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FOR IMMEDIATE RELEASE

GREENLEAF PLATTERS

High quality party platters delivered throughout the San Francisco Bay Area
Easy online ordering, eco-friendly company
Fresh, delicious, contemporary food

(BERKELEY, CA – August 21, 2007) – Greenleaf Platters is a new delivery service specializing in high quality party platters for any celebration or business event that does not require a full-service caterer. Greenleaf Platters was developed by Hugh Groman of the eponymous boutique firm, Hugh Groman Catering, who saw a need in the market where big black plastic trays laden with cookie cutter sandwiches and crudités are the norm. A certified green business by Alameda County, Greenleaf Platters delivers freshly made, delicious and seasonal food on elegant white porcelain platters with stainless steel serving pieces within an hour of an event. Compostable napkins, plates, cups, and utensils are also available. Online ordering 24 hours a day, telephone confirmation of one’s order, one flat fee for delivery, set up and pick up of all platters, serving utensils and compostable leftovers and waste sets Greenleaf Platters apart.

“I created Greenleaf Platters for people who are passionate about food, rely on the convenience of online ordering and will not compromise on quality for their event,” says Hugh Groman.

GENESIS

Hugh Groman honed his culinary skills at Gramercy Tavern in New York City and during *stages* in restaurant kitchens across the country before opening and running the successful Boerum Hill Food Company in Brooklyn. The Lafayette, California native returned to the Bay Area in 2001 and founded Hugh Groman Catering, a full-service boutique catering firm in Berkeley. He soon

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gained a following for his attention to detail, delicious food and impeccable service at events for notables including Gloria Steinem and Nancy Pelosi. Over the last year, after fielding requests from regular clients for party platters, he realized that there was a dearth of options for those who did not need a full-service caterer but still wanted top-notch food presented beautifully. He developed the concept for Greenleaf Platters which launched in July 2007 offering a wide array of mouthwatering options for events accommodating guests numbering from 20 to 1000.

THE FOOD

Greenleaf Platters offers several complete menus from simple to decadent as well as dozens of a la carte selections within each category with several vegetarian, non-dairy, vegan and nut-free options to satisfy the needs of any event and budget.

All the food from Greenleaf Platters is designed to be served at room temperature and is delivered within an hour of the event for service within three hours. Greenleaf Platters uses organic ingredients whenever possible but not exclusively and meats from Niman Ranch and comparable purveyors who are ecologically conscious. Seafood is selected based on healthfulness and sustainability. All food is made from scratch and to-order in the Greenleaf Platters kitchen in Berkeley.

NO BLACK PLASTIC TRAYS, EVER!

The food from Greenleaf Platters is delivered on elegant white porcelain platters and bowls with stainless steel serving utensils – not the ubiquitous, non-recyclable black plastic trays. Customers supply their own tablecloth, plates, cups and utensils or may opt to order compostable paper plates, napkins, and cups along with utensils made from corn or soy through Greenleaf Platters. BioBags are provided for customers to deposit all food scraps, paper products and other compostables for pick up after the event. All waste is composted back at the Greenleaf Platters kitchen.



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EASY ORDERING AND DELIVERY

The Greenleaf Platters website is designed to be fun and easy to navigate. A chart is provided to help determine how much food one needs to order. Once the order is placed, a Greenleaf Platters representative will call to review and confirm the details and make any changes.

Greenleaf Platters delivers within a 90 minute drive from Berkeley to Alameda, Contra Costa, San Francisco, Marin, Santa Clara and San Mateo counties. Delivery, set up and pick up of all platters and compostables are covered for a flat fee based on region.

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For more information, please contact:

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