

[REDACTED] Catering Company Web Site Copy Project

The text in **black** is commentary. The text in **blue** is your copy.

Home Page Lead Lines

The following are possible Lead Lines that appear somewhere across the top of the Home Page to garner attention and encourage people to read the rest of the copy and stay on your Web site longer. You can also switch these out as needed to change your Web site week-to-week.

1. Sumptuous Food. Luscious Presentation. Seamless Service.
2. Sophistication. Elegance. Service
3. Simply Elegant and Memorable.
4. Welcome to Comfort. Pleasure. Flavor.
5. Elegance and Fun. Yours for the Taking.
6. Nourishment on Every Level!
7. An All-Over Delicious Experience!
8. Lavishing Your Senses for Over a Decade!

Home Page Copy

The following copy appears on the Home page below the lead line (with a suggested two full lines of blank space between the lead line and the start of the copy). Underlined text are “calls to action” and link to other pages on your site.

Welcome to the [REDACTED], your portal to a sensory experience like no other. As your devoted caterers, the [REDACTED] gives you not only the finest prepared foods presented beautifully, but excellent service and a perfect atmosphere for enchanting, memorable entertaining.

The [REDACTED] relaxed, friendly, and attentive servers make your special event a festival of vibrant colors and textures, succulent tastes, and mouth-watering aromas. It's as if a fine restaurant has suddenly appeared in your midst. There you are. Instantly transported to a realm of pure delight. Where you've nothing to do but sit back, have fun with your guests. Laugh. And, enjoy the experience.

Envision tables laden with the freshest, most-appealing, and beautiful dishes. All around you. Food of joy and satisfaction. Foods that make you and your guests smile.

But beyond this, a team of efficient, diligent people who understand the importance and necessity of a perfectly managed event that works for *you*. Whether a formal, black-tie affair or a picnic. And, whether you're planning a cozy dinner for eight or a festive

celebration for 100 or more, you deserve a celebration that heightens your senses, opens your mind, and takes you into the experience completely.

Count on the [REDACTED] to perfectly cater your wedding, anniversary, baby shower, cocktail party, bar mitzvah, corporate event, or any other gathering. Contact us for a free, informative brochure that includes several enticing menu ideas.



Gallery Page Copy

The following copy appears as an intro on the Gallery page.

At the [REDACTED], we know that the linens, dish placement and pairings, accessories, and decorations, are just as important as nutritive food and delicious drink. Excellent presentation makes your event come alive. From theme-based kids' birthdays to the simple elegance of a book signing or corporate party, your gathering will shimmer with elegance, fun, and happiness [OR: elegance, fun, and joy].

The following photographs from past projects will hopefully create intrigue, but better yet, inspire and fire your imagination. If you can dream it, we can give it. [Call us](#) for more information on making your event one to remember.

[Insert photos here]

Testimonials Page Copy

The following copy appears as an intro on the Testimonials page.

Testimonials are an excellent gauge of how a company handles itself. Nothing is a bigger compliment than when busy people take the time to write and express their thoughts on how we performed. The fact that most of our customers share their thoughts and impressions tells us one thing. The [REDACTED] efforts are greatly aligned with what customers want. Rest assured. We're doing this work from a place of openness, transparency, and communication. Your comments keep us on our game. Click [here](#) to leave us comments or make contact via our handy Web form.

[Insert testimonials here]

Pricing Page Copy

The following copy appears as an intro on the Pricing page.

The [REDACTED] provides several convenient price points to match any budget. Cost should never be a factor in the kind of service you receive, and with the [REDACTED], it isn't. Whether you're hosting a lavish ball or having a family reunion on a shoestring, you get the same level of service. Not convinced that you can afford a catered event? [Call us](#) for a quick quote right over the phone!

Standard Price Points
<p>Buffet Dinners- Includes lemonade bar as well as brio bread display with roasted garlic and sweet-cream butter.</p> <ul style="list-style-type: none">• \$17.00 per person<ul style="list-style-type: none">○ Choice of 1 entree: chicken, beef, or vegetarian○ 1 side dish○ 1 green salad• \$19.50 per person<ul style="list-style-type: none">○ Choice of 2 entrees; chicken, beef, or vegetarian○ 2 side dishes○ 1 green salad• \$22.00 per person<ul style="list-style-type: none">○ Choice of 3 entrees: chicken, beef, or vegetarian○ 2 side dishes○ 1 green salad
<p>Coffee Bar- Includes half and half, sugar, chopped-chocolate, mocha whipped cream, and a selection of gourmet coffee syrups</p> <ul style="list-style-type: none">• \$2.00 per person<ul style="list-style-type: none">○ Choice of regular coffee (decaf available upon request)
<p>Appetizers- Includes a variety of cheeses, in-season fruits, and crackers</p> <ul style="list-style-type: none">• \$3.00 per person<ul style="list-style-type: none">○ Choice of fruit and cheese display <p>Passed Appetizers- Includes a selection of four appetizers passed among guests by our attentive staff</p> <ul style="list-style-type: none">• \$5.50 per person
<p>Cakeage fee- we do not charge a cakeage fee. Corkage fee- we do not charge a corkage fee. In addition, for weddings, we sugar the rims of the champagne glasses and serve your guests before the formal toast. Gratuity- gratuity is a reflection of our service; therefore, tipping is left to the discretion of our clients.</p> <p>Deposits & Payments A \$500.00 non-refundable deposit is taken to secure the services of the Perfect Palate for your event. The next payment is due one week prior to the date of your event, at which time, we require approximately 50% of the final bill. Final payment is due in full on the day of your event or before. A final invoice is provided at that time.</p> <p>Guest Count One week prior to your event, we require the number of guests who are attending. The number of</p>

guests can go up within 24 hours of your event; however, it cannot diminish due to expenses incurred.

Menu Page Copy

The following copy appears as an intro on the Menu page.

From delicacies served with fine linens and silver to a down-home, country barbeque that you largely eat with your fingers. It's your party. With the [REDACTED], your comfort and pleasure are our only goal.

Toward that end, a wide choice of menus is available to tempt you. The following are just the launching place. Want comfort food? You got it! Want upscale fare, we're on it. Better yet, [tell us](#) which dishes make your heart beat a little faster, and you can have them. All of them. From [the common to the exotic](#), it's all yours.

Appetizers Blurb

The following copy appears as an intro to the Appetizers.

Tiny, but powerful. Appetizers keep the conversation flowing, the guests milling, and thoughts turned toward deeper pleasures to come. The [REDACTED] has appetizers down to a delectable science. Enjoy the following popular choices or [tell us what you want](#); either way, you'll be happy. And, well, we like that.

[Insert appetizers details here]

Salads Blurb

The following copy appears as an intro to the Salads.

Ah. The all-important greens. Who knew there were so many ways to serve, well, *plants*? At the [REDACTED], salads are some of our favorite ways to help you create happy memories. The following choices give you just a taste of what we can do with salads—green or otherwise. If you don't see something you like. [Ask](#). You get what you want. Every time.

[Insert salads info here]

Side Dishes Blurb

The following copy appears as an intro to the Side Dishes.

Side dishes, the perfect complement to the Entree, but a mighty important part of the meal nonetheless. Side dishes can be simple or elaborate, savory or sweet. Whatever makes the palate of people come alive is what we aim to serve. You can count on [many](#)

[more options](#) than the following, but this should give you an idea of how [REDACTED] [REDACTED] side dishes can work their own particular magic.

[Insert side dish info here]

Blurb on Main Dishes (or Entrees)

The following copy appears as an intro to the Main Dishes.

The Main Dish, ahhh...and what a dish it is! How can you go wrong with the following options? You can't. Of course, all of these [REDACTED] entrees are [interchangeable](#) with everything else that we joyfully serve. And, if you don't see something that makes your heart sing, [tell us](#). This is all about you and your special day. You'll get the menu you desire, prepared and served perfectly. That's it.

[Insert main dish info here]

Blurb on Desserts

The following copy appears as an intro to the Desserts.

Desserts, people live for them. Some say the most important part of a meal. A perfect dessert seals the deal. Caps an already exceptional experience. Makes you sit back with a silly grin, a happy belly, and think to yourself, "This is the good life". With the [REDACTED] [REDACTED], you can have your pick of the following time-tested beauties or [suggest something else](#). Making you happy, makes us happy. And, sometimes all it takes is a little sugar.

[Insert dessert list here]

Corporate Page Copy

The following copy appears as an intro on the Corporate page.

From book signings to meetings of middle-management, the [REDACTED] understands how to serve corporate events with the fewest distractions. Expect a timely setup, seamless service, and invisible takedown for 15 or more people. You'll get a wide variety of palate-pleasing choices to make your corporate event go off without a hitch.

Blurb on Deluxe Continental Breakfast

Continental breakfasts are all the rage for corporate events. Why? Workers can pick their own components, sit down, and get to the business at hand right away. Give your staff a leg up on their day with fresh fruit, baked goods, yogurt, cottage cheese, and

various beverages. The [REDACTED] quality, fresh Continental Breakfasts are just \$11.00 per person.

[Insert Con. Breakfast info here]

Blurb on the Bagel Bar

Ah...warm, savory, soft, or sweet bagels. Little Os of joy they are. Bagels manage to please and appease even the hungriest executives. And, with the [REDACTED] complete bagel bar of diverse choices, you're sure to please the entire group for just \$11.00 per person.

[Insert Bagel Bar info here]

Blurb on the Hot Breakfast

Nothing primes the corporate pumps like a full, sit-down, hot breakfast with all the accoutrement, such as savory sausage, fluffy frittata, and oven-warm bread. Count on the [REDACTED] to provide everyone with what they need to get the job done for just \$14.00 per person.

[Insert Hot Breakfast info here]

Blurb on Snacks & Drinks

For a little pick-me-up during a long meeting, snacks and drinks can make the difference between your team processing the data being presented or glazing over and tuning out. The [REDACTED] knows that fresh fruit, cookies, or other treats like International cheeses go a long way toward increasing your staff's productivity. Choose from the following great options for just \$3.50 per person.

[Insert Snacks & Drinks details here]

Blurb on Lunch Buffet

Ah, the good ol', dependable Lunch Buffet, but not just any fare. The [REDACTED] provides winning food combinations, such as savory pulled-pork sandwiches with slaw or tender lasagna with buttery garlic bread. Serve-yourself meals sure to perk up any team gathering for just \$16.00 per person.

[Insert Lunch Buffet details here]

Blurb on Box Lunches

How about convenience for a change? Boxed lunches from the [REDACTED] are the way to go. Separately packaged, convenient, and delicious food at your staff's fingertips. But, not just any boxed lunches. These are top-notch, gourmet fare like our Italian Muffaletta piled high with Black Forest Ham, turkey, provolone and other goodies, or our Asian Sesame-Crusted Chicken sandwich with a whole garden of delights like snow peas and Napa cabbage coleslaw . Boxed lunches for just \$16.00 per person.

[Insert Box Lunch details here]

About Us Page Copy

The following copy appears as an intro on the About Us page.

[REDACTED] and [REDACTED], friends from way back, caterers bound by a deep love of food and people, started the [REDACTED] in Humboldt County over nine years ago. What brought them to this amazing partnership and business? A mutual interest in fine cuisine and an uncanny ability to translate people's desires into food and service of the highest quality, eye-appeal, and pleasure.

Oh, sure, it's been tough at times, even stressful, but what always brings these two friends around are the smiles on their clients' faces, the sounds of glasses clinking in celebration and joy, the sighs of satisfaction when people are truly happy with their experience. [REDACTED] and [REDACTED] live for these moments.

Operating out of their gorgeous facility in [REDACTED], [REDACTED] and [REDACTED] serve all of Humboldt County and pride themselves on the fact that your event is attended from start to finish by at least one of them, but more often than not, both. They work with long-term, experienced, and sensitive staff members who never forget that this is a memory you are creating, and it must reflect all the grandeur and depth possible to make it one of your best. You simply can't ask for anything better than a team who dedicates themselves solely to your joy.

[REDACTED] and [REDACTED] take great pleasure in a well-organized, perfectly executed plan. From taping marks on the floor for staff to use as guides for serving in a consistent manner to giving that extra little touch of luxury that the client didn't expect, it's all about capturing, conveying and honoring emotions. The very thing that brings people together in celebration.

Contact Us Page Copy

The following copy appears as an intro on the Contact Us page.

Want to talk with a [REDACTED] staff member? Have an idea for a fun event and want to [discuss it](#)? Just want to say “hi”? Use the following handy form to send us a message. Or, feel free to call our office at [REDACTED]. We love to talk with you and will answer your query within one business day. Count on it!