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Third Annual Special Events' 25 Great, Big Caterers List

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Photo by Steven Legato
Photography/Courtesy Windows Catering Co.

IT'S OUR THIRD ANNUAL look at the businesses of some of the biggest caterers in business. Although they predict a 4 percent falloff in revenue and a 7 percent decline in their event load compared with last year, they hold fast to their dedication to excellent food and superb service. Bon appetit!

A JOY WALLACE CATERING PRODUCTION AND DESIGN TEAM, Miami

CEO Joy J. Wallace

WEB SITE www.ajoywallace.com

2010 EVENT COUNT FORECAST 350

2010 REVENUE FORECAST \$5 million to \$7 million

ON SITE Vizcaya Cafe at Vizcaya Museum, Miami, The Kampong, Coconut Grove, Fla., and La Cuisine Gourmet in Coral Gables, Fla.

NOTEWORTHY EVENTS Busy with Super Bowl XLIV events including a VIP party at the tailgate event, Direct TV Super Bowl Beach Bowl bash and CBS's Super Bowl event, along with a fourth grand opening for upscale retailer Nordstrom, a wedding featured on the TV show "Platinum Weddings" and the Museum of Art Fort Lauderdale annual gala.

SIGNATURE STYLE "We create a fusion of delicious food and custom design; we are about personalization, organization, details, timing," management says. "We listen to the needs of our clients and dedicate ourselves to the success of their event."

A LEGENDARY EVENT, Atlanta

CEO Tony Conway, CMP

WEB SITE www.alegendaryevent.com

2010 EVENT COUNT FORECAST 2,500

2010 REVENUE FORECAST \$15 million to \$18 million

ON SITE Delta Air Lines training center, American Cancer Society national headquarters, Alston & Bird law firm and World of Coca-Cola Museum, all in Atlanta

NOTEWORTHY EVENTS Event roster this year has included the DIFFA Dining by Design gala, Magnolia Ball for the Tanner Medical Center and Atlanta Botanical Garden's Garden of Eden Ball, plus events for Atlanta Magazine, Saks Fifth Avenue and Delta Air Lines.

SIGNATURE STYLE A Legendary Event's attention to detail, food quality and visual appeal, exceptional service and range of capabilities — including catering, design, decor, floral, entertainment and valet parking — are what make the company truly full-service, management says with pride.

ALONG CAME MARY, Los Angeles

CEO Mary Micucci

WEB SITE www.alongcamemary.com

2010 EVENT COUNT FORECAST 150 to 175

2010 REVENUE FORECAST \$10 million

ON SITE Broad Stage at the Santa Monica [Calif.] College Performing Arts Center

NOTEWORTHY EVENTS On the roster this year: Grammy Awards Celebration, Nickelodeon's Kids' Choice Awards, Macy's Passport, Colburn School gala dinner, launch of Jaguar's XJ and Broad Stage opening night gala.

SIGNATURE STYLE In business more than 30 years, this veteran catering and event company is renowned for its experienced event producers and "impeccable" waitstaff — "Experience matters," they say. Clients clamour for Mary's short ribs, Parmesan bread pudding and signature warm chocolate brownie pudding.

BEHIND THE SCENES, San Diego and Chicago

CEO John Crisafulli

WEB SITE www.btsscenes.com

2010 EVENT COUNT FORECAST 300 to 350

2010 REVENUE FORECAST \$12 million to \$13 million

NOTEWORTHY EVENTS Busy over the past year with Vancouver 2010 Olympic and Paralympic Games, Red Bull Air Races, Chicago Gourmet, Rolls Royce Ride and Drive, and Street Scene Music Festival.

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POLL

Looking back, are you glad you went into special events as a career?

- Yes, I can't imagine doing anything else.
- Well, I have good days and bad days.
- No, I wish I'd listened when Dad told me to go law school/medical school/whatever school.

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