

## Company Profile

Avocado Group provides inspired event cuisine for meetings, corporate events, product launches, cocktail parties and weddings.

Together with venues such as Tattersalls Sydney, Justice and Police Museum, NIDA, Vaucluse House, Elizabeth Bay House and Hyde Park Barracks, Avocado Group creates versatile and innovative catering concepts distinctive to each and every event.

Avocado Group is able to assist with all aspects of event management to ensure each event is a success.

Since Avocado Group was created by Ian Martin in 1995, its operation has grown to become one of the leading suppliers of catering services in the Sydney Metropolitan area. During this time the caterer has extended the services offered beyond purely catering to total catering management and venue procurement.

Avocado Group also has a long history of location catering – client offices and unusual sites such as islands in Sydney Harbour, beaches and car parks - where planning and logistics are all important. The company also sources venues for particular clients on an event by event basis.

The clients of Avocado Group are primarily from the corporate and event market, although with the resources available there are virtually no limitations to the catering management services Avocado Group are able to supply. Conferencing, cocktail functions, product launches, dinners (both intimate and grand), weddings, or unique and unusual venues are just some of the many styles of functions that can be catered for by Avocado Group.

Avocado Group places a great emphasis on development and training for all staff, whether they are full-time, part-time or casual. This ensures consistent access to high calibre staff that will maintain the high standards the company has set and enable the company to provide uniformity of service to all clients.

Avocado Group is proud to be the holder of a catering gold licence issued by the Restaurant and Catering Association of New South Wales. The prerequisite for gaining a caterers license is the achievement of minimum standards with regard to insurances, licensed commercial premises, safe food handling and levels of experience in the industry. Avocado Group is also the holder of a caterer's liquor licence.



## Mission Statement

Avocado Group is committed to providing cuisine and service to a standard of excellence.

## Company Goals

Avocado Group strives to achieve the following:

- To ensure that a style of catering, enhanced by international influences and yet remaining uniquely Australian is provided within each client's budget.
- To provide a flexible service from the initial enquiry to the completion of the event and beyond.
- To provide a friendly, relaxed but extremely efficient service, by employing the highest calibre of staff. Professional efficiency and service with a smile are essential for the smooth running of any catering operation.
- To supply a range of venues to satisfy the diverse needs of clients.
- To ensure that the highest service levels and product standards are consistently maintained across the full range of catered events, from small events requiring minimal catering to the largest event requiring an extensive and multifaceted catering service. This is achieved by:
  - o Providing excellent food and service.
  - o Maintaining core values: Integrity, professionalism & excellence.
  - o Continued development of industry knowledge and awareness.
  - o The latest technology to manage communications, bookings and event co-ordination.
  - o Staff who are selected for attitude and aptitude in every area and at every level.
  - o Experienced management.
  - o Effective food, service and safety systems backed by regular training.

## Industry Recognition

Avocado Group has been recognised on numerous occasions by industry groups for its delivery of catering services.

Awards and nominations include:

2009	Best Achievement in Catering at the Australian Event Awards
2008	NSW Corporate Caterer of the Year Finalist National Corporate Caterer of the Year
2007	Caterer at an Event
2005	Corporate Caterer
2004	Corporate Caterer
2004	Venue Caterer
2003	Corporate Caterer
2003	Venue Caterer
2002	Corporate Caterer of the Year
2002	Venue Caterer
2001	Corporate Caterer
2001	Venue Caterer
2000	Corporate Caterer
2000	Venue Caterer
2000	Event Caterer
2000	American Express Function Centre Caterer The Avocado Group at Customs House



## Client Testimonials

Some of the companies Avocado Group has recently supplied catering services to include the following:

Provident Capital  
NSW Health Department  
Clubs NSW  
Monte Saint Angelo College  
SwissRe  
Network Ten  
Hudson  
Verve Creative  
Standard & Poors  
Hannaford Events



*“The corporate dinners Hannafords Events managed at Freshwater Beach on the 4th & 12th March this year presented a great challenge for all involved! The fabulous team at Avocado Group responded to the additional issues of working with sand & surf, and successfully helped us to stage two spectacular beach dinners: two weeks in a row! Megan, Ian and the chefs were highly professional to work with at all times from negotiations with overseas clients, to specializing menus and producing top quality formal dinner! We appreciate their hard work, dedication and food excellence – we will be using again!”*

Laura Sage - **Hannafords Events**

*“Thank you so much for making last night happen. I have already received numerous emails and phone calls thanking us for “the best cocktail party ever”. We really appreciate the effort of you and your fabulous team.”*

Christine Heywood- **Allan Hall Business Advisors**

*“For the past few years the Avocado Group has catered for our major fundraising functions as well as a large international conference held at the college. We have been delighted with the high quality of the catering and the professional staff. After each of our functions we have received many complementary comments about the meal and the service. Nothing seems to be too much trouble for them.”*

Margaret Coulter - **Monte Sant Angelo College**