

Pure Joy Catering

Raising your expectations.





We don't just serve “catering food”

We create unforgettable moments and help celebrate the most important parts of our clients lives.

Every single thing we do – from the big picture down to the finest detail – we do with integrity, from scratch, the long hard way, deliciously and with great love and respect for our clients while still getting the average dinner served in 20 minutes or less – pretty magical.

Pure Joy Catering, voted Best Caterer in Central California, taking first place in every catering award for more than 17 years, simply because we love what we do, we're champions at the delicious art of off-premise catering *and it all begins with you.*





Messy Sexy

A Style Guide

Messy Sexy /mesē seksē/

adjective

1. Messy sexy means an organic, natural look, uncontrived, not fussy and over diddled with - un-sculpted... this salad is a perfect example. Our goal is for you to understand our style and then have creative freedom to express it with some of these simple examples.

First Impressions

A Guide to Messy Sexiness

Lynette, the owner & executive chef & Justin West our Chief Culinary Operations Officer, spend hours before each event scowering the Santa Barbara Farmer's Market looking for the freshest produce, herbs and products at the peak of their season to make each of our plates, passing, trays, and stations be a unique display of deliciousness.

We expect that *every* item we send is used 😊

Read the stickers on everything from farmers market. If you don't understand ask the supervisor or call Justin 805. 722.8527 (side note: the color written on the stickers refers to the event color, each event is assigned a color for packing & load out)

*Bags labeled "Decor, station or buffet"
(pass all to need to get passed to supervisor
& keep it in the shade



First Impressions

A Guide to Appetizers

Passing Trays

Always garnish, be creative and keep our messy sexy style in mind. We aren't looking for carved swans.

The herbs for passing trays can be *on* the appetizers – they're delicious - as well as a cluster on the tray. Please don't use ribbons on the herb bundles unless it's a particular color or style of that event.

Try arranging the appetizer in a straight line, or a sig zag. Use the hand-picked passing trays we pack to guide your creativity.

Instead of a vessel for sauce, try smearing it on the tray and neatly arranging the app on top or drizzling it on the apps.

The arugula & basil from that morning farmers market is to be put on the flatbread after baking (left) giving it fresh color, flavor & farm fresh vibrancy.



First Impressions

A Guide to Appetizers



Try smearing the dipping sauce directly on the platter, great use of herbs here, you can also put a few leaves on the food too!



Notice the paper is torn, not cut, or folded



Nice cluster of herbs in the corner of the passing tray – perfect

First Impressions

A Guide to Appetizers

Bruschetta

Drain the excess juice from the tomatoes and display some fanned like cards and rest in a bowl. This style also works great with Tapenade. Try on a station OR as a passed appetizer.



First Impressions

A Guide to Appetizers

Appetizer Displays

For appetizer stations like the crudité, cheese table and farmers market stand put out all the food you are sent right from the beginning. It's a bountiful, generous wow factor we are going for. Olives and dips need to be in small bowls but most everything else you have should be a piled, spilling arrangement. Cluster don't scatter. Vary the way you cut the cheese, not all cubes please. Honeys, jams etc should be open. I prefer knives set on the table, not stabbed into the food.

Figs, pit fruit, citrus & pomegranates look beautiful cut in half, and leave some whole, but put them all out – that is KEY.



First Impressions

A Guide to Appetizers



Check out the Pear! Keeping its shape like the persimmons on the previous page. This slice works good for apples too. Cut citrus, kiwi and berries actually make the guest salivate, far more juicy & colorful. Edible flowers and herbs are great on cheese



Honey sitting out
on the slab

Some
cheese cubes are
fine, but consider
slices, “breaking” or
“tearing” others
instead of using a
knife

Persimmon is cut and the top is
still there, great for many fruits

See the cut apple, above, fun!

First Impressions

A Guide to Appetizers



Have a Mezze or Dips on your menu? Garnish, otherwise its just a bowl of moosh.



Family Style Dinner

Creating Beautiful Platters

Use those Garnishes!

The fresh herbs are sometimes delicious used with a bit on the food as well as a cluster on the side & under the food.

Read the stickers on the farmer's market bags so you know what the Executive Chef was thinking.

Some things are specifically for the passing trays, the appetizer station or the buffet. Use everything we send.

Family Style Dinner

Creating Beautiful Platters



Grilled Lemons for extra color and flare on the platter...YES!!!

Family Style Dinner

Creating Beautiful Platters

Herbs and Garnishes

Platters; The fresh herbs are used in/on the food as well as a cluster on the side or as garnish. Chefs, use ANY décor herbs you want on the food, just take it from décor if you haven't got enough & make it awesome ;)



Family Style Dinner

Creating Beautiful Platters





Family Style Dinner

Creating Beautiful Platters

Chopping

Messy, sexy, organic – not all hacked up....We know you want to cut the stem off those carrots, or the radishes, don't do it! Leave them looking beautifully organic for grilling or crudité

Wash your produce.

If you get fennel be sure to trim out tough cores then slice very thin.

A Clean Shave

Slice Thin and Expose those Glorious Colors and Designs



In each knife bag there is a truffle slicer or mandoline and a cut glove.

This is great for radishes, watermelon radishes, carrots, slice super thin & submerge in ice water until needed, then drain & pat dry.

Plated Dinners

Creating a Beautifully Presented Plate

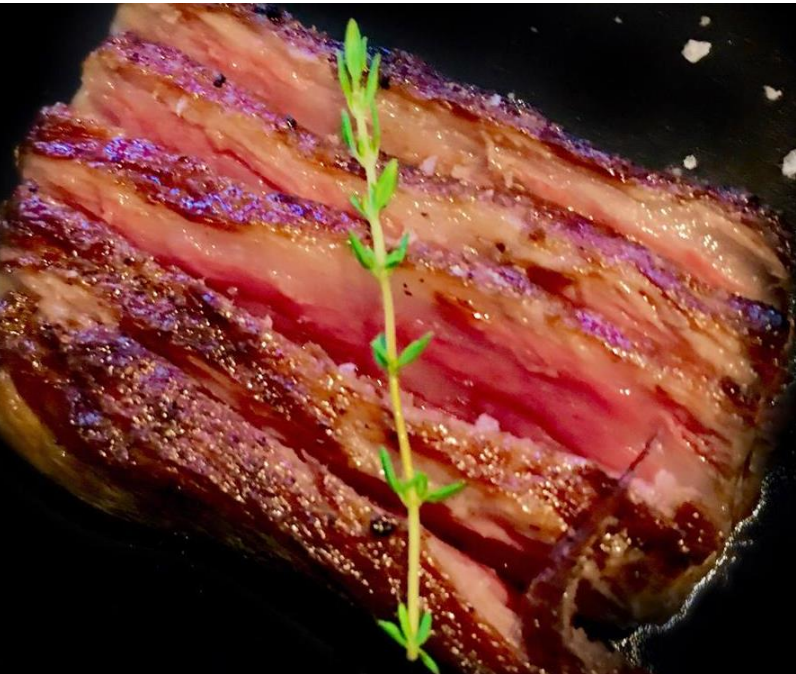
The Pure Joy Way

The salad isn't composed. It's a messy sexy deliciously peaked pile in the center of the plate. Try to use all of the farmers market peak of freshness produce.



Plated Dinner

Creating a Beautifully Presented Plate



Single Sprig of an herb



Food is piled high, pinch of micro greens on top



Doesn't have to be centered, try moving everything to one side of the plate



Plated Dinner

Creating a Beautifully Presented Plate

The Swoosh

A Beautiful Presentation especially for dessert plates.

See this video to watch a quick demonstration how to do it!

<https://vimeo.com/263246941>

Password: purejoy



Messy Sexy Hands

The Pure Joy Way

YES messy sexy, no sticky fingers....

Gloves, gloves, gloves.

Please make sure that gloves are always worn when handling food, both back in the kitchen as well as (and especially) at chef manned stations in front of guests.

Stations must look clean and appetizing. Even the late night ones ☺ no dirty rags, keep it tidy and clean.

Before you start your shift, you must wash your hands with warm, soapy water for 30 seconds. Please continue to wash your hands throughout the evening. Always have clean nails.





Let the festivities begin!

We look forward to working with you providing perfect service and beautiful
handmade fare

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A Little Horn Tootin...

