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SAVOR...SMG CATERS GULFSTREAM'S EXCLUSIVE CLIENTS AT NBAA

**FRESH
SIMPLE
& MODERN**

Orlando, FL, October 2009 - More than one thousand exhibitors vied for the interest of corporate executives and high-net-worth individuals who attended the National Business Aviation Association (NBAA) Convention and Trade Show in October. This year, Gulfstream, which manufactures the world's most technologically advanced business-jet aircraft, enlisted SAVOR by SMG to cater its exclusive VIP hospitality events at the Orlando Executive Airport,

Orlando, Florida.

SAVOR created appropriate menus for breakfast, lunch and afternoon breaks for the Gulfstream meetings between executives and their clients slated throughout the three-day event. The services provided a "new look, feel and overall higher service level" according to Darlene K. Tyler, Gulfstream Marketing Event Manager. Savor provided luncheon buffets for 250 people and a la carte food and beverage choices for high profile meetings and negotiations. Menus featured farm-fresh ingredients to showcase local-regional specialties to appeal to the sophisticated palates of this international crowd. SAVOR chefs prepared more than seventy freshly made gourmet dishes, including Florida Seafood Chowder, Almond-Fried Goat Brie with Cranberry-Walnut Chutney and Bitter Greens, Kobe Beef -Filet, Crisp Soft-Shell Crab, Prawns Pomodoro, and Grilled Pork Tenderloin with Grits and Red-eye Gravy, along with a tantalizing array of desserts including, Praline Peach Cobbler, Tiramisu Trifle and afternoon snacks, Key Lime Squares and Fresh-Baked Scones. The cuisine Savor "professionally and courteously" provided was equal to the top restaurants; "SAVOR's menu won the praise of Gulfstream executives and our well-traveled clients alike", stated Tyler.

Tyler said, "The NBAA convention represents a tremendous sales opportunity for Gulfstream, it is our largest North American Airshow, and our clients expect quality and attention to detail in all things, including the food and beverages they are served." Jamie Parks, SMG-Regional Vice President of the South East Region responded, "It has been gratifying to be told by Gulfstream that our hospitality and services exceeded their expectations and to be invited to cater their event again next year is a confirmation that the service and food we provide our client is of the highest quality."

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.