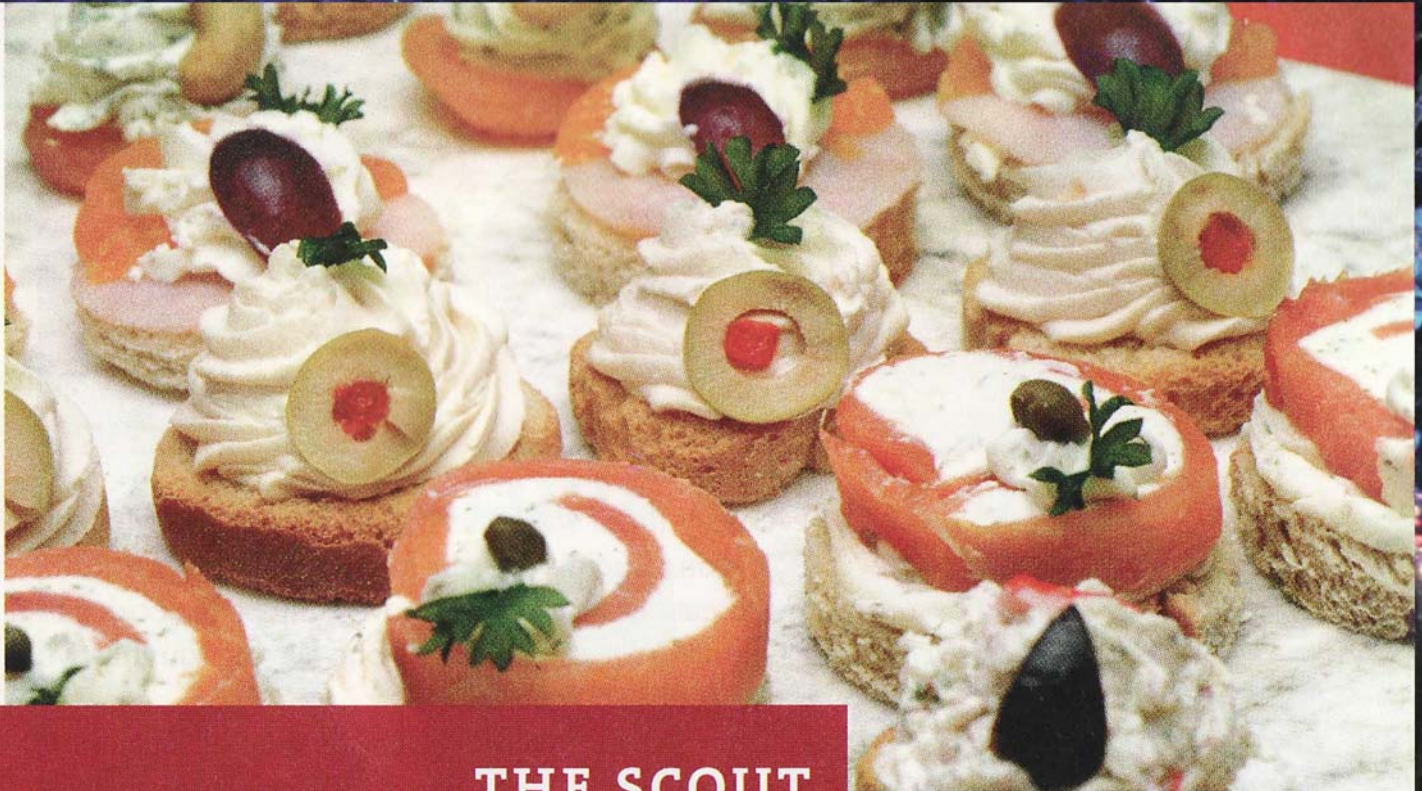


EVENTS MEETINGS MARKETING STYLE STRATEGY IDEAS

BIZBASH

Florida

\$5.95 OCTOBER/NOVEMBER 2007 BIZBASH.COM/FLA



THE SCOUT

By Brittany Peitsmeyer

Fake It Like You Made It

Big Chef Online (954.965.2480, www.bigchefonline.com) has taken the worry out of being unable to find a last-minute caterer. The food manufacturer that once only serviced commercial properties has expanded to accommodate not only the event planner, but also the everyday entertainer. The Web site boasts an array of 40 different items including hors d'oeuvres and canapés (starting at \$19.75 for 25 pieces), and combination packages ranging from \$91 to \$143. A selection of

CATERING four items at 25 pieces each can be mixed and matched to create a Big Chef party package like "Always a Hit," which consists of Brie with raspberry purses, beef Wellington, stuffed mushroom Florentine, and crab cake minis for \$143 with free shipping. At your convenience, orders are delivered to your door in an insulated box to prevent spoiling. Hors d'oeuvres arrive flash frozen and require a quick 10 to 15 minutes in the oven; the canapés can simply be defrosted. Latin American, Mediterranean, Oriental, Southwestern, and vegetarian options are also available.