

BREAKING THE PARADIGM IN CORPORATE FOOD SERVICE



where food is a work of art

*206 CARNEGIE CENTER, PRINCETON-NJ
COVANCE*

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TABLE OF CONTENTS

INTRODUCTION

OUR SERVICES

DAILY MENU'S

CATERING

EXECUTIVE SUMMARY

FINANCIALS

2009

We would like to take this opportunity to introduce you to our group of corporate dining and catering facilities located in the New Jersey region. "Gallery Café's" are located at 100 College Road West, Princeton: 206 Carnegie Center, Princeton: 902 Carnegie Center, Princeton and 200 Princeton South Corporate Center, Ewing.

A bit of history, the Gallery Café was introduced to the Princeton community in July of 1996. Owner Holly Trump has brought over 20 years of knowledge in food service operations to the success of this unique business dining and off premise catering experience.

The Gallery Cafe was designed to break the paradigm of traditional cafeteria food service. Unique seasonal foods and specialized service complete the atmosphere at the Café's. We have developed a standard of food and service for both the Café's and off premise catering that continue to receive noted praise.

Enclosed you will find information about the "Café "concept, menu design & distinct catering options we wish to introduce to your class "A" corporate center.

We also invite you and your colleagues to experience our full range of services by visiting our various locations. We would embrace the opportunity to provide our culinary expertise to your growing organization.

Thank you,

Holly Trump

OUR SERVICES:

Based on our companies standard hours of operation and café facilities provided we will offer the following services:

We will operate the Gallery Café Monday - Friday, with uninterrupted hours of service from 7:00 AM – 2:00 PM daily. We will conduct business in accordance with standard holiday observances.

Breakfast Service: 7:00 AM- 10:30 AM

We will provide a full range of breakfast selections offering cooked to order items, freshly baked breads, muffins, pastries, bagels with specialty spreads, gourmet coffee's, teas & daily breakfast specials.

Lunch Service: 11:30 AM- 2:00 PM

We will provide a wide selection of menu items that have the "Gallery Café" flair include: Vegetarian and hearty soups; classic and specialty deli items; entrée and grilled selections; freshly prepared Napolitana pizza by the slice; pasta tossed with a variety of additions and sauces; create your own and "Café" composed salads; "grab & go" items and a variety of freshly baked cookies, tarts, cakes and bars.

Catering/Special Events- Per Request

We will provide a full range of catering services for employees and clients including: breakfast fare, brunch, traditional "working" lunch service, company meetings and special after hours events.

"IN HOUSE" CAFÉ MENU

(Availability may change by location)

FRUITS & CEREALS

Assorted Cereals/Oatmeal-\$1.95

Kashi Cereals/Oatmeal-\$1.95

Fresh fruit salad-\$2.75

Whole fruit-\$.85

Cup yogurt-\$1.35

BEVERAGES

Colombian Coffee

Colombian Decaf

"Caffe Origins" Coffee's

-12 oz:\$1.00

-16 oz:\$1.25

-20 oz:\$1.45

Assorted teas-\$1.00

Assorted Bottled beverage-\$1.50

½ Pint milk-\$.95

BAGELS & PASTRIES

Assorted bagels-\$1.00

Specialty spreads:\$.35

Muffins-\$1.50

English muffins-\$.95

Donuts-\$1.00

Danish-\$1.50

Croissants-\$1.50

Scones-\$1.50

Apple fritters-\$1.85

Sliced Artisan breads-\$.45

EGGS & ADDITONS

Egg (1)-\$.75

Bacon (4) side-\$1.50

Pork/Turkey: Sausage side-\$1.50

Smoked ham side-\$1.50

Pork roll side-\$1.50

CREATE YOUR OWN BREAKFAST SANDWICH

Artisan breads, Kaiser, English Muffin or Croissant-

-EGG WITH-

-Bacon, Smoked Ham, Pork/Turkey Sausage or Pork Roll

-American Cheese, Cheddar, Swiss, Pepperjack or Provolone

Egg-\$2.25

Egg + Cheese-\$2.50

Egg, Meat + Cheese-\$3.25

CREATE YOUR OWN OMELET-\$3.25

-Bacon, Smoked Ham or Sausage

-Roasted Pepper + Vegetable Saute

-American Cheese, Cheddar, Swiss, Pepperjack + Provolone

Pork/Turkey sausage, Smoked ham,

Smoked bacon or Pork roll

SOUPS + SALADS

Daily vegetarian soup selection-\$2.35/\$1.75

Daily Hearty soup selection-\$2.35/\$1.75

Seasonal specialty salads

Classic chicken Caesar/Create your own-

Small:\$4.15

Large:\$6.25

Greens + mixed vegetable selections-

Small:\$2.95

Large:\$4.95

Additional dressings-\$50

TRADITIONAL SANDWICHES

Choice of Hoboken breads, Kaisers, panini Breads, lo carb or wraps

-Whole sandwich with chips or 5oz side salad:\$6.25

-1/2 Sandwich-\$3.45

Choice of

Roast Turkey, Smoked Ham, Roast Beef, Genoa Salami, Grilled chicken,

Albacore tuna salad + herb crusted portobella

Add

American cheese, Cheddar, Swiss, Provolone + Pepperjack

BLT:\$4.25

Three cheese:\$4.25

Create your own sandwich:\$6.25

Hummus cup:\$2.50

SPECIALTY SANDWICHES
-SEE OUR SEASONAL SELECTION-

COMBO'S-\$6.75/\$7.00/\$7.40

-Any ½ sandwich with soup or small salad + 12/16 fountain or bottled beverage

-Any small salad with soup, breadstick + 12/16 fountain or bottled beverage

SEASONAL ENTRÉE'S

-Chef's whim-

With starch + two vegetables-\$6.25

Seasonal entrée only-\$4.25

Seasonal accompaniments/each-\$1.50

All accompaniments- \$3.95

(See Our Weekly Menu Specials)

PASTA TOSSED

-GALLERY CAFÉ Pasta + choice of three (3) sauces-\$5.25

PASTA SPECIAL

*GALLERY CAFÉ pasta + choice of three (3) sauces
+ special additions- \$6.25*

(See Our Weekly Menu Specials)

NAPOLITANA PIZZA

-Per slice:\$2.00

-Toppings add:\$.50

Breadsticks:\$.50

PAN PIZZA

- Per slice:\$2.75

-Toppings add:\$.50

CALZONE/STROMBOLI\$-4.25

"GRILL"

1/4# Burger-\$2.75

1/4# Cheeseburger-\$2.95

Chicken Cheesesteak -\$4.25

Classic Philly Cheesesteak-\$4.25

1/4# Beef dog-\$2.25

Veggie Burger-\$4.25

Quesadilla's- create your own-\$6.25

Classic grilled cheese-\$3.45

ASSORTED SNACKS & SWEETS

Assorted bag snacks-\$85

1/4# Cheeseburger-\$2.95

Chicken Cheesesteak -\$4.25

Meatball Sub-\$4.25

1/4# beef dog-\$2.25

Assorted jumbo cookies-\$1.50

Assorted bars & tarts-\$2.00

Assorted cake slices-\$2.00

Assorted snack cookies-\$1.00

Ice cream novelties-\$1.50

Planter's tube nuts-\$1.25

Pistachio's-\$1.85

South Beach/Atkins bars-\$2.25

Indulge bars-\$1.00

Granola/Kashi bars-\$1.25

EXECUTIVE CATERING & SPECIAL EVENTS

Menu selection & presentation for special events are enhanced with the influence of seasonal foods with attention to detail

NOTED CLIENTS SERVICES INCLUDE...

*Novo Nordisk, Reed Smith, Covance, Purdue Pharma,
Morgan Lewis, Patrinely Group, MRM Worldwide,
Amicus Therapeutics, The Gallup Organization, Rhodia,
The College of New Jersey, Faithful & Gould, Cenlar,
Munich/American-Re, Innophos, Hunt Construction,
Computer Associates, Akros Pharma, Merrill Lynch,
Ocean Power Technologies, Sills & Cummis,
Princeton University, Red Point Biopharm,
Firmenich, Montgomery Township Schools,
Cure/NJ Pure, Berkley Life Science & Boston Properties*

SAMPLE BREAKFAST

CONTINENTAL BREAKFAST SERVICE- \$8.75 pp*

*Brewed coffee, decaf & teas, assorted bagels & breakfast pastries,
assorted bottled Tropicana juices, seasonal fruit platter or salad*

OMELET STATION SERVICE- \$10.25 pp* (add chef service/fee)

*Create your own omelet with choice of bacon, sausage, smoked ham,
saute of pepper, onion or mushroom, cheddar, pepperjack or swiss*

Served with breakfast pastries & classic homefries

BREAKFAST CLASSIC- \$11.75 pp* (add chef service/fee)

*Eggs to order with choice of raisin bread French toast or Belgian
waffles, pure maple syrup, bacon or sausage, classic homefries and
fresh fruit salad or platter*

ADDITIONS-

COFFEE SERVICE- \$1.95 pp*

Brewed coffee, decaf & assorted teas with condiments

GRANOLA/BREAKFAST BARS- \$2.50 each

GRANOLA/YOGURT- \$2.95 pp*

Non-fat yogurt with toasted granola & honey

YOGURT SMOOTHIE- \$2.00 each

CHEESE & FOCCACIA- \$4.75 pp*

Imported & domestic cheese board with foccacia bites

*SAMPLE BRUNCH -\$25/\$38 pp**
INTERNATIONAL HOR D' OEURVES-

Potato + cheddar pastry
Shrimp cocktail with bloody mary dipping sauce
Spanakopita

Café crab cakes with louisiana remoulade

Teriyaki beef skewers with toasted seeds

Crispy apple bites/romanoff

Tandori style chicken skewers

Mesquite chicken quesadilla's

Stuffed mushrooms of Danish bleu + leek

Vegetable pot stickers with rice wine dipping sauce

STATION SERVICE-

Station I:

Belgian waffles

Pure maple syrup + sweet butter

Fresh berries/white + milk chocolate chips

Whipped cream

Strata of asparagus, swiss + mixed tomato

Bacon

Grilled Sweet Italian sausage

Station II:

Roast prime rib of beef with natural juices/horseradish crème fraiche

Herb crusted chicken with smoked ham + two cheese

Smoked spiral ham with whole grain honey mustard

Assorted petite pan rolls

Station III:

Assorted mini bagels with specialty spreads

Smoked salmon with accompaniments

Domestic + imported cheese board

Assorted mini muffins, pastries + turnovers

Fresh fruit array with vanilla bean yogurt

Station IV:

*Spinach salad of mixed dried fruits, toasted pinenuts +
honey pepper dressing*

Tri color cheese tortellini

Penne pasta

*Sauces: classic marinara, vodka + roasted garlic, broccoli +
sundried tomato*

Assorted breadsticks/butter

Romano cheese

Station V:

Assorted mini Italian pastries

Mini cheesecakes

Coffee, tea/herb teas & decaf

Mulled hot cider

Assorted bottled specialty juices (fresh squeezed & V8)

Assorted flavored spring water

Assorted specialty beverage

SAMPLE COCKTAIL &

*HORS D'OEUVRES-\$2/\$4 pp**

Domestic & imported cheese display/toast

Chilled shrimp Old Bay & bloody mary dipping sauce

Spicy tuna rolls with wasabi spiked tamari dipping sauce

Chicken sate with spicy peanut sauce

Sweet & sour meatballs with & herb demi glace

Bruchetta of fresh mozzarella, local tomato & virgin basil oil

Oatmeal crusted chicken with honey mustard sauce

Fillo with crab & brie

Vegetable spring rolls

Thai money bags

*Skewers of sharp prosciutto, sharp provolone, sundrieds &
roasted red pepper vinaigrette*

Café mini crab cakes with Louisiana remoulade

Quesadilla's of peppejack, salsa cruda & avocado crème fraiche

Quiche of saffron roasted vegetables & feta

Chicken & duck pate with macadamia nut & mixed fruit chutney

Roulades of smoked turkey, fontina & hot red pepper mayonnaise

Teriyaki beef skewers with toasted sesame

Almond crusted brie bites with hot raspberry dipping sauce

White corn chips with salsa cruda & lump crabmeat queso

Mushrooms stuffed with Danish bleu cheese & leek

Tomato fillo cups with charred asparagus & havarti dill

*SAMPLE SALADS-\$3/\$6 pp**

Classic spinach salad of smoked bacon, egg, mushroom & red onion

*Spring greens with sharp cheddar, grilled vegetable array &
dijon vinaigrette*

*Hearts of romaine with toasted parmesan croutons & classic Caesar
dressing (add grilled chicken, beef, shrimp or crabmeat crumbles)*

Spicy peanut noodles with snow pea & sweet pepper

Spring greens with roasted apple, bleu cheese & candied walnuts

*Spinach salad of dried apricots, toasted pine nuts &
honey pepper dressing*

Charred romaine with gorgonzola, grape tomato & hazelnut crumbles

*Array of grilled vegetables with fresh mozzarella, roasted Holland pepper
& mixed olives- basil vinaigrette*

Spring greens with mixed fresh citrus & toasted almonds

Arugula salad of asiago, charred tomato & virgin oil

*SAMPLE ENTRÉE'S-\$9/\$14 pp**

Grilled chicken with kabob vegetables & white wine glaze

Crispy chicken with spinach saute, classic tomato & sharp provolone

*Pan roasted chicken stuffed with havarti dill &
seasonal vegetables- tomato cream*

Classic chicken francaise

*Pan seared basil crusted chicken with prosciutto, fresh mozzarella &
sun-dried tomato glaze*

Grilled chicken with molasses spiked spicy BBQ & frizzled onions

Pan roasted chicken stuffed with smoked bacon, swiss & spinach- dijon

*Herb crusted chicken with wild mushroom, sweet red pepper &
marsala glaze*

Corn meal crusted turkey medallions with sweet tomato country gravy

*Stuffed turkey breast with classic black bread stuffing &
three wine glaze*

*Grilled flat iron steak with portobello, charred tomato &
chianti glaze- toasted romano*

Cajun spiked sirloin with sharp cheddar, buttermilk glaze & crispy leek

Peppercorn beef medallions with demi & brandy cream

Shaved rib eye with natural juices- horseradish crème fraiche

*Pork loin stuffed with mixed apples, poached currants, fontina &
applejack brandy glaze*

Grilled pork chop mini's with rosemary maple walnut glaze

Pan seared salmon with roasted corn, green onion & cilantro butter

*Pan roasted tilapia stuffed with crabmeat & roasted mixed vegetables-
citrus butter*

-SAMPLE ENTRÉE'S CONTINUED:

Sesame crusted yellowfin tuna with hot saute of napa cabbage & wasabi glaze

Gallery Café crab cakes with citrus caper aioli

Grilled shrimp skewers with spinach & sundried tomato vinaigrette

Grilled sea scallops & rock shrimp with whole wheat linguine & broth of saffron spiked confetti vegetables- toasted romano

Penne tossed with roasted butternut, spinach & ricotta- fresh tomato

Mini ricotta ravioli tossed with grilled vegetable pesto & classic vodka

Cavatelli tossed with broccoli, sundrieds & roasted garlic

Fusilli tossed with crispy eggplant, ricotta & classic tomato sauce

Whole wheat linguine tossed with sweet Italian sausage, white bean & escarole- roasted garlic romano broth

(all served with one side & assorted bread basket)

INTERNATIONAL & REGIONAL THEME MENU'S

Tex-Mex, Caribbean, Southern & Northern Italian, Far East-Asian, Deep South, Polynesian, West African, Brazilian & International sampler

SAMPLE VEGETARIAN

*& VEGAN ENTRÉE'S-\$8/\$13 pp**

Three bean chili with jalapeno corn tortilla's & accompaniments

Crepe of fresh asparagus, swiss, wild mushroom & tomato cream

Timbales of bulgar wheat with herb feta & poached seasonal vegetables

Ginger spiked grilled tempeh with toasted seeds & organic brown rice

Grilled BBQ tofu with frizzled onion & mashed sweet potato

Crispy pan seared ciabatta with red pepper hummus, tomato & sprouts

(all served with one side & assorted bread basket)

ADDITIONAL THOUGHTS

*SIDES-\$3/\$5 pp**

Mashed parsley, cracked black pepper or roasted garlic potato

Roasted Yukon potato

Corn meal crusted new potato

Traditional candied yams

Mashed or roasted sweet potato

Seasoned sweet rice

Seasoned basmati rice

Long grain + wild rice blend

Organic brown rice

Wild red rice with cranberry + toasted pecans

Black bread stuffing

Classic multigrain stuffing

Cornbread + sweet sausage stuffing

Roasted green beans with toasted almonds

Steamed broccoli with roasted sweet pepper confetti

Asparagus bundles with brie

Julienne of zucchini + yellow squash- roasted garlic grape tomato

Saute of button mushroom

Baked butternut squash

Saute of broccoli rabe- virgin oil

Corn soufflé

Creamed peas with wild mushroom

ARTISAN BREADS

Traditional baguettes + batards, sour dough, ciabatta,

sundried tomato, multigrain, black bread,

herb foccacia, challah + flatbreads

*SPREADS/DIPS-\$1/\$3 pp**

First press virgin oil/assorted flavors, hot cherry pepper butter,

Sweet honey butter, classic bruchetta, bean spreads + assorted pesto's

*SWEETS-\$2.50/\$5 pp**

TRADITIONAL COOKIES:

Chocolate chunk, peanut butter chip, white chocolate macadamia & oatmeal raisin

HOLIDAY BUTTER COOKIES:

Traditional & sugar free

BARs & TARTs:

Coconut fudge, raspberry walnut, lemon, apricot, Cappuccino, caramel apple, pecan & holiday specials

PASTRIES & CAKES:

Assorted Italian miniatures & extensive cake selection including carrot, german chocolate, cannoli, cheesecakes & sugar free angel food

TRADITIONAL PIES:

Pumpkin, apple, cherry, pecan, key lime & others

OTHER SWEETS:

Chocolate & fruit mousses, crème caramel, fresh berry crème tarts, chocolate covered strawberries & custom requests

*SPECIALTY DRINKS-\$1.75/\$3 pp**

Hot mulled cider, classic egg nog, specialty bottled natural soda's, sparkling & still waters, fresh squeezed juices & holiday punch

EXECUTIVE SUMMARY

GALLERY CAFE

We are a local company with a hands on approach to our business. Our dedication to our customers is unmatched in the Princeton community. We are always available to our customers and our size enables us to make quick decisions and changes if necessary. Customer service, exceptional product and satisfaction are the primary objectives of the Gallery Café.

The mix of our management team lends a broad range of experience which helps us to keep abreast of the latest trends and consumer needs. We have demonstrated our success by our expansion of location, increase in sales and customer loyalty.

THE STRATEGY

The plan of the Gallery Café is to continue to meet the objectives of our newest clients by utilizing a mix of the following:

- 1. Our local presence insures that we are always there for and aware of our customers needs*
- 2. By employing a local base of trained employees, we always have a team of growing qualified personnel to provide exceptional service to our customers*
- 3. Our continued growth has increased our scope of purchasing power. This has enabled us to buy the highest quality products, at more competitive rates, which is passed on the customer*
- 4. working in concert with our clients, our kitchen and service are design team: Don Pollock Restaurant Designs, our largest food service suppliers; US Foodservice, SYSCO, Atlantic Vending services and a diverse group of secondary vendors, will be available to create the most cost effective and efficient corporate food service facility.*

OUR RESOURCES

The pages that follow introduce the depth of our resources. These companies compile several years of successful business undertakings and continued support.

FINANCIAL OVERVIEW

The Gallery Café views this project and future with our clients as an opportunity to provide exceptional foodservice to a growing company in the local community. We fully believe and expect that this business relationship with your firm will be an asset to your companies overall growth.

Please review the following questions and necessary information needed to develop your foodservice plan at your place of business.

FACILITY

- a. We understand that your company will provide the highest level of security for all employees and contract services*
- b. We can provide foodservice exclusively to your facility without an outside customer base or catering services.*
- c. We can provide foodservice for your facility as a multi tenant space with outside customers and catering services*
- d. You may evaluate the number of employees that will occupy your facility initially and what type of food service you wish to provide*
- e. Consider your companies growth and the number of employees that will occupy your facility when addressing a dining, service and kitchen facility*

ADDITIONAL INFORMATION

- a. *We operate all exclusive foodservice facilities as “fee” accounts*
- b. *Projected sales and a cost of operation budget is established*
- c. *We support and supply a full staff and management team for the facility*
- d. *We purchase and supply all foods and services necessary for daily Café operation and catering services*
- e. *Management and administrative fees are established*
- f. *Sales and cost of operation are calculated monthly and billed accordingly*
- g. *Subsidized discounted pricing for client employees is a feature that many companies choose to off-set the regular cost of Café menu items. This financial “perk” for their employees in turn increases productivity by offering them incentive to stay on site and dine*
- h. *Public service café’s are P&L based considering tenant population*

DISCUSSION

We look forward to meeting with you and discussing additional area of corporate foodservice that may help guide you to the most effective and efficient setting for your company

Thank you for considering us and giving us the opportunity to provide you with the above information about the Gallery Café. We look forward to meeting with you in the near future

Thank you,

*Holly Trump
President*

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