

SAVOR...Chicago

at McCormick Place

Catering • Concessions • Special Events

Feeding the World's Leaders *SAVOR...Chicago hosts NATO Summit 2012*

PROJECT PROFILE:

Many Chefs hope for the opportunity to serve a dignitary like the President of the United States one day. To serve leaders from many countries all at once seems unlikely, but it happened for this catering team when the NATO Summit was hosted in Chicago this May. With more than 2,000 journalists present and reporting, SAVOR...Chicago executed a food and beverage plan for over 4,000 international guests including round-the-clock service for some. Their objective was to give their visitors a taste of Chicago and they made sure each visitor left the Windy City craving some more.

On May 20-21 of 2012, Chicago was host to the NATO (North Atlantic Treaty Organization) Summit. Beginning on May 18, international journalists and dignitaries descended on Chicago to demonstrate North American and European Allies' commitment to shared responsibility and shared leadership. NATO is a political-military alliance made up of 28 member countries from across the world. This year's Summit marked the first time in history the United States hosted a NATO Summit outside of Washington D.C.

United States President Barack Obama was proud that his hometown was hosting the Summit and eager to show world leaders the flavor of his county through this quintessential American town. NATO put Chicago on the world's stage.

Throughout the planning process it was stressed that the attendees would have limited time to explore Chicago and enjoy the flavor of the City. So, it was important that the City came to them while at the meeting and the best way to do this was through the food and beverage presented.

A variety of catering and retail food and beverage services were provided for different groups during the Summit, giving over 4,000 guests a taste of Chicago. The Host Committee wanted the media to leave the event reporting positive things about the food in Chicago and how impressed they were with the friendly service. The meal service for the Leaders, Delegates and Ministers had to showcase Chicago favorite foods in sophisticated and creative ways as well as be quick to serve and easy to eat. Their schedule didn't allow for lengthy meal breaks and they were often networking and holding individual or small group meetings during their breaks so the service had to be extremely attentive and flexible yet respectful and unassuming. The menus were created including bite-size portions and easy-to-eat selections such as slider size Chicago Italian Beef, Mini Chicago Style Hot Dogs with the appropriate trimmings, delicious Eli's Cheesecake bites and house-made chocolate cups filled with Chicago-inspired Garret's caramel popcorn. The stations throughout the event highlighted the foods of Chicago and showcased some of the city's finest, meeting NATO's objectives.

The obstacles resulting from the high level of security and intricate details were overcome by rigorous communication with all departments and being as completely flexible during all planning stages as possible. The catering team researched and communicated the restrictions to hundreds of staff members to make sure all employees were safely allowed in the building and on-time. Detailed production schedules and timelines were developed and adhered to incorporating all of the regulations



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and guidelines that had to be followed. Extra time was included on the preparation and production side of the schedule to allow for any security changes, which could occur.

The catering team not only felt the extreme honor of serving the President of the United States and the many other world leaders, but considered it honor to share a little taste of Chicago with them and serve as a representative of this great City.

“We are ever so appreciated that the food your team prepared and presented showcased the richness of our American cuisine to the world throughout the Summit.”

Ambassador Capricia Penavic Marshall, The Chief of Protocol

“Thank you for your patience, hard work, and flexibility leading up to and during the NATO Summit. Your participation and professionalism played a significant role in the success of this historic event for Chicago.” Patrick F. Kennedy, Foreign Service Officer, U.S. Department of State

