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SAVOR...SMG SERVES UP 12,000 FULLY COMPOSTABLE GOURMET BOX LUNCHES FOR CALIFORNIA WOMEN'S CONFERENCE



Long Beach, CA, October 2009 - Orchestrating lunch for 12,000 guests is a monumental undertaking under any circumstance, but making sure that all ingredients were of the freshest and highest quality and that all wrappings and utensils were totally biodegradable was a challenge demanding the expertise of SAVOR by SMG.

For the 16th straight year, SAVOR has been commissioned to cater a luncheon for the California

Governor and First Lady Conference for Women at the Long Beach Convention & Entertainment Center. The sold-out conference attracted a stellar slate of participants, including Richard Branson, Madeleine Albright, Annie Leibovitz, Katie Couric, Cindy McCain, and Caroline Kennedy Schlossberg, to name a few.

To make sure that the food and beverage service went off without a hitch, SAVOR Regional Executive Chef Michael Brennan and Executive Chef Brian Casey directed a team of 150 cooks and hundreds of volunteers from local nonprofit groups and schools in a 48-hour round-the-clock marathon to have everything in place. "It was remarkable to see so many people come together, both SAVOR staff members and community volunteers -- everybody doing their job to ultimately produce a food service effort that was truly impressive," says Brennan.

Veronica Quintero, SAVOR Regional General Manager of Food and Beverage for the Long Beach Convention & Entertainment Center adds, "We're most proud of the fact that our SAVOR team was able to put out a quality lunch in a short amount of time for such a large audience. When people opened their box lunches, they quickly discovered that the ingredients inside were anything but the typical and expected box lunch, plus it was fully compostable!"

SAVOR worked closely with the Office of the First Lady Maria Shriver and with consulting chef Nancy Silverton, founder of the celebrated La Brea Bakery, to create a menu with wide appeal. Silverton designed a four-course box lunch with a Sicilian Waldorf Sandwich with Chicken (pine nuts celery, dried currants and dijonnaise), Fregola Salad (fresh mint, parsley, Persian cucumber, garlic and cherry tomato), a Pink Lady apple and La Brea Bakery chocolate chip cookie. The vegetarian sandwich option was grilled eggplant, provolone cheese and heirloom tomato slice filling on olive bread. Conference sponsor Nestle provided water in recyclable bottles.

A leader in green catering, SAVOR followed its slogan of "great taste, no waste" by ensuring that everything, including the 4x5 inch stickers used to seal the boxes, was compostable. "One of the ongoing challenges throughout the conference was educating attendees about proper recycling," says Quintero. "Our box lunch service was designed to get as close to zero waste as possible."

Wes Westley, CEO of SAVOR's parent, SMG, comments, "Events like the Women's Conference demonstrate SAVOR's exceptional flexibility, teamwork and unwavering commitment to food quality. This combination of experience and skill gives conference planners confidence that they are partnering with the right firm."

About SAVOR...

SAVOR, the food and beverage division of special event venue management leader SMG, (www.savorsmg.com) currently provides food and beverage services, as well as VIP and catering/special event services, to nearly 100 facilities around the world. The company is also an industry leader in introducing green standards and programs to public facilities. SAVOR's commitment to farm to table freshness and food quality typically features locally grown products for their venue clients whenever possible. SAVOR staff prides themselves on being on the cutting edge of the latest food and beverage trends in addition to searching out the most innovative food technologies available on the market.