



Personal Chef Catering

As a Chef with over 22 years experience, I get asked three questions more than anything ever; that is either 1) What is your favorite thing to cook, 2) What is the difference between a Personal Chef and a Private Chef, and 3) Why is "Chef Brian's Personal Chef Catering Service" a better choice than hiring a general catering company for small events and dinner parties?

So, to all my clients and readers I will help you save your time & breath and answer these questions so you won't have to ask, but if you must please do ... My favorite thing to cook is whatever is fresh, in season and will put a smile on your face and make you and your guests happy (Really).

Secondly, the definitions of a Personal Chef vs. a Private Chef is a Private Chef is dedicated to one particular client or family and devoted to their daily nutritional needs; it seems the chef will usually live in the client's home, so at all times the chef will be privately available. A Personal Chef will often have several clients who will be frequently visited to receive chef services. The services of a Personal chef will often include customized menu planning, shopping, food-production, packaging and/or food serving.

The advantages of Personal Chef catering versus a generalized catering company are often like the differences between night and day. A general catering company will usually have set menus with no real variety of creative choices; this can lead to dissatisfaction for clients who have special diets and discerning palates. Personal Chef catering will usually involve creative menu planning, custom designed menus built around the client's needs, tastes, desires and special diets. For many of my clients, I often include cooking



classes and nutritional instruction, this added bonus can either be one-on-one with the client or in a small group as "dinner party" entertainment ... Pure Fun!!!

Aside from dinner parties, a personal chef is usually hired to prepare an agreed upon number of meals for families who can reheat the packaged meals at their own convenience; very often many personal chefs who cook for special events and prepare ready-to-eat meals will also be employed fulltime at a restaurant, hotel, or catering company and work on their own time as a personal chef to earn extra money.

All Personal Chef Meals must be prepared in the client's home, or prepared in a professional kitchen which has valid, regular inspections from the County Health Department; this will ensure food safety and sanitation regulations are adhered.

There are many avenues to travel in order to operate a successful Personal Chef Catering Service. The most important is "word-of-mouth" testimonials from satisfied clients; another essential piece of the puzzle is having a solid Web Presence, my website is <http://chefbrian310.tripod.com>. To help generate the type of clientele who desire a personal chef I rely heavily on networking groups, and I have also partnered with Prima Lifestyle Management Group; <http://theprimallifestyle.com> Prima leads the way in Las Vegas for V.I.P. concierge services; Prima can supply their members the highest quality Chefs, Housekeeping services, Executive homes, the best cars, Limousines, V.I.P Club Services, and much more. Advertising and Marketing are also essential, if you have questions in regards to my marketing tactics please feel free to write me at chefbrian310@yahoo.com.

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