



## MAKING MEMORABLE FNB MOMENTS

There are many components to a successful event, however the choices made around food and beverage can make a defining difference.

Too often the entire food and beverage (or fnb) budget – usually significant – is selected from standard packages provided by venues and caterers, without creative input or direction from the event producer.

Why is it that we have creative directors for lighting and sound, but not for food?

The fnb component of an event is under scrutinised and there is real opportunity for event producers to transform the event experience and make a lasting impact with superior, smarter food and beverage choices.

To make an impression with food and beverage, we first need to understand the purpose of the event. Is it promotional, educational, motivational or social? Once we know this, we can design a creative approach to what is served and interesting ways of delivering it.

For a social event, having large sharing dishes on a table is ideal – it gets people talking and interacting. For a motivational event, serving French Champagne (at least to start) is a must – the event needs to have bragging rights. If your event is designed to showcase a brand based on the principals of custom designed services and products, the approach to the menu and service must match and complement.

Here are a few key ingredients to making an event memorable through food and beverage:

- **Ask Questions:** Talk to your client about what they want to achieve. Understanding their goals will help you design fnb for events that *stick*.
- **Get thinking:** Have a creative session dedicated to food and beverage. Brainstorm how the theme of the night can be reflected through the food and beverage. Being clever is not always about spending more; I've found that having strong creative culinary vision can actually reduce your costs.
- **Calling creative caterers:** Ask your caterers to get creative! Talk to them about doing things differently and work with them on their pricing structures to ensure it is a win-win situation.

### Tom Rutherford, Director, **fnb**

Chef and Creative Director Tom Rutherford is an Australian icon in the restaurant and catering world. Recognised internationally for his innovation, avant-garde cuisine and mind-blowing events, Tom brings to **fnb** a lifetime of culinary credibility.

Tom Rutherford brings a fresh, experienced and discerning eye to food and beverage management. Working alongside restaurateurs he brings a point of leadership and coordination transforming restaurants into successful businesses.

For more information visit: [www.fnb.com.au](http://www.fnb.com.au) or contact Tom: [tom@fnb.com.au](mailto:tom@fnb.com.au)