

# The History of Il Fornaio

Il Fornaio (eel for-NIGH-oh, "the baker" in Italian) can trace its roots back to an unlikely origin - an Italian manufacturer of retail fixtures. Following generations into the family business, Carlo Veggetti began his career producing bakery cases and distributing espresso machines to bakeries throughout Italy. In order to prevent the bakeries' obsolescence and to stimulate demand for his products, Veggetti founded the Il Fornaio Baking School in Balassina (near Milan) in 1972. His family began to train candidates who would, upon graduation, purchase an Il Fornaio panetteria (bread store) outfitted with his fixtures and recipes. Veggetti did more than sustain his livelihood, he preserved the concept of the "neighborhood bakery", and Il Fornaio now has built more than 3,000 bakeries around the world.

Il Fornaio first attracted attention from the United States when Howard Lester, Chairman and C.E.O. of Williams-Sonoma, was on a buying trip in Florence and noticed the abundance of these wonderful, Old World bakeries. After tracking down Veggetti in 1980, Lester negotiated an agreement for the rights to Il Fornaio in North America, and until 1983, Williams-Sonoma operated the first four bakeries. Within a short time, Williams-Sonoma exited the business and an independent Il Fornaio (America) continued to build and operate bakeries, for a total of eight outlets in California.

In January 1987, Il Fornaio (America) reorganized and Laurence B. "Larry" Mindel became Chairman and Chief Executive Officer. Mr. Mindel quickly established a management team of highly experienced colleagues to streamline operations, consolidate assets and forge a new direction for the company. The most important change made by this new team was to extend the concept beyond bakeries to include full-service restaurants.

For the first time, the American dining-out public began to understand that not all-Italian food was red-sauced and laden with cheese. They tasted the sublime flavors of simple dishes using fresh high-quality ingredients, the same way food is prepared in every province, in every region of Italy. Healthier cooking methods like rotisseries and wood-burning ovens - used for centuries in Italy - became the foundation of the Il Fornaio experience. For his efforts, Mr. Mindel became the first person of non-Italian descent to receive the Caterina di Medici award, bestowed each year by the Italian government to an individual who best promotes Italian culture outside of the republic.

Il Fornaio's goal was, and still is, to offer the most authentic Italian dining experience available outside of Italy. The company's philosophy emphasizes serving the highest-quality food from the freshest ingredients in stylishly comfortable surroundings, while providing exceptional value. Using its Italian baking heritage as a foundation, the first full-service restaurant opened in Corte Madera (Marin County), California. The response was so overwhelmingly positive that Il Fornaio has since opened a total of 21 restaurants in California, Las Vegas, Colorado, and Washington.

We thank you for your interest in holding your event with Il Fornaio Catering and know that we will provide you with an elegant, memorable, and authentically Italian event.

# BREAKFAST

## Buffet

Continental Breakfast \$23.50++ per person -

Fresh orange and grapefruit juices  
Assorted fresh baked pastries, muffins, toasts and bagels  
Butter and preserves  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

Executive Continental Breakfast \$26.75++ per person -

Fresh orange and grapefruit juices  
Seasonal fruit salad  
Assorted fresh baked pastries, muffins, toasts and bagels  
Butter and preserves  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

American Breakfast \$27.95++ per person -

Fresh squeezed orange juice  
Seasonal fruit salad  
Assorted fresh baked pastries, toasts and bagels  
Scrambled eggs  
Applewood smoked bacon and sausage  
Grilled potatoes and onions  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

Sub Egg whites \$2.00++

Farmers Breakfast \$27.95++ per person -

Fresh squeezed orange juice  
Assorted fresh baked pastries, muffins and toasts  
French toast with mascarpone cheese and maple syrup  
Applewood smoked bacon and sausage  
Eggs scrambled with onions, bell peppers, and mushrooms  
Grilled potatoes and onions  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

Add Seasonal fruit salad \$6.00 ++ per person

Sub Egg whites \$2.00++

Healthy Start Breakfast \$27.95++ per person -

Fresh orange and grapefruit juices  
Assorted toasts  
Butter and preserves  
Fruit, granola, and berries with low fat and non-fat milk  
Warm steel cut Irish oatmeal, fresh berries, cinnamon and brown sugar  
Egg whites scramble with spinach  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

Groups of less than 12 will be assessed a \$150.00 labor fee.  
Prices Do Not Include 20% Service Charge and Applicable State Sales Tax.  
Please inform your event coordinator of any dietary restrictions.

## BREAKFAST (continued)

European Continental Breakfast \$29.25++ per person -  
Fresh squeezed orange juice  
Assorted muffins and scones  
Fresh baked Il Fornaio Breads  
Italian Meats and Cheese  
Seasonal fruit salad  
Yogurt and Granola  
Hard boiled eggs  
Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas

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*Plated:* \$27.75++ per person -  
(Maximum of 40 guests)

*Served with seasonal fresh fruit, a glass of fresh squeezed orange juice, Fresh brewed Oakwood-Roasted coffee and Mighty Leaf teas*

Please choose one entrée for all guests:

Uova con Pancetta Affumicata o Salsiccia  
Scrambled eggs, grilled potatoes, apple-wood smoked bacon or sausage; toasted filone bread

Tostato Francese  
French toast made with Il Fornaio filone bread, mascarpone cheese, and maple syrup

Fritelle alla Sciroppo d'acero  
Pancakes with maple syrup and butter

Bistecca Con Uova  
Grilled 8oz New York strip steak & eggs; served with asparagus; grilled potatoes and onions

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## A LA CARTE BREAKFAST OPTIONS

|   |                      |
|---|----------------------|
| Scrambled Eggs  | \$ 5.50++ per person |
| Add vegetable or protein to the scramble                                  | \$ 2.00++ per person |
| Egg Whites  | \$7.50++ per person  |
| Frittata Vegetariana:   | \$7.95++ per person  |
| Frittata filled with mushroom, zucchini, and onion with mozzarella cheese |                      |
| Sausage or Apple-wood Smoked Bacon  | \$ 4.00++ per person |
| Chicken Apple Sausage   | \$ 6.50++ per person |
| Breakfast Burrito   | \$10.50++ each       |
| Grilled flour tortilla stuffed with egg, cheese, peppers, onion           |                      |
| In addition, your choice of: Bacon, Sausage, Ham or Vegetarian            |                      |
| Breakfast Sandwich  | \$11.50++ each       |
| Toasted bagel with egg, herbed cream cheese,                              |                      |
| In addition, your choice of: Bacon, Ham, or Smoked Salmon with Spinach    |                      |
| Bruschetta al Salmone (minimum order of 12)                               | \$4.95++ each        |
| Grilled ciabatta topped with dill crème fraiche, smoked salmon,           |                      |
| Tomato, onion, and capers   |                      |
| Quiche (serves 8)   | \$48.00++ each       |
| Stuffed with egg, cheese, spinach, mushrooms, and                         |                      |
| Choice of: Ham or Vegetarian  |                      |
| Avena Calda   | \$8.00++ per person  |
| Warm steel cut Irish oatmeal, fresh berries, cinnamon,                    |                      |
| brown sugar   |                      |
| Boxed Cereal  | \$6.50++ each        |
| Assorted Cereals with milk  |                      |
| Granola, berries and milk   | \$8.50++ per person  |
| Make Your Own Parfait (Granola, yogurt, berries)                          | \$8.95++ per person  |
| Assorted Individual Yogurts   | \$5.50++ each        |
| Assorted Breakfast Pastries   | \$62.95++ per dz.    |
| Assorted bagels   | \$63.95++ per dz.    |
| Seasonal Sliced Fresh Fruit Platter                                       | \$8.00++ per person  |
| Assorted Donuts   | \$62.95++ per dz.    |
| Omelet Station with personal Chef (Minimum of 30 guests)                  | \$29.50++ per person |
| Assorted toppings include smoked salmon, bay shrimp, tomatoes,            |                      |
| onions, cheddar, and mozzarella cheese, etc.                              |                      |

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## BRUNCH

Traditional Buffet Brunch \$52.95++ per person  
Assorted fresh baked pastries, muffins and toasts  
Sliced fresh fruit platter  
Make Your Own Parfait (granola, yogurt, berries)  
Omelette Station with personal Chef  
*(Assorted toppings include smoked salmon, bay shrimp, tomatoes, onions, cheddar and mozzarella cheese, asparagus, ham, bell peppers, spinach, mushrooms)*  
Waffles with berries and bananas, powdered sugar, fresh whipped cream and maple syrup  
Applewood smoked bacon and chicken apple sausage  
Breakfast potatoes and grilled onions  
Zabaione alla Gritti (Chilled zabaione with fresh berries, panna cotta in champagne flutes, fresh whipped cream; garnished with Italian Biscotti)  
Fresh squeezed orange juice  
Fresh brewed Oakwood- Roasted coffee and Mighty Leaf Tea Service  
One complimentary glass of Mimosa per person included in the menu price.

### *Brunch Enhancements:*

Bloody Mary Station: (charged on consumption) \$12.95 each.

Bloody Mary with toppings to include: bacon, celery, olives, tabasco, pickles, pepper

*A minimum of 30 guests required for Brunch and all stations*

Groups of less than 30 will be assessed a \$150.00 labor fee.  
Prices Do Not Include 20% Service Charge and Applicable State Sales Tax.  
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## CATERING POLICIES AND INFORMATION

### AUDIO-VISUAL:

Il Fornaio Catering will gladly arrange for any and all Audio-Visual Equipment you may need for your event. The equipment needed will be provided on a rental basis, and we are happy to provide you with the full rental brochure.

### CAKE-CUTTING FEE:

Il Fornaio does not prepare traditional Wedding Cakes. We do work closely with many bakeries in the area and would be happy to refer you to any of these bakeries to set-up an appointment. The Cake-Cutting Fee is \$2.50 per person based on your guarantee. This fee covers the plates, napkins, cutting and serving of your cake to your guests. There is, of course, no fee if you wish to use one of our traditional desserts for your dessert item.

### COAT CHECK:

If requested, the Catering Department can provide for a hosted coat check for your event. The charge is \$25.00/hour (4-hour minimum) per attendant.

### CORKAGE CHARGE:

Il Fornaio is proud of its wines and champagnes, and has working agreements with all of the major distributors in the Bay Area. We will be able to provide you and your guests with any type of beverage you desire. If you desire to bring in your own wine and/or champagne, the Corkage fee for this is \$20.00 per bottle opened. No Liquor, Beer, or any soft beverages (soft drinks, mineral waters, etc.) will be allowed to be brought in. Wine/Champagne bottles to be used are standard 750ml bottles. Magnums (1.5l) will carry a \$35.00 per bottle corkage price.

The Host of the event also acknowledges that Il Fornaio reserves the right to refuse service of alcoholic beverages to any and all guests at any time.

### CONDUCT OF EVENT:

The Host of the event shall conduct the event in an orderly manner in full compliance with applicable laws, regulations, and hotel rules. The Host of the event assumes full responsibility for the conduct of any persons in attendance and for any damages done to any part of the premises by guests, invitees, and employees of the Host, independent contractors working for the Host, or other agents under the Host's control. Patron hereby indemnifies and hold harmless Il Fornaio, its officers, directors, employees, agents, and each of the foregoing, against any and all claims, liabilities, or costs (including reasonable attorney's fees and whether by reason of personal injury or death or property damage otherwise) arising out of, or connected with the event or this agreement, caused or contributed by the negligence of patron, or any guest, invitee, or agent of patron. Upon the request of Il Fornaio, patron shall procure and maintain, at its expense, policies of insurance, in such amounts, upon such terms and with such responsible insurance companies as shall be satisfactory to Il Fornaio. Including, comprehensive general liability coverage (with a specific endorsement acknowledging the insuring of contractual liabilities assumed by patron under the section) and such workers compensation, employer's liability and automobile liability coverage as may be required by Il Fornaio. Certificate of the insurance of each such policy shall be delivered to Il Fornaio at least 3 days prior to event. Each such policy shall name Il Fornaio as additional insured. Such insurance shall be considered primary of any similar insurance carriers by any of the above-named parties. A breach by Host of the event, or company conducting the event, of any of the terms or obligations of this section shall give Il Fornaio the right to immediately terminate this agreement.

### EVENT TIMES:

Host agrees to begin its event at the scheduled time and to vacate the event space at the designated time on the contract. If the room is not vacated at the designed time, the Catering Department reserves the right to bill the host for additional fees and costs incurred.

**FOOD AND BEVERAGE:**

Food, not prepared by Il Fornaio, cannot be served, displayed, or reheated by Il Fornaio Catering or any employee of Il Fornaio at the event. Beverages, which are being brought by Host, can be served by the Il Fornaio staff, with prior knowledge of the Catering Department in order to adequately staff to serve the host's own beverages. Bartender and labor charges will apply for this service.

Food may not be taken off premises after it has been prepared and served. Under no circumstances will remaining food from Buffet/Brunch menus be allowed to be taken as "to-go". Individual "to-go" bags are available for you and your guests at the event for their specific served meals.

**GUARANTEE/DEPOSIT/CANCELLATION:**

The Catering Department must receive by 11:00 AM, 3 business days prior to the event, the exact number of guests you are guaranteeing for the event. The count at that time shall not be reduced; however, we will prepare 5% over your guarantee. If no final guarantee is received, then the number on the Banquet Event Order shall constitute the Final Guarantee, and not be subject to reduction. Should your final guarantee be significantly less than your minimum guarantee then the Hotel reserves the right to move the event to a more suitable room for the size of the event.

In order to secure your reserved date, Il Fornaio will send a contract asking for a returned signed copy, along with a non-refundable deposit, that will be applied to the overall cost of the event. Deposits are generally due 10 days after the event has been booked with the Catering Department. In the event of Cancellation, the amount of deposit will not be refunded.

**LABOR CHARGES:**

A \$150.00 Bartender fee will be applied to the Banquet Bill, unless \$350.00 or more in bar sales, at which time, the bartender fees will be waived. There will be a \$150.00 labor fee for each brunch, lunch or dinner buffet meal service with fewer than 30 guests. There will be \$150.00 labor fee for each breakfast buffet meal service with fewer than 12 guests.

**MENU SELECTION:**

A qualified member of the Catering Department will be assigned to your event, and will meet with you to finalize all details, including menu selection, for your event. Menus need to be finalized a minimum of 30 days prior to your event.

The Catering Department requests that menu selection is limited to three entrees maximum; and, we will be able to provide vegetarian meals, upon request. If the meal has more than two entrees, a split entrée charge of \$5.00+ /person will be charged. The vegetarian choice is not charged the split entrée fee. It is the Host's responsibility to prepare a manner in which the Servers will be able to differentiate which guests get which entrees. We suggest Placecards or Tickets stating what the guest ordered. When the Guarantee comes due, three business days prior to the event, the "Split Count" needs to be given to the Catering Department. Please consult the Catering Department for any questions on split-entrée service.

**PAYMENT POLICY:**

Payment, in full, of the estimated balance of the event, must be received at the Catering Department 3 business days prior to the actual starting date of the event. The Catering Department will be able to furnish a full written estimate of the costs of the event. If such payment is not made, Il Fornaio reserves the right to terminate the event, and retain the deposit.

PERFORMANCE OF AGREEMENT:

Performance of this agreement is contingent upon the ability of Il Fornaio to complete same and is subject to labor troubles, disputes, strikes, or picketing, accidents, governmental (federal, state, or local) requisitions, restrictions upon travel, transportation, delivery of food, beverage, or supplies, construction and/or any other courses enumerated herein or not, beyond the control of the management of Il Fornaio. In no event shall Il Fornaio be liable for loss of profit or for other consequential damages, whether based on breach of contract, warranty or other wise. In no event shall Il Fornaio liability be in excess of the total amount of the food and beverages contracted heretofore.

SERVICE CHARGE AND SALES TAX:

Service charge is currently 20% and Sales tax is currently 9.25%. These charges may change at any time, and are not necessarily under the control of Il Fornaio. Please note that according to California State Tax laws, that for all Catering and Group events, the Service Charge shall be taxable.