event.

Visit [www.francofreshy.com](http://www.francofreshy.com) for our complete menu selection.

## Welcome Offer!

Complimentary fresh baked pastries with a first time catering order.

We deliver:  
**416.503.7777**

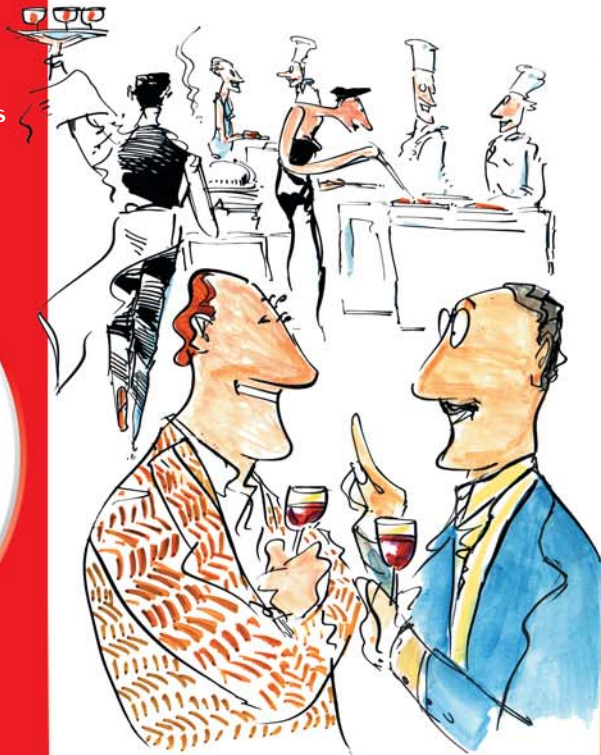
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Franco Freshy is a proud member of:



We accept the following major credit cards:



*Franco Freshy*  
CORPORATE & EVENT CATERING



**Party Planning Guide**®

[www.francofreshy.com](http://www.francofreshy.com)

416.503.7777

# Let's Party!

Parties continue to be an exciting opportunity to celebrate the important times, both in our family and business lives. As caterers we organize many successful parties, and know very well, that good planning makes hosting a party easy. We now would like to share our **party tips and tricks** with customers and friends, so that your parties will also be memorable with minimal stress. Please use our check lists to consolidate your requirements. After the party include notes such as what your guests liked (or disliked) and what was left over. Finally, hold onto your Party Planning Guide as a basis of comparison for your next event.

**Now**, let's get organized...



# Staffing

Don't get stuck in the kitchen during your party. The host sets the mood. If you enjoy yourself, your guests will also relax.

A professional bartender is an invaluable investment insofar as service and responsible drinking is concerned. For a small house party of up to 20 people, one bartender may be sufficient to both serve drinks and help with some wait staff duties such as tidying up and replenishing foods. Add a server for parties up to 40 people and a tremendous weight will lift from the host's shoulders.

For a larger event, we suggest 4 wait staff for 100 guests. Sit down dinners require the most staff. About 2 servers for every 20 guests is recommended. Include 1 bartender per 75 guests.

Staff requirements will vary with the type and complexity of the event, service levels desired, location and access to and from the premises.

Typically we recommend key staff only to arrive 2 hours before the event and remain about 1 1/2 hours after the event for breakdown and clean-up, if required.

Hospitality and staffing companies will provide staff with a minimum charge of 4 hours per individual. Chefs are normally about \$32.<sup>00</sup> per hour and waitstaff about \$27.<sup>00</sup> per hour. Alternatively, look for a student or waiter you may know who would like to earn some extra money. They will charge about \$15.<sup>00</sup> per hour. Gratuities are optional.

Call us if you need assistance. We'll be glad to help you out.

Plan and prepare but do not get upset if things do not go as planned. There will always be something you'd do differently if you had to do it all over again.

**Alternatively, if you prefer to be a guest at your party, one call to Franco Freshy does it all.**

Go to **Services** at [www.francofreshy.com](http://www.francofreshy.com) to review the services we provide to help you with your party.



- Linens.** Well designed disposable tablecloths and napkins also work well. Are napkin rings required? Include an extra tablecloth. It is always used.

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- Flowers.**

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- Candles.** Floating candles are fun. Remember the matches or lighter.

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- Banners/balloons/ribbons/streamers.**

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- Hanging decorations.** Don't forget the tape and scissors.

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- Centerpieces/buffet décor.** Small menu cards are useful to describe the food.

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- Party hats/favours/games.**

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- Entertainment/music/DJ.** Remember the extension cords.

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- Audio/visual requirements.** Microphone/LCD projectors/screens.

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- Coat rack and hangers.** Have you prepared a space for coats, boots, umbrellas? Include extra mats or a carpet runner for inclement weather.

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- Bus bins or small plastic tubs.** These are great for clearing dishes and glassware.

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- Coolers/ice tubs.** For a winter party, an outdoor deck or patio, if readily accessible, is a great natural refrigerator. No ice required!

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It's a good idea to have an '**Event Kit**' on hand in case of emergencies. Our Catering Event Kits include a pair of scissors, tape, a lighter, a corkscrew, band aids, safety pins, a pen, disposable gloves, jay cloths, a few garbage bags, saran wrap and foil.

## Create a Party Timeline

Do as much as you can ahead of time. Sooner is always better than later.

### 4 to 6 weeks before the party

This is a relaxed timeline. Planning a party with less than 2 weeks is stressful, and some guests may decline because of prior commitments.

#### What is the reason for the party? Who is the party for?

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Is it a retirement, anniversary, shower, new product launch or perhaps introducing a new facility? Very special occasions such as a 50<sup>th</sup> anniversary or a dinner for the boss typically requires a more formal setting.

#### Set a date, time and location - home, office, other?

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Make sure the party does not clash with any other major event. When will the party start and end? Reserve the location as soon as possible.

#### Create a guest list

# of Guests: \_\_\_\_\_

Is the right-mix of people important? Keep in mind the space available for the party.

#### What type of party? Sit down meal, buffet, cocktail; brunch, lunch or dinner; casual or formal?

A sit-down dinner at home is best suited for small groups up to 10 guests. We suggest a cocktail format and/or buffet for larger groups.

#### Mail or e-mail invitations 4 weeks prior

Include all party particulars such as a location map if necessary. Convey the mood of the party and the dress code. Look for free e-vites on the internet.

#### Make a list of everything you are going to need

Use our check lists enclosed as handy reminders.

#### Choose the caterer, staff, rentals, entertainment and required décor

Exchange contact names and cell numbers for any last minute needs.

### ***2 to 3 weeks before the party***

- Track your RSVP's to get an idea of your head count.
- Decide on activities and games, if any.
- Plan the layout of the room.
- Plan your menu with your caterer. Any children? Any special dietary needs? Any healthier alternatives?
- Select your beverages. Will alcohol be served? Is a Special Occasion Permit required from the LCBO?
- Purchase or prepare your favours or small gifts.
- Do you need a photographer or will a camera and/or video suffice?

### ***1 week before the party***

- Confirm all orders - catering, beverages, rentals, décor, staff.
- What is the head count? # of guests: \_\_\_\_\_
- Prepare any foods that can be frozen.
- Order the cake and/or any specialty foods.
- Pick up non-perishable food items such as frozen foods and snack items.
- Pick up party supplies, decorations, favours, games (if any). Try to get as much as possible done ahead of time.

### ***2 to 3 days before the party***

- Call all those guests you have not heard from; you don't want surprises you are not prepared for.
- Pick up any borrowed tables, chairs, plates, etc.



- Glasses.** Highball, juice, wine, beer, champagne, martini, liqueur, punch.

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- Chafing dishes.** Remember the sternos and a lighter. If it's an outdoor BBQ, check the propane tanks.

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- Serving platters/carving equipment.**

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- Coffee urns/oven/blender.** Make sure all are in working condition.

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- Tables.** For the buffet and for seating.

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- Chairs.** Will chair covers be required?

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# Rentals/Accessories/Décor

We find a buffet set-up to be the most efficient, particularly where there is limited space and time. If the room permits, have the buffet accessible from both sides.

Make the buffet table festive. Vary food colours and shapes. Heights can be varied with books placed underneath the tablecloth and then positioning a food platter on top.

Arrange the buffet in the order in which people generally eat their meal, i.e., salads, sides, main entrée, bread. Use covered dishes, where possible, for hot food items. Place a stack of plates where the guests start, and flatware and napkins in a basket at the end. Roll the flatware in napkins to make them easier to handle.

Have enough food and extra plates so that guests can go back for seconds. If possible, use glassware and dinnerware. Everything tastes better out of glass and looks better on china.

We find a fold-away table(s) and some folding chairs are a good investment which have repeated uses.

To set the appropriate mood, appeal to all the senses including visual, audio and smell.

Look for easy, simple items you may have on hand. Carry the colour theme throughout to include tablecloths, colourful candy dishes and fresh flowers. Floating candles, low-level lighting and appropriate music, particularly for a home party, are elements which together transform the room.

Remember to prerecord or select dance music in advance so that you're not drawn into a disc jockey role during your party.

## ***Some items to keep in mind while organizing rentals:***

**Dinnerware.** Dinner/salad/pasta/side/dessert plates; soup bowls; cups and saucers.

**Flatware.** Dinner forks/knives; salad/dessert forks; dessert/soup spoons; teaspoons, serving utensils.

- How will leftovers be handled? Stock up on saran, foil and food containers.
- How will garbage be handled? Pick up garbage bags.
- Stock up on paper towels, tissues, napkins.
- Pick up all beverages.
- Are the cameras/videos working? Are batteries required?

## ***1 day before the party***

- Move furniture and clean the house. The powder room will require particular attention.
- Decorate.
- Wash seldomly used dishes and glassware; empty the dishwasher.
- Receive and confirm rental items. Is anything missing?
- Thaw foods prepared in advance. Perishable foods are to be thawed in the refrigerator.
- Set up the buffet table or the dinner table.
- Consider how you will be paying for staff and suppliers; by cheque, credit card, cash?
- Pick up all the groceries, except the most perishable items.
- Prepare items that can be refrigerated a day in advance or items that will keep without refrigeration such as snack items.
- Fill your ice cube trays.

## ***day of the party***

- Pick up ice, flowers and perishable foods.
- Set out your glasses and those beverages that do not need chilling.
- Chill beverages in ice tubs 1 hour prior to the start and uncork a couple of wine bottles. Use separate tubs for alcoholic and non-alcoholic products.
- Go over the house for a final check.

## ***after the party***

- Clean up.
- Prepare thank you notes for helpers and/or gifts received.
- Return borrowed items.
- Develop film and distribute relevant pictures/digital photos.

# Create a Budget

Before you incur costs, a budget is to be prepared, listing all expenses.

<input type="checkbox"/>	Invitations	\$	_____
<input type="checkbox"/>	Postage	\$	_____
<input type="checkbox"/>	Food	- Hot and Cold	\$ _____
		- Desserts	\$ _____
<input type="checkbox"/>	Beverages	- Alcoholic	\$ _____
		- Non-Alcoholic	\$ _____
<input type="checkbox"/>	Rentals	\$	_____
<input type="checkbox"/>	Staffing	\$	_____
<input type="checkbox"/>	Decorations	\$	_____
<input type="checkbox"/>	Entertainment	\$	_____
<input type="checkbox"/>	Other	\$	_____
<hr/>			
<input type="checkbox"/>	Unexpected Expenses	\$	_____
	Total:	\$	<u>_____</u>

You'll feel especially good about hosting a party if you do not stretch your resources beyond your budget.

## What will it cost?

Here is a very simple example of basic costs for a catered corporate dinner, served buffet style, including hors d'oeuvres, with beer and wine, for about 50 guests.

Food:	\$20. <sup>00</sup>	to	\$30. <sup>00</sup> per person
Beverages:	\$10. <sup>00</sup>	to	\$14. <sup>00</sup> per person
Rentals:	\$11. <sup>00</sup>	to	\$15. <sup>00</sup> per person
Staffing:	\$9. <sup>00</sup>	to	\$11. <sup>00</sup> per person
Total:	<u>\$50.<sup>00</sup></u>	to	<u>\$70.<sup>00</sup> per person</u>

Costs of a home party may vary widely depending on factors such as menus, beverages and services contracted out. The more you do, and the more basic the menu, the less it costs!

**Spirits.** 40 one ounce drinks per 1.14 liter bottle . Spirits are not mandatory unless you know of particular guests who do not drink beer or wine. Basics include vodka, rye and scotch. Gin and rum are optional.

**Water.** Sparkling and spring water have become a preferred party beverage.

**Soft drinks.** Coke, diet coke, pepsi, diet pepsi, gingerale, iced tea, root beer.

**Orange, cranberry and clamato juice .**

**Coffee/tea table.** Remember the creamers, milkettes, sugar, sugar free sweeteners; how about coffee cups and spoons?

**Lots of ice ? Lots of glasses.** See our rentals list on the next page for a selection of glasses.

**Bar mixes.** Soda, tonic, cola, gingerale. Club soda is also a great spot remover.

**Bar condiments.** Lemons, limes, maraschino cherries, olives, celery sticks, salt, pepper, cream.

**Bar munchies.** Roasted almonds, cashews, chips.

**Bar accessories.** Cork screw, bottle and can opener, ice bucket, tongs, cocktail shaker, strainer, swizzle sticks, straws, toothpicks, cutting board, a knife, cocktail napkins, trash can with extra bags.

**Other.**

## Serve wines at the appropriate temperatures:

Dry red wines 14°C (57°F) to 20°C (68°F), slightly cooler than room temperature. White wines 10°C (50°F) to 12°C (53°F), chilled, but not ice cold. Champagne 5°C (41°F) to 6°C (43°F), thoroughly chilled.

**Stuck for a toast?** Borrow this one: "I used to know a clever toast, but I can't think of it. So fill your glass to anything. And bless your souls, I'll drink it."

# Beverages



Calculate 2 drinks (both alcoholic and non-alcoholic) per person, per hour for the first two hours (4 drinks per person) and 1 drink per person, per hour thereafter. Therefore, on average, 5 drinks total, would be consumed, per individual, for a 3 hour event, and 6 drinks for a 4 hour event.

Go to [www.LCBO.com](http://www.LCBO.com), *Learn, Planning Tips, How much do I need?* and *Party Calculator*, to determine specific requirements.

Have a separate bar table, so that there are less chances of glasses being knocked over and to prevent “bottle” necks at the food table.

Be a responsible host. When you host an event which includes alcohol, you want your guests to enjoy themselves, and to get home safely, once it is over. Therefore, serve food with your drinks, offer non-alcoholic choices such as water, soft drinks or perhaps a non-alcoholic punch. Serve drinks rather than have guests help themselves. Special Occasion Permits may be required when serving alcohol, and they are available from the LCBO. A permit is not required, however, to serve alcohol in a private residence.

## Stocking the bar:

- Red and white wine.** 5 glasses per 750 ml bottle. There are many good wines at a cost of \$10.00 or less per bottle.

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- Beer.** Make sure the beer is very cold.

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- Champagne.** 6 generous flute glasses per 750 ml bottle.

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# Create a Theme

This is an important consideration because the theme helps you organize all aspects of your party including invitations, food, beverages, decorations, favours and entertainment.

Here are a few theme ideas to consider:

- 50's Bash
- Rock n'Roll
- Neon Lounge
- Movie Stars
- The Zen Experience
- African Jungle Adventure
- Havana Nights
- Roman/Gladiator
- Motown
- Charity
- Mardi Gras
- Sports
- Era of Birth
- New Year
- Beach Party
- Roaring 20's
- Disco
- Popular Hollywood Movies
- Moulin Rouge
- Survivor
- Las Vegas Casino
- Canadiana
- Wizard of Oz
- Murder Mystery
- Cleopatra's Palace
- The Wild West
- Honoree's Hobby
- Christmas
- Winter Wonderland
- Highschool Reunion

You'll find many ideas on the web.

Your theme is limited only by the imagination.

For many more of our ideas go to *Special Events Menus, Art of Special Events* at [www.francofreshy.com](http://www.francofreshy.com).



# Food

A wonderful host does not have to be a celebrity chef. Plan in advance with regard to your capabilities, resources and knowledge of your guests and their tastes.

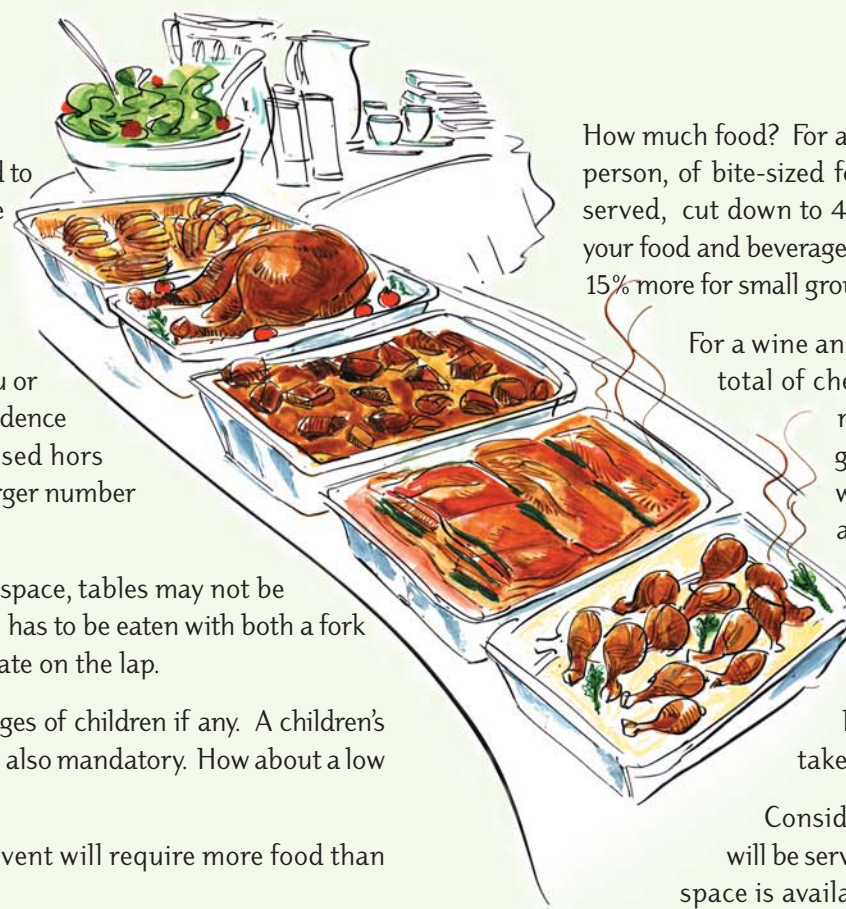
Less is better with food as well as with everything else. If you're a first time host start with a basic coffee and dessert menu or even drinks and snacks to gain some confidence and experience. We find buffets or passed hors d'oeuvres are the easiest way to serve a larger number of people (10 guests plus).

Food should be easy to eat. With limited space, tables may not be possible. In this case, avoid anything that has to be eaten with both a fork and knife, especially while balancing a plate on the lap.

Consider the number of guests, and the ages of children if any. A children's menu is essential. A vegetarian option is also mandatory. How about a low fat or low carb option?

What time of day? A 6:00 p.m. dinner event will require more food than an 8:00 p.m. cocktail party.

Bite-sized finger foods are "in". Some caterers will organize an entire meal including the main entrée around a bite-sized, small plate theme. We recommend 3 courses (i) finger foods as appetizers, (ii) a main entrée with sides, served buffet style and (iii) dessert.



How much food? For a 2 to 3 hour cocktail party about 10-14 pieces, per person, of bite-sized food is recommended. If a buffet dinner is being served, cut down to 4 - 6 pieces of hors d'oeuvres. Don't underestimate your food and beverage requirements. Prepare for the unexpected and order 15% more for small groups under 10 guests, and 10% more for larger groups.

For a wine and cheese party, serve about 225 grams (8 ounces) total of cheese per guest. If cheese is served at the end of a meal, serve 60 grams (2 ounces) of cheese for each guest. Pair soft cheese such as Brie or Camembert with light fruity wines, and firm or hard cheese such as cheddar or parmigiano with a full-bodied red wine.

Remember food safety tips. Cold food is to be kept at 4°C (40°F) or less and hot food at 60°C (140°F) or higher.

Handle food with safety in mind, particularly foods taken home by your guests.

Consider when the guests will arrive and when the food will be served. Also, reflect on how much freezer and refrigerator space is available. Is there sufficient oven space for your hot food items?

For more menu ideas go to **Party Menus** and **Special Events Menus** at [www.francofreshy.com](http://www.francofreshy.com).

## Make a list of food you would like to serve at the party. Indicate foods to be prepared and those to be purchased.

- Appetizers:** e.g., hors d'oeuvres, tiger shrimp, mini sandwiches, crudités, cheese board.

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- Main Entrées:** e.g., roasted herbed chicken, peppercorn crusted beef, grilled pork chops, osso buco, rack of lamb, pan-seared Atlantic salmon, veggie lasagna.

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- Side Dish Starch:** e.g., scalloped potatoes, roasted red skin potatoes, pasta primavera, rice pilaf.

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- Side Dish Vegetables:** e.g., mixed root vegetables, steamed broccoli, baby bok choy, snow peas, vegetable medley, sautéed green beans.

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- Salads:** e.g., leafy or starchy - creamy Caesar, baby greens, Greek village, strawberry spinach, continental potato, pesto pasta, herbed basmati rice.

- Condiments:** e.g., ketchup, salsa, mustards, mayo, horseradish, relish, butter.

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- Breads:** e.g., rolls, buns, baguettes, pumpernickel, kaisers, pitas, flat breads.

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- Dessert Buffet:** e.g., tortes, mini pastries, biscotti, mousse, ice cream, freshly sliced fruit. *A dessert buffet is a nice finishing touch served together with coffee and tea.*

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- Other:** Will friends be bringing any foods? A pot luck party can cut down significantly on time and expenses.