



CREATE INNOVATE INSPIRE

*Event catering, corporate catering, retail
and all things delicious!*

From the elegant to the extraordinary,
Laissez-faire Catering has been delivering
exceptional food experiences for **30 years**.

BUSINESS OVERVIEW

L.F. Catering Pty Ltd, trading as Laissez-faire Caterer, is an Australian Proprietary Company, limited by shares.

ABN: 88 100 710 328

ACN: 100 328 710

Director: Michael Dalah

Date of appointment: 18/11/2005

Director: Adrian Dalah

Date of appointment: 18/11/2005

CORPORATE TENDERS AND EOIS

Laissez-faire Catering is actively seeking new partnerships and business opportunities. Please get in touch for a confidential discussion.

Sara Flaksbard, General Manager

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YOUR PARTNER FOR EVERY OCCASION

If you're in search of a reliably exceptional food experience, then you've come to the right place. Stunning food that leaves a lasting impression is what Laissez-faire Catering is all about.

Since our operation began in 1989, our commitment to impeccable standards of product, preparation, presentation and service has been the cornerstone of our family-owned-and-operated business. We have a strong reputation as a name you can trust, built on giving our customers what they want, how they want it, and when they want it. Laissez-faire Catering is synonymous with quality because we value fresh, healthy and seasonal food for our clients. We work with only the finest seasonal produce, locally-sourced and sustainably-derived, to create delicious and visually exciting food selections to our clients' preferences, themes and styles.

We are deeply committed to balancing economic enterprise with social responsibility to achieve sustainable growth. Good food, professional integrity and social conscience has underpinned our success over three decades.

And, while Laissez-faire Catering is large enough to enjoy some economies of scale, it's also small enough to remain highly personalised, guaranteeing high service standards and product delivery. Our long-term and repeat clients, among some of Sydney's most prestigious and renowned venues and companies, are testament to this.

Whatever your catering needs, from high-end, flagship events to boutique, intimate occasions – and everything in between – Laissez-faire Catering is your must-have partner.

EVENT CATERING

Our brand is well-established at the top of Sydney's event catering market – a 2019 Finalist in the NSW Meetings and Events Australia Awards. We pride ourselves on consistently delivering professional catering experiences for all types of events. With more than 30 years in the business, we can guarantee your satisfaction with the quality of our cuisine.

From small meetings and seminars to large conferences with multiple breakouts, our event catering service is always well received, proven through consistently securing repeat clients.

We provide cost-conscious catering solutions for our clients that don't compromise on taste or creativity. From stylish finger food to restaurant-quality three-course menus, our Executive Chef delivers innovative menus packed with delicious seasonally-inspired flavours.

Specialty menus that include regional or local flavours, ethnic dishes and culturally-sensitive food choices (such as Kosher-friendly selections) or special dietary/allergy requests are easily accommodated. We also provide full-time event catering support so you can be assured we've got all your event catering needs covered.

By consistently delivering value to our clients and venue partners, Laissez-faire Catering currently enjoys a 46% repeat client rate (2012-2017).

CORPORATE CATERING

Whether it's in your boardroom, office or a private venue, let us help build on and improve your reputation with a seamlessly delivered corporate catering experience. Laissez-faire Catering has provided many years of professional corporate catering solutions to government departments and has been the exclusive caterer for many ASX listed and corporate companies.

Together we'll tailor the menu so that it's just right. Our menus are designed for every occasion - seasonal lunch and dinner menus, cocktail parties, working lunches, and meetings packages. We easily accommodate dietary/allergy requirements and special food requests, and we also provide full-time catering and service support.

LAISSE-FAIRE CATERING IS THE EXCLUSIVE CATERER FOR:



OUR LOYAL AND REPEAT CLIENTS INCLUDE:



LAISSEZ-FAIRE CATERING IS CONTRACTED TO 26 VENUES, INCLUDING:



Venues Laissez-faire Catering has catered to for 10+ years

*State Library of NSW
St Vincent's & Mater Health Hospital
Cell Block Theatre, National Art School
Royal Botanic Gardens
The Great Hall, University of Sydney*



RETAIL OPERATION

Laissez-faire Catering manages many centrally located cafés in Sydney. Our passion for creating unique and professional retail is matched by strong experiential credentials. Our selection, and reappointment, to venues of historic and cultural prestige, as well as hospitals, is testament to the quality of our offering, capabilities, customer feedback and revenue maximisation.

The demand for Laissez-faire Catering's retail catering is deeply rooted in our collaborative partnership style and knowledge of catering best practice, customer demand and market trends.

Laissez-faire Catering currently operates four cafes:

YOTS CAFÉ - *The Australian National Maritime Museum*

THE KIOSK - *The Australian National Maritime Museum*

CAFÉ TRIM - *State Library of NSW*

BITES CAFÉ - *St Vincent's Hospital*

OTHER SERVICES

We can assist with special catering requirements, including private dining, tailored to meet budgets. Feed us with your ideas. Nothing is beyond our reach.

Get in touch with our catering experts to discuss what's possible.

FOODIFIED™

It's our business philosophy, the basis of our organisational culture and our social purpose.

It provides us with a clear path for excellence in what we do and for achieving growth in sustainable ways.

Established in 2015, Foodified™ represents our respect for our clients, producers and the environment. In practice, this commitment means protecting and enhancing the environments where our business operates, innovating with waste management techniques, and working in collaboration with suppliers, venues, and clients to deliver product integrity, minimise our environmental footprint and give back to the communities in which we operate.

For our clients and venue partners, Foodified™ provides an understanding of where we source produce and informs our selection of suppliers - an important component of our quality assurance.

More and more, this seal of excellence is recognised in the marketplace as a stamp that signifies:

- only fresh, local and seasonal produce
- detail in our menu selections and presentation
- sourcing policies that ensure best and consistent quality, on-time delivery, and stable pricing
- our purpose to "create innovative and nutritious foods which inspire our customers to make good food choices"



OUR FOOD

Laissez-faire Catering's positioning on fresh and nutritious food and beverages caters to both growing public trends away from unhealthy foodstuffs and toward individual preferences.

Healthy and sustainable food options are a crucial part of the choices we make in Laissez-faire Catering's kitchens and represent a point of difference. We achieve this while maintaining value-for-money.

One-off menus for special events that include regional or local flavours, ethnic dishes and culturally-sensitive food choices (such as Kosher-friendly or Halal) or special dietary/allergy requests are easily accommodated.

Blending flavour and nutrition, our menus offer freshness and variety to meet the needs of a diverse market and vary according to the seasons, such as soups and warming dishes in winter and fresh salads in summer, and a minimum of 15% vegetarian options.

We guarantee the freshness and quality of our cuisine. All our food is prepared fresh daily in our commercial kitchen in Alexandria and our creations are delivered via our fleet of eight refrigerated vehicles.

OUR SUPPLIERS

We work with premium and local seafood and beef suppliers, artisan cheese producers and growers of quality fruit and vegetables to bring the best produce to the table.

Most Laissez-faire Catering suppliers are based in Sydney, with dairy, meat, and some seafood items sourced from around NSW. Our orange juice is made exclusively from NSW fruit and approximately 80% of our supplies are sourced from small-to-medium-sized enterprises with whom Laissez-faire Catering has built strong relationships over many years. By sourcing only local, seasonal and ethically produced foodstuffs, there is strong value for both the end consumer and those who produce them. This is also how we guarantee the best quality product, savoured at its prime.

All Laissez-faire Catering suppliers must adhere to WHS standards and Hazard Analysis and Critical Control Points (HACCP) certification and share our passion and commitment to working in sustainable ways wherever we can, based on our Foodified™ philosophy.

OUR PEOPLE

Our people are the building blocks of our business, now and in the future. We are focused on providing the highest customer service to clients to ensure quality staff and service will lead to repeat clients.

Recruiting the right personnel is a crucial aspect of our success as caterers. To join our team, employees must demonstrate experience and passion for their calling. In return, we invest in comprehensive training programs and offer above market pay rates, performance-based incentives and extensive career development opportunities.

Over time, we have developed a team of highly skilled specialists and we enjoy staff retention rates above the national average, with a low level of staff turnover and high levels of job satisfaction.

62%

of all Laissez-faire
Catering staff stay with
us for at least 3 years

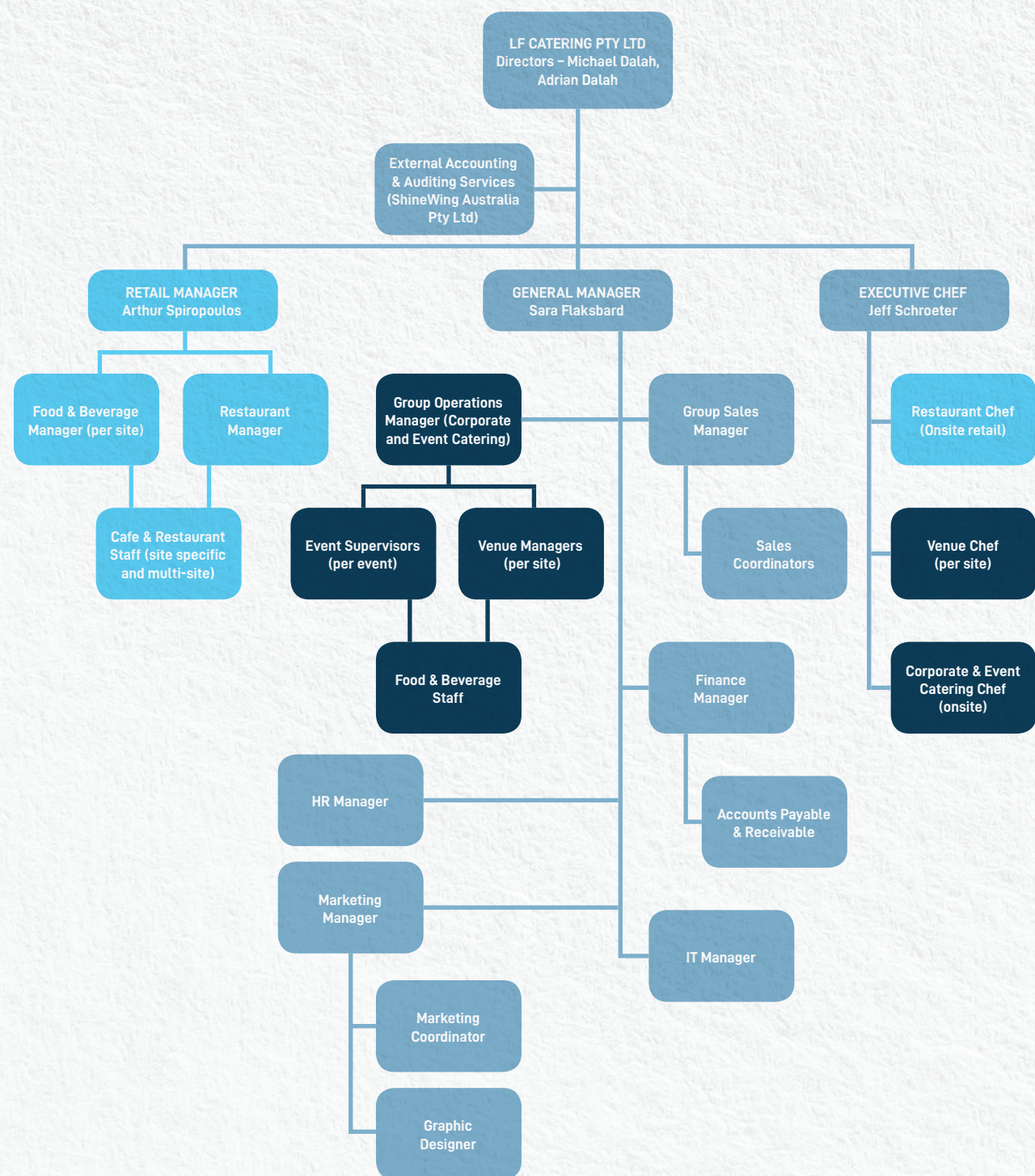
80%

of our full-time staff
have been with us for
6+ years





MEET THE TEAM



SARA FLAKSBARD

GENERAL MANAGER AND 'GO-TO' PERSON

Sara has been with Laissez-faire Catering for over 16 years. She is responsible for overseeing all major partnerships and, in the last 11 years, has led contract negotiations and procurement with the State Library of NSW, Australian Museum, Australian Technology Park, Urban Winery and the Australian National Maritime Museum.

Sara has managed and overseen many cultural institution redevelopments and refreshes, including taking over and redeveloping café's during significant 'stress' periods. Leveraging years of experience and a well-established and recognised reputation in the events industry, Sara's extensive event and client development experience is an asset to any Laissez-faire Catering partner.



ARTHUR SPIROPOULOS

COMPANY RETAIL MANAGER

Arthur has been with Laissez-faire Catering for over 10 years, managing our cafés and supervising major events and festivals. He leads the Laissez-faire Catering retail team with skill, experience and flair, adapting menu styles and selections to suit the unique needs of our retail venues. His 30 years in the food retailing sector includes establishing, owning and managing cafés, restaurants and delicatessens.

JEFF SCHROETER

EXECUTIVE CHEF

Jeff joined Laissez-faire Catering in 2018, bringing over 30 years of experience from Australia and internationally. He's worked for high-end restaurants in major Australian cities, as well as in Switzerland and New York, and was most recently the Group Executive Chef, Opera Group in Sydney, where he oversaw a wide range of restaurants, fast food outlets, canteens and a jazz nightclub.

Jeff is constantly engineering new approaches and concepts to food offerings and delivery. His creative flair is balanced with a deep understanding of financial pressures and goals. Jeff brings experience in employing, supervising and motivating kitchen staff, overseeing suppliers, and improving bottom line outcomes and food quality.



FOOD & BEVERAGES OPERATION



MANAGING MULTIPLE SIMULTANEOUS OPERATIONS

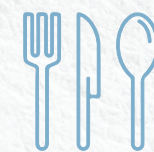
We have solid experience in managing multiple, simultaneous operations, i.e. in managing and operating cafés, and delivering various events, such as conferences, corporate functions, gala events, private dining experiences and more.

In 2017, Laissez-faire Catering purchased and renovated a site in Alexandria for its own commercial kitchen. It has significantly improved our capabilities for delivering multiple events in peak periods across multiple venues. With this kitchen and storage, we have capacity to create high volumes of quality meals onsite, store produce, crockery, cutlery and glassware in large quantities and have back-up produce for peak periods. In addition, we have a large loading area that enables us to load three of our refrigerated trucks at any one time.

EACH DAY, LAISSEZ-FAIRE CATERING:

1,250

feeds an average of 1,250 people (up to as much as 5,000)



15

caters for around 15 events (conferences, dinners, cocktail parties)



000's

feeds 000's more people through its cafes



FOOD SAFETY AND HYGIENE STANDARDS

Laissez-faire Catering complies with the essential levels of food safety, handling, storage, labelling, and transport as per the statutory requirements of NSW Health concerning commercial kitchen, food safety and food-handler hygiene management.

All food is prepared and handled by qualified and comprehensively trained kitchen staff. All procurement, production, storage, transportation and service of food is managed on a Quality Assurance scale and follows HACCP and WHS principles.

Performance monitoring and appraisal is ongoing according to benchmarked standards for food quality and service. Our kitchens are regularly inspected by Sydney City Council.

WORKPLACE HEALTH AND SAFETY

Our company is committed to an active Workplace Health and Safety plan. As a result of working in unique cultural and heritage locations – for example, the Australian National Maritime Museum and State Library of NSW – our management teams have a solid understanding of requirements at federal and state government levels, such as site hazards intrinsic to heritage locations.

Laissez-faire Catering is compliant with ISO Quality Management Systems (QMS) documented in Integrated Management & Procedures manuals and templates that align with:

- ISO 9001: 2008 –Quality
- ISO 14001: 2004 –Environment
- AS 43801: 2001 –Safety





BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

Laissez-faire Catering recognises the triple bottom line rubric that economic enterprise, environmental sustainability and social well-being are interdependent. We believe sustainable growth is possible, and necessary, as underpinned by our Foodified™ philosophy. As such, we take an active role in the communities we serve via our sustainability and waste management practices and our charitable contributions.

SUSTAINABILITY

Laissez-faire Catering is committed to operating in sustainable ways, taking all available measures to reduce our impact on our physical environment.

We seek to contribute positively to the wider environment by adopting sound policies and practices for continuously bettering the social and environmental performance of our company and that of our business partners, suppliers, and clients.

All areas of our functions, policies and activities are focused on sustainable growth and being as responsive as possible to future change. We have established environmental policy areas based on consultation and review of our impacts. Laissez-faire Catering's commitment to environmental protection and sustainable practices works in conjunction with the operational values espoused in our Foodified™ philosophy.

WASTE MANAGEMENT AND RECYCLING

Key to sustainability, Laissez-faire Catering is committed to the priority of reducing waste and recycling in all our food and beverage operations and management. We aim to reduce waste in all areas of our operations by using stock management techniques to reduce waste, recycling waste resource material, and specifying products made from recycled materials.

In our commercial kitchens, product packaging waste is limited to paper, plastic, and glass beverage containers and we provide dedicated bins for their separation and recycling. We test the viability and use of recyclable garbage bags and environmentally-friendly cleaning products.

When selecting goods from our suppliers, we specify recyclable packaging that has the least environmental impact; we do not accept any Styrofoam packaging, waxed boxes, or any other non-degradable packaging. In relation to the bi-products of food operation, all wastes oil is recycled, and all green waste is transported to a local community garden.

Wastage of surplus food is kept to a minimum through donations to charitable organisations, OzHarvest and Matthew Talbot Homeless Services, who collect and deliver excess food from caterers and restaurants to feed disadvantaged people in our community.

2005

We've donated meals to OzHarvest since 2005.



RAINFOREST ALLIANCE CERTIFIED COFFEE BLEND

Laissez-faire Catering partners with a local coffee supplier and roaster, Double Roasters, to offer our own signature Rainforest Alliance Certified coffee blend.

Since 1995, the Rainforest Alliance has strengthened the position of sustainable coffee farmers by training them in methods that boost yields and safeguard the health of the land for future generations.

We do not stock pile; our beans are regularly turned over to ensure coffee at its optimum.



GIVING BACK

We consider Laissez-faire Catering to be a good corporate citizen and take pride in giving back to our local community.

Laissez-faire Catering offers apprenticeships to local and Indigenous persons, and employs anyone who chooses this career path and attains the necessary skills in hospitality.

Since 2006, Laissez-faire Catering has supported The Children's Hospitals at Westmead and Randwick in their fundraising events to benefit local communities.

LICENCES, CERTIFICATIONS & MEMBERSHIPS

CERTIFICATIONS AND INDUSTRY AWARDS

Laissez-faire Catering holds the following industry certifications and awards:



CURRENCY OF LICENCES AND ADHERENCE TO LEGISLATIVE REQUIREMENTS

Laissez-faire Catering has been a Gold Licence Holder (No. 14) of Restaurant & Catering NSW for more than 20 years and has met the statutory requirements, legislated by NSW Health, concerning commercial kitchen management and food safety.

Laissez-faire Catering is currently a holder of NSW Caterers Liquor Licence and complies with all provisions of the Liquor Act 1982. Our service staff are RSA-certificated.

CURRENCY OF INSURANCES

Laissez-faire Catering has in place and keeps up to date, with all required insurances, including Workers Compensation and Product and Public Liability Insurance.

BANKRUPTCY AND LEGAL ACTION

There is no history of bankruptcy or legal action against directors or principals of the company. L. F. Catering Pty Ltd has not been subject to winding up or been placed into administration, nor has it any pending legal action against it.

LAISSEZ-FAIRE CATERING IS AN ACTIVE MEMBER OF:



CASE STUDIES & TESTIMONIALS



CREATIVE EVENT MENUS

HORRIBLE HISTORIES PIRATES EXHIBITION LAUNCH

Family friendly VIP invitation-only event for 300 guests at the Australian National Maritime Museum. The roving stand-up indoor/outdoor event featured several pop-up food outlets, including a Fish and Chip Bar, Pie Bar, Buffalo-themed Bar and Supper Canape Bar.

Some of the menu selections on offer at these outlets included:

- Battered Fish of the Day
- Salt and pepper squid
- Buffalo chicken wings, ranch potatoes, ranch dressing, celery and carrot sticks
- Crinkle cut crispy fries with a selection of truffle salt, chicken salt, shaved cheddar, grated parmesan or tomato ketchup
- Corn on a cob served with chilli flakes and Cajun spices
- Lamb and rosemary chipolata served on a soft bun - served with mustards and sauces
- Large selection of gourmet pies, including beef and mushroom, chicken and leek, vegetarian, and smashed peas



NOBEL GALA DINNER

Replica Nobel Peace Prize VIP event for 250 guests at the Australian Innovation Centre.
The three-course menu reflected the eminent atmosphere the client was aiming to create.

CANAPES ON ARRIVAL:

- Petit salad niçoise, confit tuna, Ortiz anchovy
- Bouche d'Affinois, toasted brioche, tapenade
- Pork and brandy rillette, ficelle, cornichon, chervil

ENTRÉE

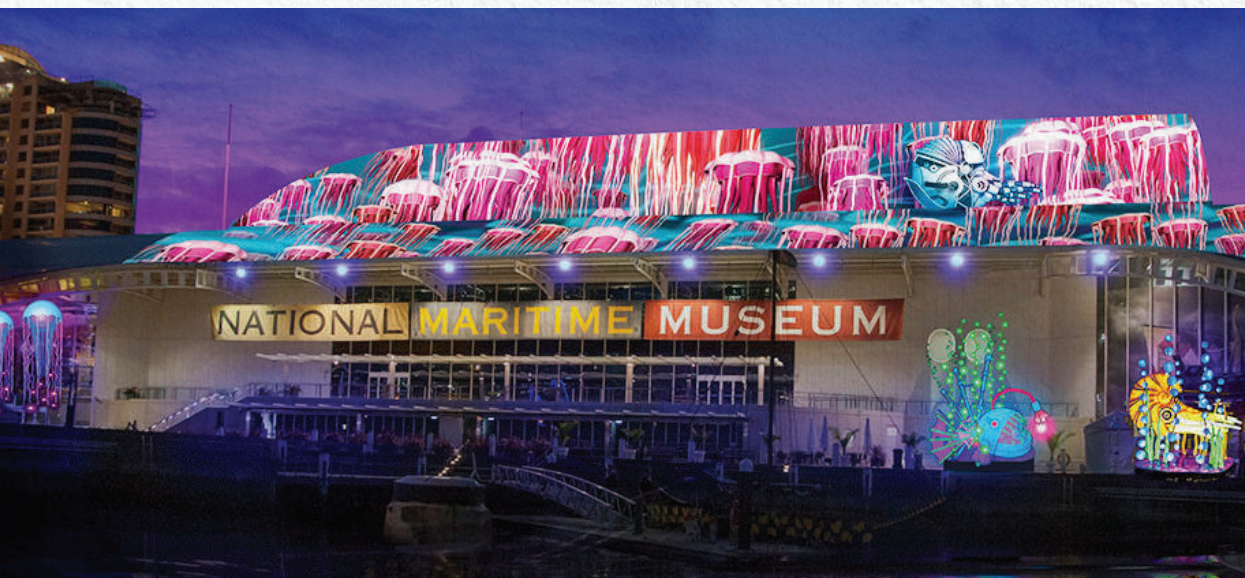
- Scallop carpaccio, sliced radishes, basil oil and fin herbes

MAIN

- Grilled veal rib, cauliflower puree, fondant potatoes, roasted pine forest mushrooms, cognac jus

DESSERT

- Reverso cacao dome, caramel cremeux, fresh cherry and spearmint salsa, salted caramel crumbs



THEMED EXPERIENCES

Here are just some of the creative menu experiences we've employed at our contracted venues and retail operations to delight visitors and maximise visitor numbers alongside major events, festivities and holiday programs.

EXHIBITION OPENINGS

Over 12 months, we tailored three different menus for three unique exhibition themes: East of India, Vikings, and Whales. The menus were designed to complement the exhibition theme and transport guests into the realm of the respective theme.

VIVID FESTIVAL

In the first year of the Australian National Maritime Museum's participation in Vivid and their East of India exhibition, we transformed Yots into a Bollywood-themed bar offering Indian tapas in the evenings. In the following years, we have worked creatively with the venue to continue to capitalise on the volume of foot traffic around Darling Harbour and bring visitors to the Museum 'after dark' by incorporating the venue's exhibition themes into the food offering, with pop-up food outlets, late night cocktail bars, a slider bar to target on-the-go families, extended opening hours, and sponsored rooftop events against the backdrop of the Vivid projections, to name just a few.

COOKING WORKSHOPS

We worked with the NSW Education Department to collaborate on designing a cooking workshop for children in various age groups to complement exhibition themes. These workshops have been conducted in the kitchen and hosted by our resident chef, with themes including Vietnamese, Dutch and Viking cuisine.

SUMMER EVENINGS

During the peak festival period of January, we extended Yots' opening hours into the late evening to encourage greater and longer visitation into the venue. Guests enjoyed a Spanish-style evening with Tapas and Sangria and live entertainment, which included the Oscar Jimenez Band.

SCHOOL HOLIDAYS

During the long summer school holidays, we set up an ice cream cart, additional food outlet options and supplementary kids' menus to cater for the family sector as the major attendees of program activities. These food and beverage service initiatives were promoted at the Museum's front of house reception. The Store was cross-promoted by designing a 'food and t-shirt' meal deal and this proved a huge success.

SPECIAL EVENTS

NON-TRADITIONAL WEDDINGS

We have been able to offer several wedding clients of different nationalities a menu design that reflects their tradition and heritage. Where no alcohol is the custom, we can devise special packages to suit.

INTERNATIONAL FLEET REVIEW

In one of the biggest weekends in ANMM history, we catered for several VIP private events, each one unique in style and menu.

JACOBS CREEK EVENT

This event was the largest private event in Maritime history. We served in excess of 500 guests on the Ben Lexcen Terrace. This was an exceptionally challenging event as all cultures came together to attend 'Jacobs Creek Longest Table Lunch'.

NB: Menus for these events, and others, can be supplied upon request.

TESTIMONIALS

"Laissez-Faire are my go-to catering company for all my events. As an event organiser, food service and quality are top priority and the Laissez-Faire team provide both outstanding quality and service."

Rachael Chidgey

MAURI

"Fantastic service from start to finish. The food was divine and the staff very helpful and professional. Would definitely recommend."

Jodi Bennett-Hillier

Jodi Bennett-Hillier

"Absolutely amazing service, quality food and presentation. I'm so thrilled with how the whole event went, all our guests raved about the catering. Thank you for making it a truly memorable day!"

Nichola Byrne

McGrath Estate Agents

"Our Christmas party event was absolutely perfect. The staff went above and beyond to ensure we were well fed and watered, and enjoyed our evening. The food was amazing, and no-one went hungry. The venue was set up really well and was just what we needed for our function size. I would highly recommend the staff and food at Laissez-faire, they did a brilliant job!"

Kirrily Cable

OAS Computers

"Tooheys would love to thank the Laissez-Faire team for a flawless and easy to plan Christmas party. The odd choices, portions and the catering of the dietary requirements had exceeded the teams expectation. The food was great and tasted of the highest quality. The staff were great and after the endless run sheets, the attentiveness from our Laissez-Faire catering Manager on the night and staff was amazing.

I couldn't have asked for better service. Our team are still talking about that amazing grazing station! Thank you once again and we will definitely keep you in mind for our next event."

Allison Juri

[Tooheys](#)

"Damien and I just wanted to say a HUGE thank you to you and your team for everything you did to make the reception so perfect! Everyone has been raving on about the venue and how different and amazing it was. It was honestly, magical!!!! "

Nicole Bonanno

[Wedding catering](#)

"Everything was just seamless from the first enquiry to the last minute of our wedding. The team at LF were amazing! They were ready to help at the drop of a hat. We definitely recommend that you use LF."

Andrew and Wade Wilkinson-Ellis

[Wedding catering](#)

Let's work together.



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