



SWEET HOSPITALITY GROUP  
A DRAMATIC DEPARTURE FROM ORDINARY

# CURIOUS WHAT IT WOULD BE LIKE TO HAVE SWEET HOSPITALITY GROUP CATER YOUR EVENT?

Get a behind-the-scenes look into three of our clients' experiences with our full-service catering.



**CLIENT: FRANK EBB FOUNDATION**  
**EVENT TYPE: ANNUAL COCKTAIL RECEPTION**

Since 2005, the Fred Ebb Foundation has hosted an annual reception where, in accordance with Fred Ebb's will, an aspiring songwriter or songwriting team is awarded \$60,000, and a monetary contribution is presented to Broadway Cares/Equity Fights AIDS.

The two-hour reception has always taken place at Roundabout Theatre Company's Todd Haimes Theatre Penthouse Lobby, with Sweet Hospitality Group catering the event since 2010.

Tim Pinckney of the Fred Ebb Foundation said Sweet Hospitality Group always does an excellent job of **creating a fun and memorable experience** for the roughly 150 guests in attendance.

*"Everything about Sweet Hospitality Group is amazing, from the quality of the appetizers and drinks to the presentation to the waitstaff," Tim said.*

"The waiters know what they're serving and exactly what's in it, and they're all very patient and efficient. The best part is that they're all theater people, so their energy meshes beautifully with the energy in the room.

"The plan has always been to make the award reception feel like a fun party — a chance for Fred's friends to get together and to celebrate new music





that's being written. Sweet Hospitality Group is the perfect partner to help us create that fun atmosphere, and after every event **I'm always told how great the food and the service was."**

Leading the charge of that perfect partnership is Sweet Hospitality Group's Manager of Catering & Concessions Operations Rainer Coloma, who oversees every aspect of the reception including the catering staff, third-party vendors, and the culinary and design teams.

*"Rainer makes everything very, very special and is a pleasure to work with," Tim said. "He understands our budget, and helps us serve the highest quality and quantity of food possible.*

"He also understands our audience. He knows we need to have a very heavy pass to start with, and that we need options for various dietary restrictions. Sweet Hospitality Group always has exciting food options

to choose from, and Rainer is very candid and helpful in recommending the best food and wine choices to make, which I really appreciate."

Rainer and the Sweet Hospitality team also keep Tim in mind, too, checking in with him throughout the reception to see if he needs anything and making sure there's a plate of food for him to enjoy at the end of the night.

Tim said it's all of these things and more than make Sweet Hospitality Group a catering company he loves working with — and ultimately one that makes his job easier.

"As a producer of an event, my goal is to hire the best people to do their job so that I can focus on mine. When it comes to catering, Sweet Hospitality Group is the best at what they do. I know everything is totally taken care of, and **I never have to worry about a thing.** And to me, that's the greatest gift." ✨



Rainer Coloma, Manager of Catering & Concessions Operations

**CLIENT: NEW YORK CITY CENTER**

**EVENT TYPE: PATRON DINNERS, FUNDRAISING EVENTS, RENTAL EVENTS**

New York City Center has been using Sweet Hospitality Group as their caterer for their formal patron dinners, annual comedy benefit, and various rental events since 2015.

Susan Strebel, NYCC's Director of Special Events and Development Operations, and Nadine Love, NYCC's Director of Rentals and Venue Operations, both said what separates Sweet Hospitality Group apart from other caterers is the level of service they receive from Manager of Catering and Concessions Operations Rainer Coloma.

**“The level of service we receive from Rainer is truly five-star, white-glove service, and not something I've had with other vendors in concessions or catering,”** Nadine said.

For Susan, who plans and oversees New York City Center's internally-produced “grand tier” patron dinners, additional benefits of working with Sweet Hospitality Group include:

- How open and responsive they are to feedback
- Their **dedication to client satisfaction** and providing the best experience for their patrons
- The **complete confidence** she feels that their food and beverage service is being handled by experts
- “Our dinners are pre-show, which can be a little chaotic because we're up against a strict time frame, but Sweet Hospitality really works with us on that,” Susan said. “Rainer himself is very calm and collected and always makes the timing happen the way we need it to.”

“Rainer is also very open to feedback. When we come to him with a need or a suggestion, he's committed to doing whatever it takes to make it better the next time, and he also makes it easy and comfortable to maintain an open



conversation about how to create the best experience for our patrons.”

Sweet Hospitality Group’s ability to provide an elevated customer experience is something that NYCC’s President and CEO, Michael Rosenberg, loves as well.

“The way their staff is trained, the way they serve people, and the food and drinks they’re serving **elevates the entire experience**. I’m very familiar with fundraising catering, and the menus that their Executive Chef, Wilson Giampietri, puts together for the grand-tier dinners are really great. The food is fresh and interesting, and the care he takes with the menu and the quality of the ingredients makes it a special night.”

Nadine said she greatly values the extent that Rainer goes to to ensure their rental clients have an experience that exceeds their expectations.



Wilson Giampietri, Executive Chef

*“A lot of our clients attend dinners at The Plaza, so being able to compete to that standard is important,” Nadine said.*

“Rainer knows how to add value for our clients and create a great client experience. He arranges the florals, chooses the colors and the linens, and advises on ways to make the floor plans visually interesting. We love that the artistic elements and menus are up to the standard our clients are looking for, and that **their entire staff is committed to continually elevating the level of service they provide.**”

She also loves Sweet Hospitality Group’s extensive sales expertise, which benefits both their clients and themselves.

“For our rental events, I fully rely on Sweet Hospitality Group to maximize our catering sales, and they are very skilled at stretching the client’s budget, suggesting upsells, and making sure we’re creating the best event, both for us and for our clients.” ✨

**CLIENT: JODI GLUCKSMAN**

**EVENT TYPE: LARGE IN-HOME PARTIES TO SMALL INTIMATE DINNERS**

Jodi Glucksman was first introduced to Sweet Hospitality Group when she was the lead sponsor of the Roundabout Underground.

But it wasn't until she and her husband hosted a memorial at the Penthouse Lobby of Todd Haimes Theatre that she really got to know Sweet Hospitality Group, and especially Rainer Coloma.

"The memorial was a big event, and **Rainer helped me plan everything from decor to food,**" Jodi said. "He made it so easy. He knew the right questions to ask and he was extremely warm and personable."

That successful event was the first of many "personally important events" that Jodi has hired Rainer and the Sweet Hospitality team to cater, starting with a surprise 80th birthday party for her mother at the Studio 54 Patrons' Lounge.

"One of the great things about Sweet Hospitality Group is that **they make it possible for a lot of different restricted eaters to eat** without

worry," Jodi said. "I myself have a lot of food restrictions, and Rainer and Chef Wilson always make it possible for me to eat at my own events, which is not usually the case when I'm a guest at other people's.

*"They go out of their way to make sure everyone is covered. One of the women at my mother's birthday party is ultra-Orthodox and she was blown away that they even made it possible for her to eat."*

From there, Jodi brought Sweet Hospitality Group into her home to cater large-scale events including





pre-prom parties for her daughter's entire grade and huge Labor Day barbecues for all three of her kids' classmates and their families.

"My daughter, Tillie, loves to plan events, and when she was in high school she asked if we could have a pre-prom party," Jodi said. "We invited the entire grade and their dates and their families. We had tents in the backyard and Sweet Hospitality Group ran the bar and provided all sorts of food. The party went on for hours and was a huge success.

*"That experience reinforced how easy and wonderful it is to work with Rainer. He keeps his mind on every aspect of the party so that I don't have to."*

"Once we saw him in action we realized we needed to bring Sweet Hospitality Group in to do our Labor Day barbecues, which had become pretty big events that we'd been doing all on our own. Sweet Hospitality handles all of the set up, all of the breakdown, and **all of the hard work so that I can just focus on hosting.**"

When COVID hit, Jodi began bringing Sweet Hospitality Group in to do small, intimate dinners for her family, like Thanksgiving dinner at her mother's apartment.

She said no matter what the event size, she loves that the Sweet Hospitality team always brings a tremendous amount of care to everything they do — and a **tremendous amount of warmth to everyone around them.**

"The entire team is always so fantastic. They horse around with my mother and chat with her about everything, and they've always bonded with our kids.

"Bringing Sweet Hospitality Group into your home is like bringing in friends. They're running the party but in a wonderful way they're a part of the party. Sweet Hospitality Group facilitates joy — and they've made my life easier on so many occasions." ✨



## WHAT MAKES SWEET HOSPITALITY GROUP DIFFERENT?

### WE CREATE UNFORGETTABLE EXPERIENCES.

We're not only committed to providing delicious and interesting food and drinks — our ultimate goal is to create fun and meaningful experiences that your guests will never forget.

### OUR STAFF AND SERVICE IS SECOND TO NONE.

Every Sweet Hospitality team member has been specifically selected because of their professionalism, warmth, and attention to detail — which produces a level of service you've likely never experienced before.

### WE MAKE PLANNING YOUR EVENT EASY.

We partner with you every step of the way to create — and deliver — a wonderful event so that you can focus on your guests (and have a fantastic time yourself).

WE'D LOVE TO HELP YOU  
CREATE AN *UNFORGETTABLE*  
*EXPERIENCE* AT YOUR NEXT  
EVENT, BIG OR SMALL.

Schedule a call to discuss your vision and needs today.



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