



# REID'S

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## CATERING CO

### CLIENT GUIDEBOOK

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*Every event is unique, and our passion for food and entertaining ensures that each client and event receives unparalleled personal attention. Innovative custom menus, with emphasis on the freshest, seasonal ingredients, paired with professional, personal service place Reid's hand-crafted foods in demand.*

## HERE'S A LITTLE ABOUT OUR PROCESS:

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### *STEP 1*

Email us at: [booking@reidscafeandcatering.com](mailto:booking@reidscafeandcatering.com) to set up a quick call so we can get to know a little more about you and your event.

### *STEP 2*

After the call, a custom menu proposal is created for your event that will list out menu price, estimated staffing, bar details, deposit information, etc.

### *STEP 3*

You review the proposal with your partner, family and friends and we refine the menu together via phone, zoom, or email.

### *STEP 4*

If you would like to get a sense of REID'S overall style and aesthetic, we have two wonderful restaurants REID'S Cafe and The Beacon. *[Reservations recommended for both]*

### *STEP 5*

If an individual tasting is important to you, let us know some potential dates and we can check our chef's availability. Tastings must be scheduled at least 2 weeks in advance. Weekend tastings are not possible during our busy seasons. \*\*Individual tastings start at \$100 per person and you can choose 3-5 items from your proposed menu to taste.

### *STEP 6*

Once you are ready to lock in your date with us, we'll send a deposit invoice via Square and our Catering Agreement via DocuSign. We accept all major credit cards, personal/business checks and in some instances cash.

### *STEP 7*

Our Event Coordinator will be your point of contact once your event is booked: [events@reidscafeandcatering.com](mailto:events@reidscafeandcatering.com). They will contact you 2 weeks prior to your event to set a final details call. During this call, you can make any necessary adjustments to your guest count and menu. After that meeting, they will present a final proposal and invoice. After this meeting, there can be no further updates to your menu or guest count.

### *STEP 8*

Final payment is due 10 days prior to the event.

## FREQUENTLY ASKED QUESTIONS:

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*Are children priced the same as adult guests?*

- Children under 12 are 50% of the normal menu price unless your menu includes a kid-specific menu choice.
- We will finalize this total at your 2 week out meeting.

*How long will our team be on site on the day of your event?*

- A typical wedding day is 10 hours.
- Typical dinner parties are approximately 6-7 hours.
- Our Event Coordinator will review your event logistics 2 weeks prior to your event and then assess actual staffing needs. Service is of utmost importance to us. Please trust that we will gather all of the information that we need in order to assemble the perfect team and ensure that all of the details of your event are executed seamlessly. Reid's is a Certified Living Wage Company.

*How do rentals & service-ware work?*

- Your wedding planner will assist you in putting together your rental order. Our event coordinator will ask for a copy in order to review prior to the event.
- Please note, our recommendation is that you order 10% extra of tableware items and at least 20 extra linen napkins.
- You will also need to include enough rental items for vendor meals.
- If your menu is a buffet, we will bring all serving platters and utensils.
- We do ask that florals or similar decor to your special event is taken into account for any service tables: Buffet Tables, Dessert Tables, Bars.



## FREQUENTLY ASKED QUESTIONS:

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### *How does our bar set-up work?*

- You are more than welcome to bring your own alcohol and we can provide all mixers [coke products, fever tree waters], ice, coolers etc. that are needed for a bar setup.
- If we are providing bartending services with a full bar, we need to provide all of the mixers [coke products, fever tree waters].
- We do bring sodas for mixers but not enough to serve as a stand alone beverage. If you have a soda drinking crowd, you're more than welcome to bring your own sodas for us to serve.
- The bar set up fee includes ice, coolers, chillers, wine openers, cocktail napkins, etc.
- You will need to pull a NC Special Use Permit if you are providing your own liquor for your event.

<https://abc.nc.gov/Permit/QualificationLSO/>

- REID'S upholds a strict "No Shots" from the bar policy for all events.
- Please inquire if you would like for REID'S to supply the alcohol for your event. Custom packages available.
- Here are some helpful alcohol calculators if you are interested in quantities for your party. This is not something that we are able to offer advice on.
- <https://www.evite.com/pages/party/drink-calculator/>
- <https://www.liquordepot.ca/Party-Planner/Drink-Calculator>
- <https://hubtap.com/wedding-drink-calculator/>



## FREQUENTLY ASKED QUESTIONS:

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### *Can you explain vendor meals?*



- In almost all cases, your vendors will eat the same menu items as your guests.
- We prefer not to have vendors go through a buffet line and instead will prepare plates for them from the kitchen. *This will happen after all guests have eaten.*
- If you have vendors who need to eat prior to dinner, you will need to make other arrangements for them. Typically bands are the only vendors who would fall into this category.
- Be sure to list all vendors who will be needing a meal. Vendors that will typically require a meal: Planners, DJs, photo and video team [including second shooters], shuttle drivers, venue managers and staff.
- We will provide meals for our team.

### *What are the final details call questions?* [2 Weeks Out]

- Final guest count including vendors & children.
- Dietary restrictions.
- In depth timeline and location of events overview.
- Any special service requests (such as champagne toast or cake cutting).
- Bar detail information.
- We will also request a copy of your timeline, rental order, floorplan.

### *What items am I, my planner, and my venue responsible for:*

- Building a timeline.
- Rental order including quantities and types [tableware, glassware, linens, etc]
- Tables and Chairs.
- Floorplan.
- Distribution of Vendor Meals.

## CONTACT INFORMATION

We are always happy to hop on a call with you to answer any questions that you have. We prefer that you email us to set up time for a call rather than calling the restaurant. Please allow 24 hours for email responses Monday-Friday and 48 hours on the weekends.

Emails will be answered in the order that they are received.

### EMAIL OUR TEAM:

**REID'S**  
CATERING CO

Meris Gantt - Catering Sales & Marketing  
[booking@reidscafeandcatering.com](mailto:booking@reidscafeandcatering.com)  
Susan Tate - Catering Coordinator  
[events@reidscafeandcatering.com](mailto:events@reidscafeandcatering.com)

### OUR OFFICE LOCATION:



The Beacon  
125 Graduate Lane  
Boone, NC 28605  
828.865.0087

*Thanks again for considering REID'S! We're so glad you're here.*

