

STATELY SERVICE WINS CATERER OF THE YEAR

OVER THE LAST 20 YEARS, THE DEMAND FOR OUTSIDE CATERING HAS RISEN DRAMATICALLY, TOGETHER WITH A GROWING AWARENESS OF THE DELIGHTFUL SETTINGS OF SOME OF THIS COUNTRY'S STATELY HOMES.

To gain a significant share of this business and to be able to retain it requires something rather special and this is just what Zafferano Catering has achieved. However, when one digs a little deeper, the story becomes even more interesting.

Julian Saipe, managing director and co-owner with his wife, had trained as an opera singer and had sung in a variety of recordings and performances, ranging from Tippett's King Priam to Mozart's Requiem. He performed at the Royal Opera House for eight years, has sung on the soundtracks of a variety of films including Star Wars and Pirates of the Caribbean and launched Big Voice Productions to provide entertainment for corporate events. During this time, he developed a taste for parties and good food so that when he met the lady chef who was to become his wife, he saw a unique opportunity to combine these passions with business. In 1992, Vivienne Gonley had set up a small catering business - Zafferano (Italian for Saffron) - that featured mainly Italian menus. When Julian joined, he set about developing the company from a small family business into a larger operation but one still based firmly upon the original ideas of personal service, quality of food and presentation balanced with a sensible price - vital in this highly competitive market.

Today the company has moved



from its small roots to providing a high quality service at some of the country's most prestigious venues and for some world-famous names. Recent events have ranged from a Summer Party at Wellington Arch for English Heritage, the launch of the Francis Bacon Exhibition at the Tate Britain, a Reception at Westminster Abbey for the unveiling of the Cosmati Pavement, a Celebrity Fundraising Dinner at The Foundling Museum for Marie Curie and the launch of the Ian Fleming Exhibition at Imperial War Museum. It is this quality of food, presentation and service that has enabled Zafferano to succeed and grow and its

success has been recognised by the award of Event Magazine 'Caterer of The Year' 2008 and Eventia 'Catering Firm of The Year' 2008.

According to Julian, "The majority of our business comes

from large corporate business but we have never forgotten our roots and we still cater for smaller events. More recently we have moved into the business of regular contracts with large companies to meet executive and directors catering needs. In all this, the quality of our food is only as good as the quality of our suppliers. Our menus have moved from the original Italian to an eclectic mix of modern European dishes. To meet this need, we use a balanced and carefully chosen mix of the large distributors down to local artisan cheese shops. Depending upon the menu, we will use local foods or delicacies imported from around the world to satisfy the customer's specific requirements for that event. Laying on an event is very much like putting on an opera - it is all a matter of theatre and I love every minute of it!"

TO FIND OUT MORE, TELEPHONE 0208 905 9120.



ADAMS

CATERING EQUIPMENT & FURNITURE HIRE

We are pleased to be a supplier to **Zafferano** and wish them continued success for the future.

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