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by Deborah Carver

The Distinguished Caterers of 2013

ACE and CATIE awards name the best of the best

The Catersource Achievement in Catering Excellence (ACE) Award recognizes the top caterers in the industry in five regions: East, South, Midwest, West and International. We received more entries than ever before, and this year's crop of finalists and winners faced the toughest round of competition ever, with universally talented caterers vying for the title. We would like to thank last year's winners, who spent untold hours reviewing entries and making some very difficult decisions. Says Cassie Burd of 2012 Midwest ACE winner Butler's Pantry, "It was definitely difficult to choose the finalists. The most interesting part was how different, and at the same time, how similar catering companies can be across the country and across the world. While we are all in the same industry it seems some things are universal while others vary widely depending on location."

The following five companies came out on top, demonstrating their business prowess, innovative thought and consideration for their industry community and their local markets. Congratulations to all winners and finalists, and look out for the 2014 ACE Awards application at the end of 2013 to enter your company.

Bursting with creativity and fully embracing the possibilities of the digital age, Marcia Selden Catering & Event Planning has rocketed to the top of the competitive New York and Connecticut metro catering scene. Chef, owner and company matriarch Marcia Selden founded the business 35 years ago with no formal culinary or business training; it is now a multimillion dollar operation that relies on on-trend marketing strategies and industry savvy to consistently build profits and recognition.

Always exploring culinary trends, Marcia Selden Catering has incorporated compound butters—featuring combinations like Red Wine and Shiitake or Strawberry, Peach and Mint—into its menus. The staff has also readily embraced social media,

using YouTube videos for staff training seminars and incorporating Pinterest boards into marketing materials, where their ideas were picked up for *Martha Stewart Weddings* magazine.

The staff collectively works to reduce food costs, focuses on maintaining a consistent quality product, and participates in rewards programs to improve the business overall; the company's application proudly stated, "Everyone is a CEO of something." This wholly accepted responsibility and passion for catering has led to increased profits year over year and has made Marcia Selden Catering & Event Planning a business to watch in years to come.



WINNER > Marcia Selden Catering
& Event Planning
STAMFORD, CT

EAST Finalists

Accomac Events, YORK, PA

Connecticut Wedding
Group, MIDDLETOWN, CT

Mazzone Hospitality
SCOTIA, NY

Majestic Gardens,
ROCKY POINT, NY

