



Panache Exquisite Events Update

Catering Extraordinary Events for over 16 years

Volume 16, Issue 1

Special points of interest:

- **Continental & Full Breakfasts**
- **Box Lunches**
- **Lunch in the Board Room**
- **New York Style Deli Platters**
- **Desserts**
- **Artisan Breads**
- **Delivery Available**
- **Corporate Accounts**

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Nordstrom's Panache is Total Customer Satisfaction

Parties By Panache can be said to have taken its policy of ensuring total customer satisfaction from Nordstrom. Founder Hollis O'Brien says, "In addition to catering for them, I love to shop at and learn from Nordstrom. Nordstrom can be an intimidating store, however the Nordstrom people make it an inviting and friendly place to shop."

Among those very special people are Michelle Jacobsen, an eight-year veteran and proud Nordstrom Family member. Michelle is currently the "entrepreneurial manager" of the hand bag department at the Brea store, where Michelle says her greatest contributions to Nordstrom are

making her staff feel appreciated and the example that she sets for them.

Michelle developed the skill to set that example as Concierge Manager at South Coast Plaza and as a Nordstrom Recruiter and Trainer for the Los Angeles and Orange County region. While performing these two jobs Michelle had the opportunity to speak frequently. Anyone who has had the opportunity to hear her speak will appreciate just how inspiring she can be.

Michelle says, "The Nordstrom philosophy regarding customer service is use your good judgment to make sure the customer has an outstanding shopping experience. We focus on the fact that Nordstrom's name is synonymous with service."

The benefit to Nordstrom of "entrepreneurial management" is that it empowers the employee. Michelle says, "The department manager deals with the buyers, plans for the department, in effect grows Nordstrom's business. It is very empowering when you get to do what works. Nordstrom's policy of promoting from inside the organization helps me inspire passion and the fire to succeed in my team."

Hollis agrees with the Nordstrom philosophy. "Each event that Panache caters is a very enjoyable experience for us as well as for our client. I learned early that an appreciated staff will make any party an inspired event. I think I may have learned that shopping in Nordstrom."



Memorable Dinner Recipe: Great Food, the Right Wine and You.



Enjoy the beauty of spring with hors d'oeuvre, a glass of wine and Panache's house-made breads.

"It's beneficial to taste different wines with various categories of food, creating your own taste palate. Remember that its okay to find what you like and stick with it." says Jay Sengstock, of Beverages & more!



Wine is one of the great joys in life and can make a very good meal truly memorable. We are often asked by our clients to suggest wines to match the wonderful foods that we serve. Fortunately acquiring the expertise to make such recommendations is a very pleasurable experience. However, with the wide variety of very good wines on the market today even dedicated oenophiles must turn to the experts for recommendations.

Our wine expert this month is Jay Sengstock, Wine Manager of "Beverages & more!" in Brea. Jay has been selecting and selling wines for the last six years and he was gracious enough to match wines to dishes appearing on three of our spring menus.

"A pleasant balance between flavors is key when pairing foods with wine." Jay says "Neither food nor wine should overpower. Systematic tasting is helpful, try different wines with a favorite dish. It's beneficial to taste different wines with various categories of food, creating your own taste spectrum. Remember the goal is to find what you like."

"The Chalone Pinot Noir is, of the wines recommended below, my personal favorite. It has a fantastic body, color and bouquet and an incredibly rich flavor compared to other domestic Pinot Noirs. This wine pairs very well with roasted fowl, game, salmon and as is shown below with maple glazed ham."

When orchestrating wines for a multi-course dinner, Jay starts with a still or sparkling white wine, saying "A fume blanc or champagne with good crisp acidity is a good choice." As the food gets richer, so should the wine. Red meats with fat based reduction sauces allow you to move on to a full bodied red wine such as Syrah, Zinfandel, Sangiovesse, Merlot or Cabernet.

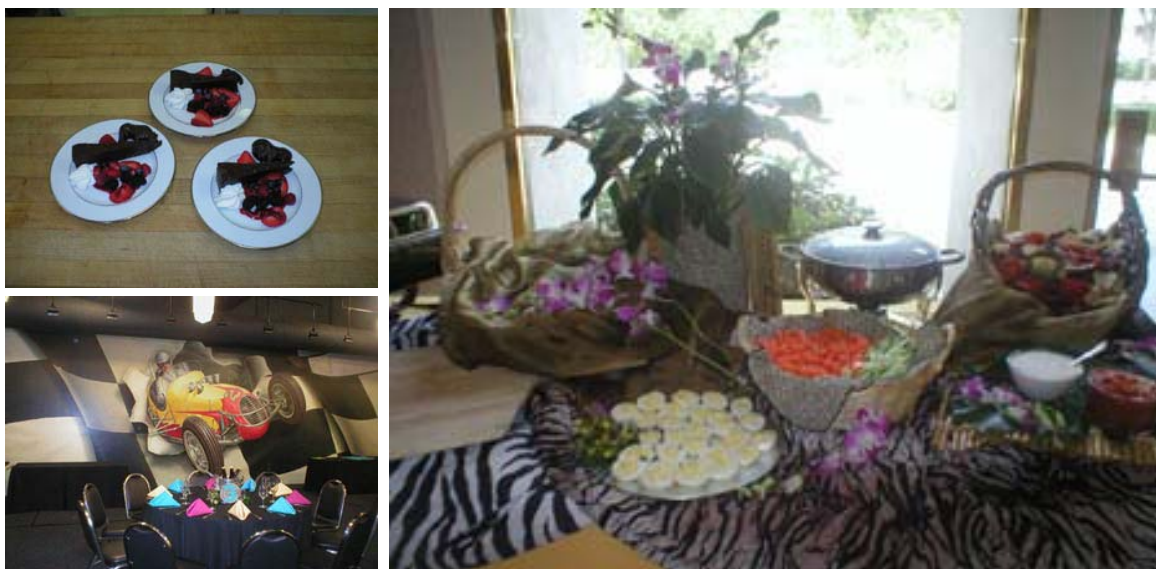
Dessert opens us up to wonderful and different options. You can experience the often unexplored dessert wines, such as Muscats, Ports and Ice Wines. In warmer seasons, you may pair berry and chocolate dishes with a nice Champagne. In cooler seasons, you may find a Tawny Port to be more appropriate. However, personal preference should be your rule when deciding which to drink.

Of the wines recommended below Jay says that few are real long-term keepers. The Chalone Pinot Noir, Columbia Crest Reserve Syrah, and the Beringer Knights Valley Cabernet could last for a few years if properly stored. However, most of these wines are ready to drink now and long term cellaring may prove more harmful than beneficial.

Jay Sengstock's pairings: the right wine with the right food

Spring Salad with Oranges, Kiwi, Toasted Pine Nuts	Dry Creek Fume Blanc	\$10.00
	Zemmer (Italy) Pinot Grigio	\$11.99
Vegetable Frittata	Roederer Estate Brut	\$15.99
	Nino Franco Prosecco	\$10.99
Fresh Fruit Platter	J Wine Company "J" Brut	\$25.99
	Dentz (France) Champagne	\$27.99
Maple Glazed Ham	Husch Gerurztraminer	\$ 9.99
	Chalone Pinot Noir	\$31.99
Roast Garlic and Mustard Crusted Leg of Lamb	Columbia Crest Reserve Syrah	\$27.99
	Beringer Knights Valley Cabernet	\$17.99
Polenta Lasagna with Grilled Vegetables	Remo Farina Valpolicella Ripasso	\$11.99
	Teruzzi & Puthud Terre di Tufi	\$16.99
Orange, Almond and Chocolate Ganache Tart	Taylor 10 year Tawny Port	\$25.99
	Rosenblum Black Muscat	\$14.99

Note: Prices are at Beverages & more! And are subject to change without notice



Celebrations Spring to Life with Spectacular Decor

Right now the flower markets are overflowing with extraordinary blooms that lend themselves to spectacular décor. The spring weather permits outdoor and indoor entertaining thereby allowing you to use a wide variety of styles, techniques and mediums in your decorating.

“Personalized décor makes your event memorable and unique,” says Leslee Meyer, décor specialist for Parties By Panache. “A plain room can rival a grand palace if the decorations are properly executed. We turn ordinary backyards into tropical paradises for our clients on a fairly regular basis.”

“Budgeting for your event should include a separate category for décor. Careful early consideration of desired effects will allow you to get the greatest value for each dollar spent. Leaving décor to the last minute almost guarantees you will overspend and probably not get the best deals that you could. I recommend considering desired décor before you start looking for your venue,” says Leslee.

Don't settle for mundane decorations. We have all the skills needed to create your own unique décor, be it a cozy setting for an intimate tea or dramatically accenting high tech venue.

“A plain room can rival a grand palace if the decorations are properly executed.

We turn ordinary backyards into tropical paradises for our clients on a fairly regular basis.”

Help! We need your e-mail address.

When we updated our website we made several promises relating to a reduction of mail in your mail box. We can only keep those promises if you provide us with your E-mail address. Once we have put you on the E-mailing list we will remove you from the “Snail mail” list and all our correspondence will be sent to you in only the electronic format.

In addition to making room in your mail box for letters from family, friends and other desired correspondents, you will receive our newsletter the moment that it is published, you will be among the first to receive our beautiful postcards, all updated menus, photographs of public events and any other news that we believe is relevant to your entertaining needs.

To be put on our e-mailing list send an e-mail to Jerry@partiesbypanache.com with the message “Add me” in the message bar.

Help us keep our promises to you of less mail, less flyers, less out of date menus, more great recipes, holiday menus and entertainment.



Act now, get on our e-mail list and be the first to know what's cooking at Panache!



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Elegant Hors d' Oeuvre: Caviar Pie

- Hard cooked eggs, chopped coarsely
 - 3 ounces homemade mayonnaise
 - 4 ounces seruga caviar
 - 2 ounces salmon caviar
 - 2 ounces golden caviar
 - 3 cups minced green onions
 - 32 to 40 lemon wedges (about 4 lemons)
 - 1 cup sour cream
 - 1lb. softened cream cheese
 - Fresh herbs (dill and parsley)
 - Swedish rye baguette
1. Hard cook 12 fresh, large eggs. Cool the eggs and peel.
 2. In a food processor or the bowl of a Kitchen Aid mixer blend softened cream cheese and sour cream.
 3. In a large bowl chop the cool eggs until uniformly coarse and mix with mayonnaise..
 4. Grease and line with parchment the bottom of a 10" spring form pan.
 5. Spread the egg mixture evenly over the bottom of the greased parchment lined spring form pan.
 6. Spread the minced green onions over eggs.
 7. Using a wet spatula spread the cream cheese-sour cream mixture over the onions.
 8. Cover the "pie" with a greased circle of parchment and chill for 3 or more hours.
 9. Once pie is firm, run knife around pan to loosen and remove spring form. Using a long wide cooks' spatula coax the pie onto your serving platter.
 10. Before serving decorate the top of the pie with the three caviars arranged in an attractive pattern. Place the lemon wedges around the edge of the platter.
 11. Serve with homemade Swedish rye bread and your favorite aquavit.



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