



Venture Food Service

**Providing High-Quality,
Cost-Effective Food Services
To Small and Mid-Sized
Companies
In the Indianapolis Region**

Venture Food Service
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Our Mission:

Provide Quality Products, Services and Exceed Your/Our Customers' Expectations

Why Choose Venture Food Service?

1. It is Privately Held

Our Staff can take action without having to go through layers of management channels. We have the ability to institute change quickly and effectively, which allows us to improve your operations in minutes instead of months.

2. It is Accessible

From our managers right on up to the company president, we are available in hands on approach to meet client's needs, to answer questions and to interact with the daily events of your operations. Communication is our cornerstone, and it is also our key to success.

3. It is Product & Service Oriented

Our product is outstanding. Venture Food Service will only serve the finest food available. Our chefs take great pride in their work and are dedicated to the pursuit of perfection. Our service is impeccable. Our management and staff believe that every day is "show time". We are here for the benefit of others.

4. It will not cut quality

It is the fundamental belief of Venture Food Service that the day we sacrifice quality to save a few dollars is the day we lose a client.

Most Importantly, Venture Food Service is committed to its clients.

Venture's core philosophy is based on the knowledge that it is in our own best interest to provide the ultimate food service experience for our clients and our mutual customers. We are committed to excellence, and we are dedicated to a never-ending quest for perfection. It is our pledge to provide the type of service and food one would expect from an industry leader. The success of Venture Food Service hinges on the success of our clients, and through our mutual concerns, our future is assured.

Introduction

Venture Food Service can offer services specifically to the small to mid-sized company: hotel, club, bar, cafeteria, etc. Venture Food Service is able to offer full food service hospitality to businesses in buildings where there are limited kitchen facilities, as well as full production kitchens.

In short, Venture Food Service can provide food service designed specifically to cater to the individual needs of each client's needs.

Operations Overview

The implementation of a food service by Venture Food Service begins with the gathering of solid information about your needs and the establishment of effective lines of communication between our companies.

We first determine your needs by conducting a survey of any existing food service. This survey helps us ascertain targeted customer preferences in both menu item selection and general floor space and traffic flow. This also shows hot and cold spots in the operation's overall food patterns. This information helps us to maximize market participation and end user satisfaction.

If no food service exists at your site, we can install one designed to meet the needs of your operation. However, since factors such as available space, utility hook-ups and remodeling costs play a large role in the type of food service appropriate for your company, not all companies may wish to support a full-production kitchen. In that event, we will work with you to determine which types of food service programs offered best meets your needs.

Our next step is to meet with you to determine the demographic make-up of the business. We utilize such criteria as ratio of men to women, age groups, static population, sales history and population participation of your company and pertinent data. This information forms the basis of the types of foods/service that are offered. It is also invaluable in our approach to marketing and promotional activities.

Over the life of the relationship, our management staff meets regularly with you to review operational status. In general, such topics as menu cycle, promotional activities, new product introduction and operations are reviewed, and any issues relevant to the operation are addressed and resolved. You always have access to all the financial data that pertains to the operation. Venture has the capability to customize reporting practices to suit the individual needs of each client. Venture manages and fulfills all administrative responsibilities.

Products and Purveyors

Wholesome, palatable food beautifully presented by a well-run, well-merchandized food service is the key to the success of your food service.

At Venture Food Service, we ensure our clients the finest quality ingredients available.

Our purveyors are nationally recognized leaders in the industry, and we work closely with them to ensure that our rigid specifications are met. Our purveyors (as well as our own operations) have instituted an H.A.C.C.P. (Hazard Analysis Critical Control Point) system of product control so all precautions are taken to safeguard our clients throughout the production cycle.

We purchase only USDA government-inspected meats, poultry, eggs, fish and dairy products. The fruits and vegetables are graded "Select Choice" or better.

With more than 6,000 recipes in our files, Venture has the ability to create menus that meet individual client needs. We base our menu cycle on customer preference and public trends, not on whatever happens to be a "good buy" at the time. We can tailor your menu for special dietary needs such as low salt, low cholesterol or low fat. We are always open to suggestions.

It is very easy, in the food service business, to slip into the habit of serving the same entrees, desserts or salads over and over again. Soon, participation and enthusiasm on the part of the public dwindle. To prevent this, Venture works hand-in-hand with its clients and purveyors to continually introduce new products and ideas through the use of daily or monthly promotions.

Venture Food Service stands for quality. Our clients can rest assured that they will receive the finest and freshest products possible.

Health & Safety

A critical element in successful food service is sanitation. From the customer's point of view, this is generally not an issue until something unfortunate occurs. At Venture Food Service, we do not allow the unfortunate to happen.

Venture utilizes a system of sanitation checks and balances to ensure the health and safety of our customers. Site inspections are performed to ensure proper sanitation. Inspections encompass the guidelines set forth by the Educational Foundation of the National Restaurant Associations Applied Food Service Sanitation Certification program. Account managers are Food Service Certified Sanitarians.

Summary

Over the years, Venture Food Company, *dba Venture Food Service, Venture Catering, Chic-A-Boom, Healthy Edge, Venture Pharma, and Grand Gourmet*, has earned a reputation for flexibility, creativity, and producing the finest quality foods.

Our service professionals are gracious, knowledgeable, honest and caring. We pride ourselves in providing excellence in both food and service to our clients.

It is our privilege to work with some of the most prestigious companies in Indianapolis.

If you believe you are in need of our services, allow us the opportunity to create a win-win relationship.