



Event Catering Information Guide



Richmond: (804) 750-1400 • Virginia Beach: (757) 424-2424
events@goodrichgourmet.com • GoodrichGourmet.com



At Goodrich Gourmet Catering Company, we are a fully licensed and insured catering service with locations in Richmond and Virginia Beach, Virginia. We specialize in gourmet comfort cuisine—crafted to delight both the palate and the soul. Our diverse menu features a fusion of flavors from around the world, prepared with only the finest ingredients and presented with elegance. We are deeply passionate about catering, and our commitment to excellence is reflected in both our food and reputation.

While our cuisine speaks for itself, we understand that exceptional service is just as important. From the initial consultation to post-event cleanup, we take pride in providing a seamless and stress-free experience. Our business thrives on word-of-mouth recommendations and glowing reviews, a testament to the high standards we uphold. We consistently exceed client expectations, ensuring that every guest leaves impressed and eager to recommend us for future events.

You might assume that our premium food and service come with a premium price tag, but what truly sets us apart is our **value**. We believe that exceptional catering should be accessible, offering the perfect balance of quality and affordability. We encourage you to compare—we're confident that Goodrich Gourmet Catering delivers not only the best food and service but also the most competitive pricing.

Our Guarantee:

Unmatched quality, outstanding service, and unbeatable value.





First Things First

We want to help you plan the perfect event. Whether it be a 200-guest wedding reception at a winery in Charlottesville or a 12-guest cocktail party in your home, we will help you every step of the way. Our professional event manager can answer any questions you may have pertaining to venue, decor, floor plan, cuisine, rentals, or service. However, before we can help you with the details, we need to have an idea of the basics:

- **Date and approximate time of the event** – to ensure we are available.
- **Budget** – ballpark figures will suffice in the early stages.
- **Number of Guests** – ballpark this one, too, with final count due 10 days prior to your event
- **Services Required** – Will you need servers? Rentals? Beverages?

Once you know your basics, it's time to contact us at events@goodrichgourmet.com. We will promptly respond to your inquiry—usually within 48 hours—that's our service guarantee. When we have connected and we are available on the date you requested, the following five steps begin.





Book Goodrich Gourmet Catering in 5 Easy Steps

1. **Cuisine** – Decide what style cuisine best suits your needs. The most common selections are heavy hors d'oeuvres, entrées with sides and salads, or a combination of the two.
2. **Proposal** – Email events@goodrichgourmet.com and list the items and services that you are interested in. We will reply with a customized proposal within 48 hours, *guaranteed*.
3. **Tasting** – Once you approve the proposal, we will schedule a tasting of several menu items from your selections. The tasting will also give us a chance to meet you in person and discuss any issues or questions about our services.
4. **Contract** – Once you have tasted our delicious food and we have answered all your questions, you will decide that you want to book Goodrich Gourmet as your event caterer, so we will draw up a contract. The contract serves to protect both parties and outlines the responsibilities of each.
5. **Deposit** – Once you have booked us as your caterer, we require a non-refundable deposit for 25% of the total at the time of booking. This deposit is to reserve us for your event and will be credited to your total balance. You can still make as many changes as you like to the menu and services, but we simply ask that you do not change the date.





Service Styles

Choosing the style of service that fits your needs is an important part of the planning process. For the success of your event, it is crucial to consider the venue, guest count, theme, and budget when making this decision.

For example, if you are expecting 150 guests in a venue suited for 125, it is best to stay away from a sit down dinner due to the limited space. Another example is if you are on a tight budget, you most likely want to choose buffet service as opposed to plated. Plated service requires two to three times the number of servers needed for buffet service.

Stationary Hors d'oeuvres – A popular and efficient service requiring minimal service cost. Popular with guests because they know where their favorite cuisine can be found for the duration of the event.

Passed Hors d'oeuvres – Considered fancier than stationary, this style requires extra servers and is perfect for any venue and cocktail hours.

Buffet Entrées – The most popular style, it offers an elegant and efficient way to feed large groups of people without breaking the bank. For our hot buffet meals, we use only the highest quality mirror-finish stainless steel chafing dishes to keep the food a safe temperature. This style is perfect for any venue, guest count, or budget.

Family Style Dinner – The trendiest style. It offers the benefits of seconds with the elegance of a beautiful table. Our servers provide entrées to each table and guests are able to serve themselves their desired amount.

Plated Entrées – The most elegant and expensive style of service. This requires one server per 10–18 guests. We recommend this method only for groups at spacious venues with large kitchen/prep areas.

Action Stations – This style, when combined with stationary buffet will add flair to any event! Examples are a Carving Station, Grilling Station, Sauté Station, Mac & Cheese Bar or Ice Cream Bar. Each action station requires a paid attendant, but the reward far exceeds the investment.





Service Styles *continued*

Servers – Our clients have a wide range of options when it comes to servers. For a casual party, we could simply deliver and set up your food without providing any servers to stay behind. For a more formal event, we can help you decide how many servers are needed to make the party operate neatly and smoothly.

Our in-house servers are clean-cut, professional, and friendly. Always wearing a smile, our servers can be dressed in black/black, black/white or can sport a vest of your color choosing or other themed uniform. Our servers can be responsible for set up, clean up, maintaining buffet, organizing china, or anything else necessary to assure a smooth running, tidy event.

Calculating the number of servers required for an event depends on several factors:

China or Disposables – One server per 40 guests if disposable plates, napkins, and cutlery are used; One server per 25 if china is used.

Buffet, Family-Style or Plated – One server per 15 guests if plated.

Stationary or Passed – add one server for every passed hors d'oeuvre.

Bartenders – Our bartenders are professional, friendly, and courteous. They can prepare specialty drinks, serve beer and wine, or assist with non-alcoholic beverages. We recommend one bartender for every 60 guests, but more may be needed if specialty drinks/mixers are involved.





Additional Services

Beverage Service – Alcoholic – We can provide several bar service options for any event, including a Full Bar, Wine and Beer, Cash Bar, Host Bar, and a Customer Supplied Bar. We can also provide all mixers, ice, cups, and bartenders you may need. We are happy to help you decide on how much to buy to ensure your guests have a good time, without having *too* good of a time!

Beverage Service – Non-Alcoholic – We offer many different beverage options, both hot and cold. Beverages can be full or self-service, or family style with pitchers on each table. Full service beverages require extra servers to help with the task. Self-service beverages are what we recommend. We display our cold self-service beverages in decorative glass dispensers and our hot beverages in beautiful mirrored urns. All of our beverage services include disposable hot or cold cups with sweeteners, creamers, stirrers, and beverage napkins. China and glassware are another option we can provide if you wish to forego the use of disposables.

Rentals – We have a wide selection of rentals available to our clients. We can handle everything from lighting to linens. We would be happy to recommend a rental company to fit your needs, just ask your event manager. Rented china and glassware adds a special upscale feel to any event. Your event manager can work with you to customize your rental needs to fit your budget and desires.

