

# John Coughlan

wedding catering



Wedding Planner & Inspiration



# Thank You

Thank you for requesting our wedding planner, we hope that you will become one of the couples we have had the pleasure to cater for on their special day.

Whether you visualize a traditional style wedding with formal table settings or a more relaxed fabulous party with your choice of theme to celebrate with family and friends, John Coughlan Catering will go above and beyond to ensure that every guest is attended to and your day is perfect in every way.

We have over 30 years experience of managing, coordinating and providing first class catering at some of the country's most prestigious wedding receptions.

**Your choice** of Menu, Styling and Theme, top quality food prepared and served by experts especially for you. Our experienced wedding planning staff will guide you effortlessly through the 4 step process, ensuring that you and your guests enjoy the very best day possible. Your big day is just as vital to us as it is to you as our reputation rests on each new client we cater for and we treat each wedding as if it was our first.

On the following pages I have included a guide as to how to plan and ensure your celebration goes well, you can also use this to aid you when we meet up for the first time. Please remember that we can cater for any style and theme you wish for. A quick call to us on **01 621 4556** or email to me personally at [john@jccatering.ie](mailto:john@jccatering.ie) will ensure that we fully understand what you want from your experience. Thank you for reading I hope you find the following pages valuable.

John Coughlan

Managing Director

John Coughlan

# Perfect Weddings by John Coughlan

## Your Wedding—Your Way

Settling on a concept and sticking to it is crucial for a wedding that feels unified and looks like you—and trust us, it will make your life a lot easier as you weed through all the options in the weeks and months to come. So, **before** you try on a single gown, book your band or sample a bite of cake, look at the big picture and determine the style and vibe you want to set on your wedding day.

### 1. Think Big

The beginning of the process is the dreaming phase—don't worry about how something will work or how much it will cost. Don't even consider what your mother will think. Picture your dream wedding. What do you see? Here are a couple of questions to consider while everything is coming together in your head.

- Big (everyone you know) or small (close friends and relatives)?
- Outdoors or indoors?
- Home (one of your hometowns or your current city) or away (hello, destination wedding!)?
- Modern, classic, romantic, vintage, rustic or all-out glam?
- Fancy, casual or somewhere in between?
- Spring, summer, winter or fall?

### 2. Gather and Save Inspiration

To get a better idea of what you want (and definitely don't want), spend some time checking out bridal magazines, books, blogs and real wedding photos. But don't limit yourself to browsing just the obvious sources—something as unlikely as a wallpaper pattern or a pretty perfume package design can spark an idea. Fabrics, colour chips, stationery and trinkets are all great starting points too. Collect your ideas on an inspiration board—it's one of the best ways to keep everything organized. It will also help you identify common threads and visualize how various elements will look together.

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## Your Wedding—Your Way

### 3. Figure Out the Formality

How fancy or casual do you want to go? Do you want to see your guests all dressed up at a sit-down dinner? Or will it be more casual with informal seating and stations? The setting of your wedding can also dictate the vision—a beach wedding theme calls for a more laid-back vibe, while a ballroom may require a more classic and elegant wedding.

And don't forget about your own personal styles and the kind of atmosphere that best speaks to you two as a couple. Do you like hosting intimate dinner parties, getting decked out and partying until dawn, or throwing a low-key poolside picnic? Whatever you decide, you'll want to carry your chosen formality through every aspect of your wedding.

### 4. Narrow in on Your Style

The more specific you get with your vision, the easier it will be for you to choose your details and convey your ideas to us and your other service providers. The tighter your theme, the better. Instead of stopping at "glam," decide whether you want art-deco glam or old-Hollywood glam.

Your theme can be anything from a favorite era, hobby or place to your heritage or culture. To help shape the style, think of interesting hobbies you and your fiancé have in common. Maybe you both love golf or share an appreciation of art. Or perhaps there's a place you two hold dear, like the mountaintop where you got engaged or the vacation locale where you fell in love.

A word of caution: Don't load up on too many ideas. It's great if you love Broadway musicals and your spouse-to-be is into drag racing, but trying to combine both on your wedding day will likely lead to a weird, disjointed affair. Do your best to compromise on one concept and stick to it.

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## Your Wedding—Your Way

### 5. Pick Your Colours

Colour is a unifying factor among all your wedding elements, from the invitations to your bridesmaid dresses. Take a look at a colour wheel to determine which shades you're drawn to. The easiest way to make all of your wedding elements come together is to stick with one main colour and an accent colour, or two equally prominent complementary colours (colours that are directly opposite each other on the colour wheel, like green and pink or yellow and purple) for a bright contrast. But don't feel limited to just two colours—adding neutral or metallic accents will make your palette robust. You could also choose an analogous scheme—putting together three colours that fall side by side on the colour wheel, like blue, periwinkle and violet, to bring out the subtle nuances of one colour family.

### 6. Master the Motif

A motif is the last flourish that can tie together the overall look of your wedding—it can show up anywhere from the invitation to the cake. It's typically a pattern, shape or insignia that conveys your style (think: monogram, family crest, toile pattern or leaf icon). Whatever you choose should reinforce the mood you're trying to create. Use your motif sparingly—three or four places max. Any more than that will feel forced or look too matchy-matchy.

### 7. Don't Forget the Vibe

As you're planning, remember that the theme obviously affects the look of your wedding, but it can also set the tone. An evening wedding in a gilded ballroom meant to conjure the Roaring '20s will ramp the chic quotient up a notch, while a clambake on the beach will have guests kicking off their shoes and enjoying a beer right out of the bottle. Either is great, as long as it feels right to you. You want your personalities and passions to shine through, which is what ultimately makes your wedding stand out and feel special.

John Coughlan



# Perfect Weddings in 4 easy steps

1

**The First Step:** Is to meet you to understand in full what you want and help guide you through the myriad of choices we can offer you.



2

**The Second Step:** Our expert Master Chef's will assist you in selecting any food style or theme you may want for your perfect wedding meal.



3

**The Third Step:** Once you have decided on your food and service style we will provide a tasting service for you to try out your selected menu.



4

**The Last Step:** Our expert staff will ensure all runs smoothly on the day leaving you and your guests with lasting memories of a wonderful Wedding Reception.



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# Perfect Weddings in 4 easy steps

1

## What we need to know from You

When it comes to the time to start planning your wedding (and that's never too early!) there is a lot of basic information we need to make sure we fully understand what you expect from your day.

We have itemised a few questions that we will need you to answer **when we first meet**.

### 1. The date and time of your ceremony

*A very obvious one but timing is crucial at weddings, if you haven't set the exact date yet don't worry an approximate date will do at this stage for quote purposes.*

### 2. Where is the wedding being held

*Again a very obvious one. We need to know the venue for a lot of reasons, most of the popular ones throughout Ireland we have catered in so we already have great knowledge of the room used, size of venue and facilities. If you are planning a Marquee wedding please remember that we are experts in this field and we can talk you through all that will be required for your day.*

### 3. What facilities do we have at the venue

*Very important when you are at the planning stage. We need to know exactly what catering equipment and facilities we can use and from what time until what time. For health, Safety and Practical reasons we need to understand what is available, does it work, is it safe and more **before** we can provide you with a quotation.*

### 4. How many guests are we catering for

*We need to know (within a few) the numbers of guests for the main meal, reception, after party or next day function **before** we can provide you with a quotation. As you will guess the larger the number the more cost effective catering is therefore numbers are important, we don't need to know exactly at this stage but a minimum number will be required.*

### 5. Have you a strict budget to work to

*Wedding catering costs will be a large part of your overall budget. On average a 4 course wedding reception meal alone can cost from €70 upwards per guest depending on final numbers and the menu you have selected. This does not include additional services, drinks or equipment so the more information you can give us the more we can help you get great value for money whilst ensuring you have the best day possible.*

If you can think carefully about the above questions our **first meeting** will be much easier and our experienced wedding catering planner will be able to assist you, suggest alternative or perhaps better options for you both. **Before we can give you a quotation** you need to select your menu.

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# Perfect Weddings in 4 easy steps

2

## Food and More

When you meet our wedding planner they will talk you through some of the best options we can offer based upon your requirements and wishes. We are very flexible and over the last 30 years we have catered for every type of food theme and service request you can imagine. You won't shock us but you may surprise us!! Nothing is too much trouble, what you want you can have.

After our first meeting we will arrange a food tasting for you. Before we do this we will need to know.

### 1. Have you any special food requirements

*We have catered for all sorts of special food styles, menus and themes over the years, Vegan, Vegetarian, Hawaiian, Thai, French, Rastafarian, Kosher, Traditional Irish, you name it we have done it!! We can help you theme your day perfectly in exact accordance with your wishes. **Just let us know and we'll do out utmost to help.***

### 2. When do you want the main meal to be served

*You can specify exactly when you want the reception dining to begin, some couples prefer to wait a while to have the main meal, others want it straight after the ceremony is over. Its up to you but we'll need to know for staffing and other reasons.*

### 3. Are you having a canapé reception

*How do you want us to greet your guests when they arrive? An important question and one that you need to think about especially if there may be a long gap between arrival and meal time. We can offer a number of options to you dependant upon the timing on the day.*

### 4. What other events are you planning around your wedding

*Are you having a wedding breakfast or perhaps midnight food or a next day get together BBQ or lunch? We can help you with much more than just the main meal and we have lots of exciting options to offer you to add to the occasion.*

### 5. What about drinks and bar services

*Are you having a bar facility will it be free for guests all night or just part of the night? What about wines? Have you a preference? Let us know your thoughts and we can help you select perfect matching wines with meals and more.*

When you are happy with your food choices and have finalised the guest numbers our master Chefs will organise a tasting menu that lets you experience the quality and taste the actual food you plan to serve, either at one of our venues or by arrangement with you.

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# Perfect Weddings in 4 easy steps

## 3 The Trial Run - Taste the Food!

Food Tasting is vital, its your trial run and gives you the opportunity to finally decide on what's right for you both. We can arrange for you to visit us at one of our catering locations, you simply have to arrive and enjoy the delicious food we have prepared for you.

Our wedding planner will be there with you to help you through the last few points and at this stage we finalise the package we both are happy with. Like marriage ours is a partnership of customer and supplier but it is far more personal when it is your biggest day. We want you to be able to relax safe in the knowledge that our staff will take care of all the details for you to enjoy our professional service

Now we can **provide you with an accurate quotation for your reception.**

## Our Terms of Business

When you are happy with everything and have accepted our quotation you become one of our valued clients and our operations department takes over and with your wedding planner they formulate an action plan that details all of the agreed services, with menus, we have agreed to supply you. Once you are happy with the plan we then need to take a deposit from you to secure your booking. Our booking and payment terms are fair to both of us.

1. Deposit will be 25% of the total cost of the services we have agreed to supply
2. A further 50% of the total cost will need to be paid 30 days before the wedding date
3. The balance of the account needs to be paid 7 days before the wedding date

Cancellation can be made anytime up to 30 days before the wedding date and we will refund your deposit in full . From 30 days to wedding date no refunds can be given of any monies paid.

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# Perfect Weddings in 4 easy steps

## 4 That's it Enjoy Your Day

Our expert staff will ensure all goes smoothly on the day leaving you and your guests with lasting memories of a wonderful wedding.

## Wedding Menus

We have a stock of various popular wedding menus available for you to view or download but please remember that you can have whatever food you want, served in whatever style pleases you.

[DOWNLOAD SAMPLE WEDDING MENUS HERE](#)

## Wedding Extras

**Is there something else we can help you with?**

Over the years we have amassed a lot of useful information and have worked with many Photographers, Band's, Dj's, Wedding transport companies and Floral suppliers. If you need any assistance please do ask and we'll put you in touch with the best people to help you have the best wedding possible.

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# Finally

Thank you for reading, we hope that you will become one of the couples we have had the pleasure to cater for on their special day.

The Next step is to get in touch with us and give us some information about what you want and to arrange a meeting with one of our expert wedding planners.

**You are welcome to call us on: 01 621 4556**

**Email us: [info@jccatering.ie](mailto:info@jccatering.ie)**

Thank you again for your interest in our company. We look forward to meeting you soon

John Coughlan

Managing Director

John Coughlan