

BizBash Toronto Event Style Expo, February 11, 2009

Power Entertaining with Food and Wine Experiences

Session notes from presenters:

Roger Mooking, Celebrity T.V. Chef and Executive Chef/Co-Owner of Nyood and Kultura
Sean Baille, Sommelier and General Manager of Kultura Social Dining

Roger

1 Building great experiences starts with by building great venues

Sean

1 The manager and the chef interplay like Mick Jagger and Keith Richards or Scotty Pippen and Michael Jordan. We play off each other for concept ideas of food and wine combo's and flow of timing for service.

Roger

2 Adaptable and engaging venues are the starting point of any exciting event.

Sean

2 There is no rule book with global food concept when it comes to food and wine pairing. We work off flavors and balance rather than what should classically go with a dish.

Roger

3 Adapting serviceability from lounge to bar, to food stations, to canapés, to sit down allows for maximum customer satisfaction.

Sean

3 Being a superb listener and alert to for clues as to what the guest really want.

Roger

4 Theme-based food and cocktails specified to servicing customers' needs.

Sean

4 We are always understanding the nature of the guest evening. For example the romantic dinner versus the dinning business dinner or large cocktail party.

Roger

5 Working from existing menu structure to ensure quality and control consistency.

Sean

5 We take ownership of the guest evening to ensure transcendent service.

Roger

6 Adapting menu specialized service needs and function.

Sean

6 Anticipating a guest need rather reacting to their request creating a sixth sense of service.

Roger

7 Meeting price points to requirements to service customer's needs.

Sean

7 Subtly determine a wine price with guest wine range price which the guest is comfortable with to avoid misunderstanding over sensitive matter.

Roger

8 Private dining rooms – Exclusivity, efficient, and effective service, personalized experiences, privacy.

Sean

8 Asking guest to give examples of wine they have enjoyed in the past.

Roger

9 Off site catering – Customized themes and execution, do not sacrifice quality and serviceability.

Sean

9 Creating a wine list of balance between the classics and the up and comers, between old and the new world wines.

Roger

10 Global purchasing – Eclectic wines to match food.

Sean

10 You have to keep up and keep learning about wine and trends.