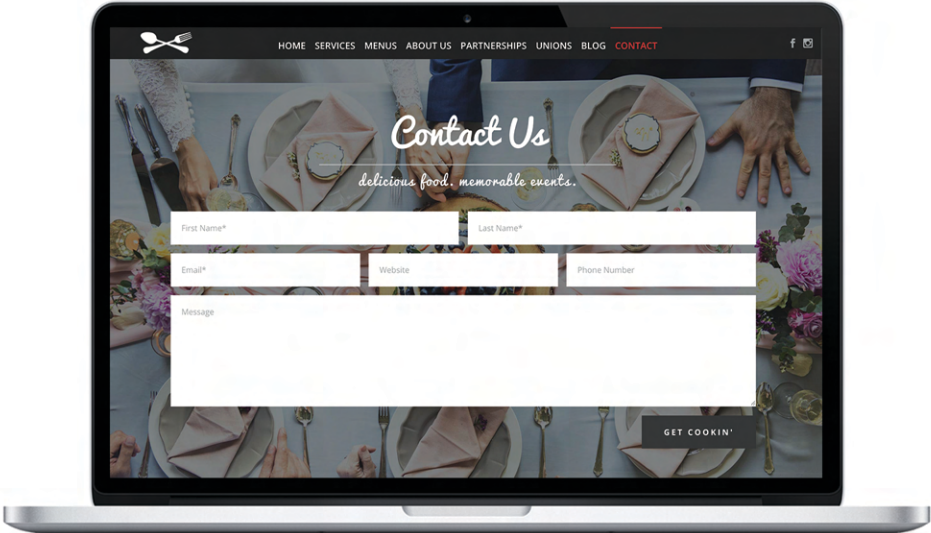
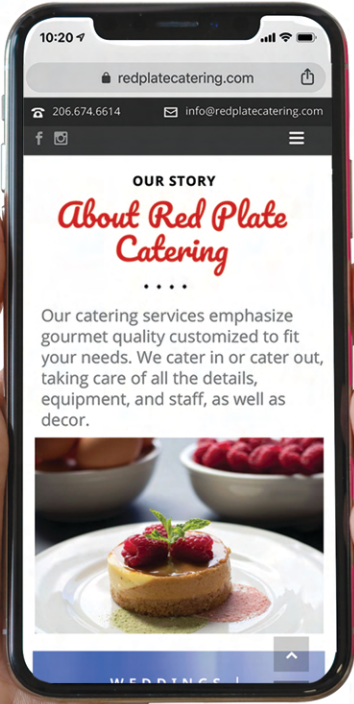


# RED PLATE CATERING

# WEBSITE DESIGN







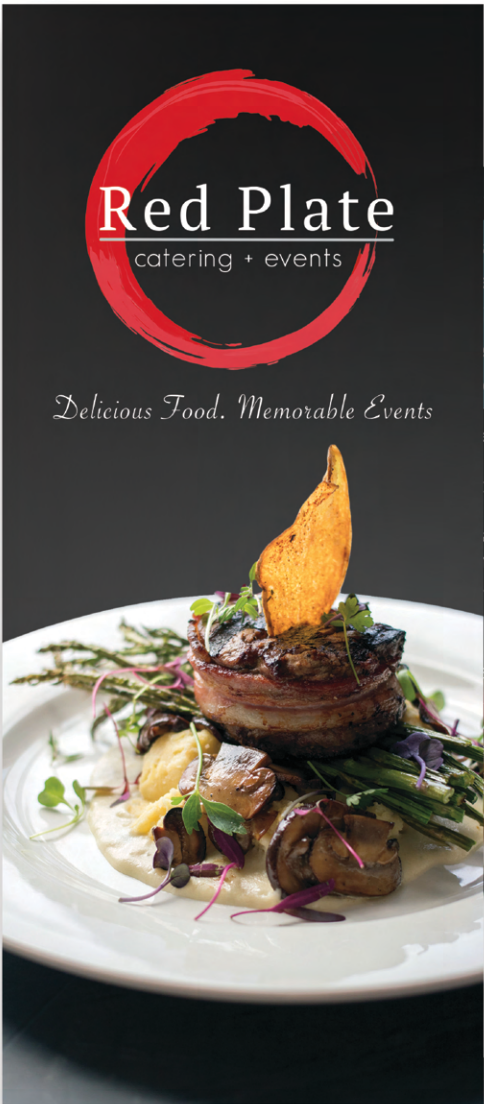


RED PLATE CATERING

# MARKETING COLLATERAL



BUSINESS CARDS



MAIL SLICK



This piece was designed as an insert to place inside Clise Properties tenant's monthly bills, as a way of leveraging the parent company's customer base to expand our visibility.

200 Taylor Ave N  
206.674.6614  
redplatecatering.com



## MARKETING COLLATERAL



KEYCHAIN



TRIFOLD BROCHURE

These pieces were designed as in-hand leave behinds for networking and sponsored events to deliver secondary impressions, to leverage the visual and emotional impact of quality photography, and to increase brand recognition over time.





RED PLATE CATERING

# MARKETING COLLATERAL



## EVENT POSTER



*Delicious Food. Memorable Events*



# YOUR UNION CATERER

*I cannot say enough in support of Red Plate Catering...  
I strongly encourage all union members to make them  
your preferred provider for all on-site and off-site  
catering and event space needs.*

**Erik Van Rossum**  
President, UNITE HERE Local 8

6,000 sq. ft. meeting space | Gourmet Food  
On-Site Audio Visual | Complimentary WiFi  
**FREE PARKING** upon availability

*Call Patricia to schedule your next event!*

200 Taylor Ave N  
206.674.6614  
redplatecatering.com



This piece was printed and posted throughout the venue where Red Plate Catering was serving a state-wide assembly of union organizations, to maximize exposure and word of mouth referrals within the unions community.





## POPUK BANNER

**Red Plate**  
catering + events  
*Delicious Food. Memorable Events*

## PEOPLE ARE TALKING

Red Plate Catering has been offering in-house and off-site gourmet meals for over three decades. From corporate events to private weddings, parties, and reunions...We've got you covered!

**BACON WRAPPED FILET MIGNON**  
With Gorgonzola Cream Sauce, Sautéed Mushrooms, Garlic Yukon Mashed Potatoes, Roasted Asparagus and Potato Grisp

**GRILLED MAHI MAHI**  
With Mango Beurre Blanc, Glazed Rice, and Charred Peppers

**EVENT SPACE**  
ON-SITE AUDIO VIDEO  
COMPLIMENTARY WIFI  
GOURMET FOOD  
FREE PARKING\*  
10 ROOMS

**OFF-SITE CATERING**  
CORPORATE DINNERS  
BUSINESS LUNCHESES  
HOLIDAY PARTIES  
PRIVATE EVENTS  
WEDDINGS

**Book Now**  
*for your next event*

200 Taylor Ave. N  
206.674.6614  
redplatecatering.com

**SEAN PALS**  
Executive Chef

This piece was developed to stand up conspicuously at sponsorships and corporate events that would allow us to do so. Intended to facilitate the conversion of event guests into future customers by leveraging the impression of the event itself and tying it back to our brand.



## MARKETING COLLATERAL



### HOLIDAY TRIFOLD BROCHURE



This piece was designed as a leave behind for networking events leading up to the holiday season, as well as a mail-out to our past corporate clients, putting us top of mind when they are gearing up to start planning their holiday parties.



### QUEEN ANNE CHAMBER OF COMMERCE HOLIDAY SPONSOR STREET SIGN

This piece was designed to be posted along the street on Queen Anne Hill during the Holidays Season, used to make organic impressions build brand recognition.





RED PLATE CATERING

# PRINT ADVERTISING



Luxury Lifestyle Report



*Delicious Food. Memorable Events*



**BACON WRAPPED FILET MIGNON**

*With Gorgonzola Cream Sauce, Sautéed Mushrooms, Garlic Yukon Mashed Potatoes, Roasted Asparagus and Potato Crisp*



**GRILLED MAHI MAHI**

*With Mango Beurre Blanc, Cilantro Rice and Charred Peppers*

## OFF-SITE CATERING

CORPORATE DINNERS  
BUSINESS LUNCHES  
HOLIDAY PARTIES  
PRIVATE EVENTS  
WEDDINGS

## EVENT SPACE

ON-SITE AUDIO VIDEO  
COMPLIMENTARY WIFI  
GOURMET FOOD  
FREE PARKING  
10 ROOMS

**Book Now**  
*for your next event*

200 Taylor Ave N  
206.674.6614  
redplatecatering.com



**SEAN PALS**  
Executive Chef

## The Stranger



Looking for a venue to throw your party and watch the fireworks on December 31st? Get your New Years groove on in our Seafair Ballroom, available to reserve this year for the first time in 10 years!

You plan the party and bring the guests, we'll host it with our 5-Star catering service. This year, spend NYE watching the fireworks with an unobstructed view from our Vashon/Lee room; warm, cozy, and kissing with bubbly in hand. To book this space before someone else does, call Patricia at **206-674-6614**.

Oh yeah, we also host and cater-out for all manner of events year round.



[www.RedPlateCatering.com](http://www.RedPlateCatering.com)





200 TAYLOR AVE N.  
SEATTLE, WA 98109

206.674.6614  
patricia@redplatecatering.com

## Dinner Starter Salads

### ORGANIC FIELD GREEN SALAD <sup>v+</sup>

*With Grape Tomatoes, Sliced Cucumber, Red Onions and Croutons  
served with our House Honey Mustard*

### GOURMET CAES

*Romaine Heart, Smoked Paprika Crouton  
and Freshly Grated Pa*

### CITRUS SPINACH

*Baby Spinach tossed with Sliced Almonds, Ora  
and Goat Cheese with Balsam*

### ROASTED BEET S

*Sweet Roasted Beets with Candied Walnuts,  
and Citrus Vinaigre*

### GREEK SALA

*Kalamata Olives, Pepperoncini, Red C  
and Feta Cheese with Balsam*

V+ = VEGAN V = VEGETARIAN

All food and beverage is subject to a 22% service charge and current app  
\*While we do offer preparations with gluten-free ingredients, our kitchen is  
meats, poultry, seafood, shellfish, or eggs may increase your risk of foodbo

WWW.REDPLATECATERING.COM



200 TAYLOR AVE N.  
SEATTLE, WA 98109

206.674.6614  
patricia@redplatecatering.com

## Dinner Buffet- Create Your Own

All buffets offer brewed Caffe Vita coffee, decaffeinated coffee or tea, and Chef's choice of  
dessert unless specified (priced per person, minimum of 25)

### Choice of Three Salads

- |                                                                 |                                                |
|-----------------------------------------------------------------|------------------------------------------------|
| ORGANIC FIELD GREEN SALAD <sup>gf v+</sup>                      | REDSKIN POTATO SALAD <sup>gf</sup>             |
| WASHINGTON WALDORF SALAD <sup>gf v</sup>                        | FARFALLE PASTA SALAD <sup>v</sup>              |
| CEASAR SALAD                                                    | CUCUMBER, ONION, TOMATO SALAD <sup>gf v+</sup> |
| AMBROSIA SALAD <sup>with Orange Chantilly</sup> <sup>gf v</sup> | SPINACH SALAD <sup>gf</sup>                    |
| COLESLAW <sup>gf v</sup>                                        | TABOULEH SALAD <sup>v+</sup>                   |

### Entree Selections

- |                                                                          |                                    |
|--------------------------------------------------------------------------|------------------------------------|
| MARINATED CHICKEN <sup>with Citrus Beurre Blanc</sup> <sup>gf</sup>      | CHICKEN MARSALA <sup>gf</sup>      |
| CITRUS ROASTED TURKEY BREAST <sup>with Sage Pan Gravy</sup>              | CHICKEN PICCATA                    |
| ROASTED PORK LOIN <sup>with Apple Walnut Rum Compote</sup> <sup>gf</sup> | HONEY GLAZED PIT HAM <sup>gf</sup> |
| LONDON BROIL <sup>with Bourbon Mushroom Demi-Glace</sup> <sup>gf</sup>   | CITRUS BBQ SALMON <sup>gf</sup>    |
| SALMON <sup>with a Lemon Dill Beurre Blanc</sup> <sup>gf</sup>           |                                    |

V+ = VEGAN  
V = VEGETARIAN

All food and beverage is subject to a 22% service charge and current applicable taxes. Menu prices and fees are subject to change.  
\*While we do offer preparations with gluten-free ingredients, our kitchen is not a gluten free facility. Consuming raw or undercooked  
meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

WWW.REDPLATECATERING.COM



RED PLATE CATERING

# DIGITAL READERBOARD



These slides were designed to display on the digital readerboard in the parent company's hotel lobby, utilizing compelling visuals in a high traffic area to make impressions on guests and hotel visitors for existing events.

**Red Plate**  
catering + events

Special  
event  
coming  
up?

*We do that.*

Call Patricia: 206.674.6614  
[redplatecatering.com](http://redplatecatering.com)



**Red Plate**  
catering + events



*Special event coming up...*

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In an age when our inboxes are inundated with useless and unsolicited emails with long blocks of text that is too small to read, users are quick to send any email that is not immediately relevant into the trash. These HTML emails were designed to be clean and simple with a high ratio of images to text. The key message is placed above the fold- short and sweet- along with a prominent (*clickable*) call to action and high quality photos to pique the user's interest long enough to engage them with the content. More detailed information is intentionally placed lower in the email, for anyone interested enough to continue scrolling. More calls to action are dispersed throughout the email, providing ample opportunity for buy-in. Also, research shows that a very high percentage of users trust reviews as much as personal referrals, so I never miss an opportunity to utilize testimonials.



*Delicious Food. Memorable Events.*

taste it

*We don't pull any punches*



We take food seriously.  
If we didn't, we'd sell shoes.



Petite Bacon Wrapped Filet  
with Gorgonzola Mushroom Sauce



Bacon Wrapped Sea Scallops  
Large Diver Scallops in Applewood Bacon  
with a Sweet Port Wine Reduction

BOOK NOW!

Define your own menu.  
We've got some good ideas too.

- [Hors D'oeuvres](#)
- [Dinner Salads](#)
- [Served Dinner](#)
- [Dinner Buffet](#)
- [Desserts](#)
- [Refreshments](#)
- [Vegetarian](#)
- [Served Breakfast](#)
- [Breakfast Buffet](#)
- [Lunch Salads](#)
- [Served Lunch](#)
- [Lunch Buffet](#)
- [Boxed Lunch](#)
- [Sandwiches](#)

**BOOK YOUR EVENT BY NOVEMBER 1st  
AND GET A HUG!!!**

[patricia@redplatecatering.com](mailto:patricia@redplatecatering.com)  
[www.redplatecatering.com](http://www.redplatecatering.com)

“

*Red Plate Catering has gone way above our expectations...Patricia and Chef Sean deserve a huge hug and a special thank you. This was our first event in Seattle and thanks to Red Plate it was a complete success!*

“

*The servers were awesome, the food worked for everyone, we enjoyed every bite and their hospitality was amazing. Everyone had such a good time they didn't want to leave when the event was over. We'll be back!*

Red Plate Catering

200 Taylor N. | Seattle, WA 98109





# RED PLATE CATERING

## EMAIL MARKETING



*Delicious Food. Memorable Events.*

**THE HOLIDAYS ARE ON THEIR WAY!**

Don't get left out in the snow. Book your event before October 15th for an exclusive VISIT SEATTLE partner offer

**10% off**  
the whole event!



**BOOK NOW!**



The holidays are about two things, good food and priceless relationships. At Red Plate Catering

The time to book your holiday party is here. Our catering staff will help you from start to finish. Choose from gourmet menus or plan your own meal. Want to party down in your office? We'll bring the food! If not...Red Plate Catering is partnered with the Best Western Executive Inn, perfectly located a snowball throw from the Space Needle. We'll work with your vision and budget to help you plan something magical for your business holiday party.

Relationships. At Red Plate Catering we understand that our business is more than just incredible food and attentive service. Our secret to success is caring about our customers. Patricia, our good-humored sales manager, will make planning your event easy. You will definitely share some laughs, and you just may get a hug!



Executive Chef  
**SEAN PALS**



Published in the Visit Seattle Cookbook with eight of the city's top chefs, Executive Chef Sean Pals shines at the helm of Red Plate Catering's upscale casual dining experience. Pals found his love for cooking under the master hands of his mother (former Lead Baker at Macrina Bakery), father (unsung grill master), and grandmother. Growing up in Colorado with an abundance of locally sourced meats and produce laid the foundations for Pals' bold, sharp, and rich cooking style. Sean will take your event to the next level.



Let us make your holiday party special. Give Patricia a call or click below to reach her by email.

**PATRICIA JOHNSON**  
206.674.6614

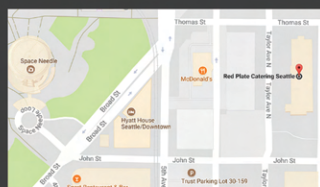
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[WWW.REDPLATECATERING.COM](http://WWW.REDPLATECATERING.COM)





RED PLATE CATERING

# PHOTOGRAPHY

All photography within this deck was done by me. The below photos are a sampling, not a comprehensive collection, some of which have already shown up in various other media







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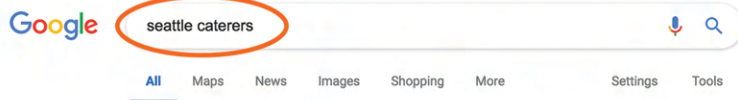




# RED PLATE CATERING

# GOOGLE RANKINGS

With a nearly non-existent marketing budget I was able to render Red Plate Catering one of Google's favorite businesses to showcase under some of the most competitive search.



About 8,230,000 results (0.63 seconds)

**Catering in Seattle | Choose from all Catering Menus | ezCater.com**

[www.ezcater.com/Delivery/Catering](http://www.ezcater.com/Delivery/Catering)

60,000+ caterers nationwide, including 176 in Seattle. The #1 catering site for companies in Seattle. Last Minute Catering · Catered Office Events · How ezCater Works · 5-Star Rated Caterers · FAQs

**Corporate Catering By Lish | Select Menu & Delivery Time | lishfood.com**

[www.lishfood.com/catering](http://www.lishfood.com/catering)

On-time delivery. 100+ top Seattle restaurants & chefs. Serving Seattle & Eastside. Schedule ahead or sign up for managed catering and let us handle all the planning. Professional on-site team. Change or cancel anytime. Pick 15-min delivery slot. Delivery & setup included. Order online or call. Weekly Catering · Order Now



Rating Hours Your past visits

Sort by

**City Catering Company**

5.0 ★★★★★ (20) · Caterer

0.3 mi · 509 Dexter Ave N · (206) 721-0334  
Open · Closes 10PM

WEBSITE DIRECTIONS

**Arista Catering**

5.0 ★★★★★ (149) · Caterer

1.2 mi · 1920 Dexter Ave N · (206) 250-5143  
Open · Closes 11PM

WEBSITE DIRECTIONS

**Red Plate Catering**

5.0 ★★★★★ (15) · Caterer

346 ft · 200 Taylor Ave N · (206) 674-6614  
Open · Closes 5PM

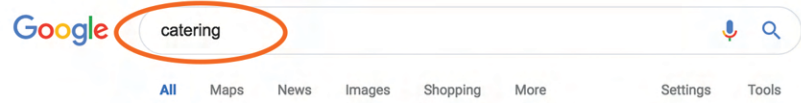
WEBSITE DIRECTIONS

More places

**20 Best Seattle Caterers | Expertise**

<https://www.expertise.com/wa/seattle/catering>

We Looked at 147 Caterers serving Seattle and Picked the Top 20. A Grand Affaire Catering. Amato Catering. Basil's Kitchen. Blue Willow Catering. Cameron Catering. Cochon Catering. Dante's Inferno Dogs. DayoSense Catering.



About 563,000,000 results (0.67 seconds)

**Catering in Seattle | Choose from all Catering Menus | ezCater.com**

[www.ezcater.com/Delivery/Catering](http://www.ezcater.com/Delivery/Catering)

60,000+ caterers nationwide, including 176 in Seattle. The #1 catering site for companies in Seattle. On-Time Delivery. Earn Rewards Points. Live Chat Support. Easy Online Ordering. Last Minute Catering · How ezCater Works · FAQs · Catered Office Events · 5-Star Rated Caterers

**Olive Garden® Catering Menu | Italian Classics You'll Love**

[www.olivegarden.com/](http://www.olivegarden.com/)

Deliver Greatness To Your Gathering - Order Something Everyone Will Love Online! Event Catering. Order ToGo Online. Family Friendly Dining. Gluten-Free Options. Soup, Salad, Breadsticks.

Catering Menu · New Endless Stuffed Pasta · Lighter Fare Menu · Olive Garden® eClub  
Early Dinner Duos - from \$8.99 - 50 Combinations, 1 Price · More

11325 NE 124th St, Kirkland, WA · Open today · 11:00 AM - 11:00 PM

**Starbucks Catering | Order Online | starbucks.com**

[catering.starbucks.com/](http://catering.starbucks.com/)

Baked goods, lunch favorites, tasty snacks & delicious beverages delivered to your event! View Menu.

**Whole Foods Market® Catering | Let Us Do Your Catering**

[www.wholefoodsmarket.com/Catering](http://www.wholefoodsmarket.com/Catering)

Order Meals, Entrees, and Party Must Haves Online And Pick It Up In Stores. Shop Now!



Rating Hours Your past visits

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Google

catering seattle



All

Maps

Images

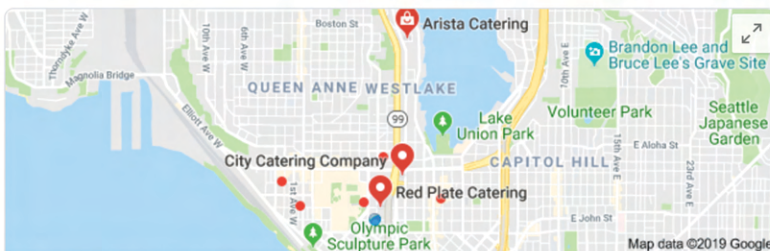
News

Shopping

More

Settings

Tools



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Google

seattle catering



All

Maps

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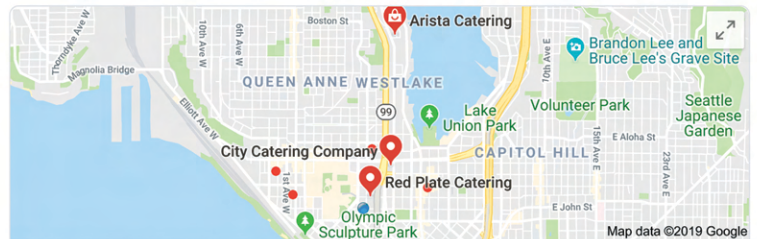
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WEBSITE



DIRECTIONS

More places