

The Concession  
& Hospitality Expo

July 15-18  
2014

Denver Marriott City Center  
Denver, CO



# Centerplate

Making It Better To Be There Since 1929.™

COLORADO

CONVENTION CENTER

NATIONAL ASSOCIATION OF  
**NAC**  
CONCESSIONAIRES

# CARMEN CALLO

## CENTERPLATE'S EXECUTIVE CHEF

Operations

An innovative individual with an exceptional record at premier venues, Chef Carmen directs and coordinates the activities of all culinary personnel providing leadership and development to the culinary staff while ensuring the quality, nutritional value and food safety of all food and beverage served both on site at the Colorado Convention Center and at the Denver Performing Arts Complex. Key responsibilities include:

- Creating high quality, innovative, menus for catering and concessions operations
- Incorporating local / regional market trends, customer cultural and dietary preferences into menu design
- Consistently implementing procurement policies with a focus on incorporating local products
- Rigorously maintaining health and safety standards of operation in compliance with local codes
- Maintaining accurate and timely records of work related injuries or incidents.
- Assigning decision making and work functions to others in an appropriate manner to maximize effectiveness. Clearly communicating the parameters of the delegated responsibility and required actions, constraints or deadlines.
- Maintaining accurate and detailed employee records. Delivering performance evaluations, setting performance goals and monitoring progress. Dealing firmly and promptly with employee performance problems by establishing standards, setting expectations, monitoring performance and taking disciplinary action when warranted.
- Completing and posting weekly staff schedule ensuring an adequate number of staff to serve culinary operations in all locations
- Costing all menus and labor schedules
- Ensuring accuracy of production levels and distribution
- Conducting daily quality audits to ensure production of high quality food
- Analyzing operational structure to ensure effective cost controls are in place in each area of responsibility
- Ensuring consistent, accurate inventory
- Maintaining positive growth within staff
- Exhibits professionalism, strong operating practices, tactical logistics, planning skills and an enthusiastic commitment to the satisfaction of the guest





# Centerplate / Colorado Convention Center

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“Best Food and Beverage,” Global Meeting Destination – *Convene Magazine* CCC

“Best Caterer” Colorado Meetings & Events Spring 2014

#1 NFL Experience – *Stadium Journey*

#1 Best NFL Stadium to Visit – *Thrillist*

#1 in MLS for “America’s Best Stadium Food” – *Travel + Leisure Magazine*

#1 Ski Resort, Eastern U.S. and Canada -*Ski Magazine*

#1 College Football Experience -*Stadium Journey*

MIDAS Award, Menu Innovation and Development

Gold and Silver Medals, British Pie Awards



# Centerplate Stir & John Sergi



Centerplate Stir is the industry's only in-house full-service strategic hospitality initiative specifically formed for the purpose of creating a seamless end-to-end hospitality experience through a complete integration of event, brand, location, and audience.

**We place hospitality at the center of the guest experience**



# Centerplate Stir Objectives

- Identify Hospitality Identity
- Re-Concept All Retail Offerings
- Make the concepts Locally Relevant
- Engage the guest



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# Hospitality Identity



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# Local Suppliers





# Chef Relationships

- Chef Bill Pustari
  - Chef/Owner, Modern Apizza
  - New Haven, CT
- Chef Troy Guard
  - Chef/Owner, Tag Restaurant
  - Denver, CO
- Chef Roberto Santibanez
  - Chef/Owner, Fonda Restaurant
  - Brooklyn, NY







# Stir in Motion...

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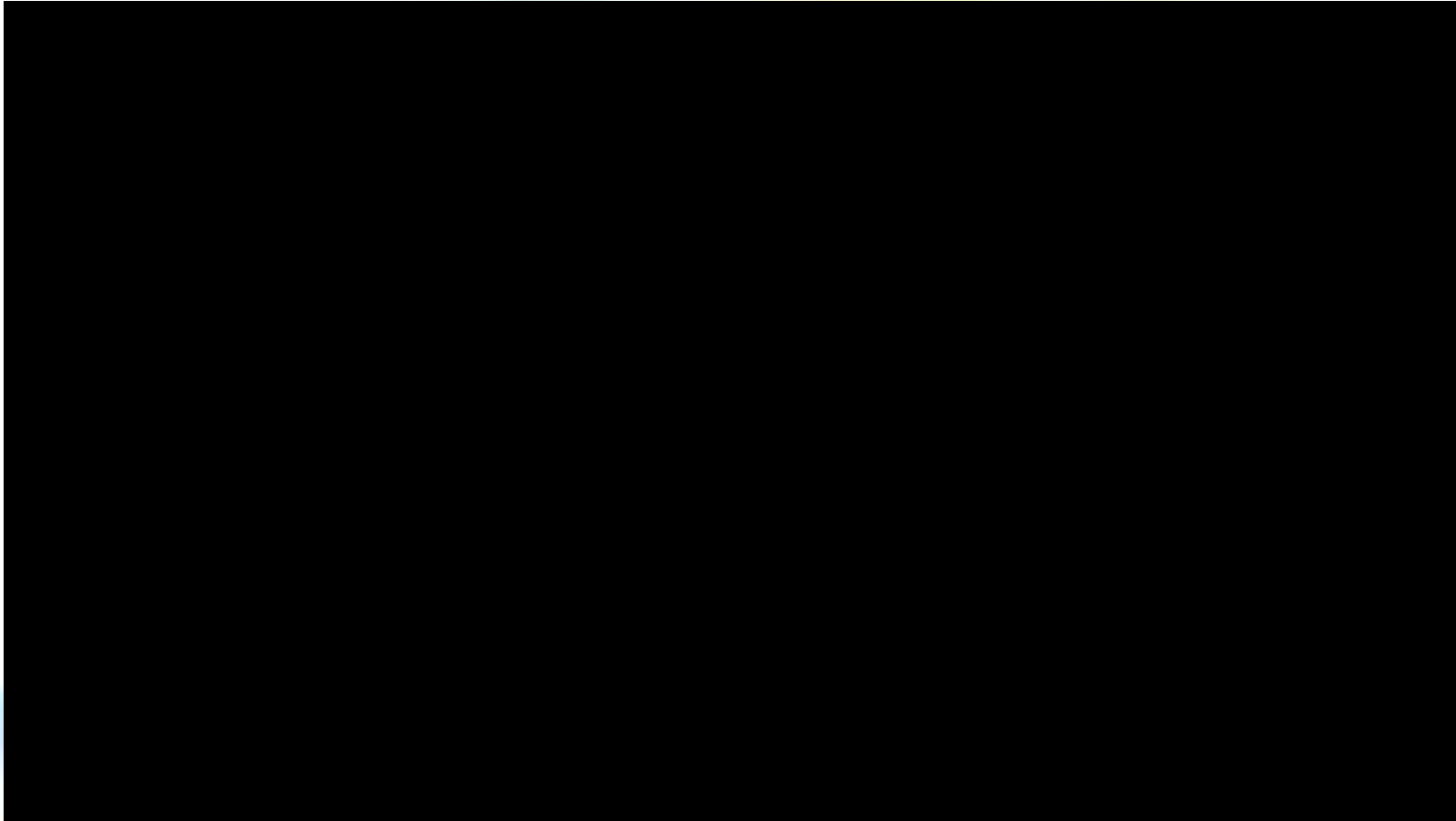


# As Local as it gets...Blue Bear Farm!



# Blue Bear Farm Comes to Fruition...

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# Centerplate Way!!

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Creating unique one of a kind  
locally relevant Hospitality  
Programs

