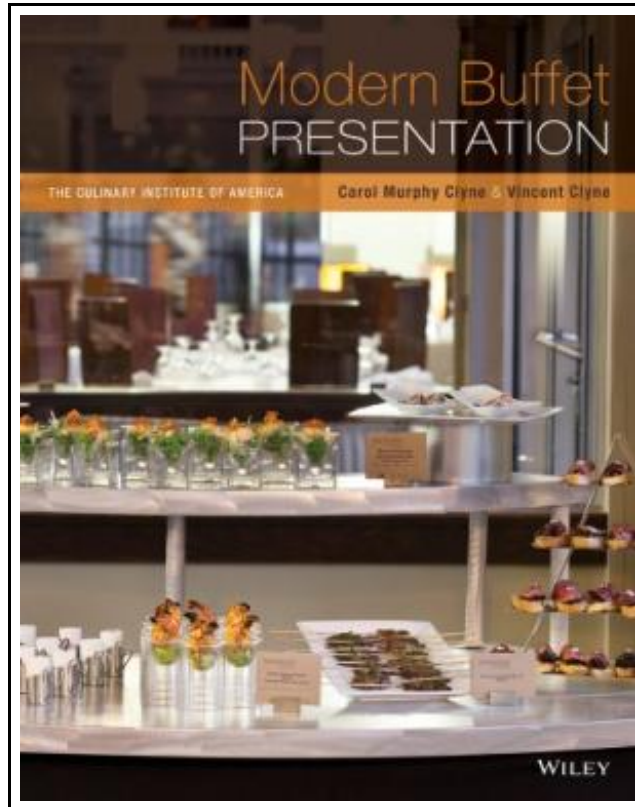


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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Modern Buffet Presentation, The Culinary Institute of America (CIA), Carol Murphy Clyne, Vincent Clyne, Francesco Tonelli, How to build extraordinary, memorable, and profitable buffets, from acclaimed experts The ability to plan and execute a successful buffet is an essential skill for foodservice professionals in the rapidly growing realm of catering and special events whether executed by an independent business or as ancillary services offered by restaurants, hotels, clubs, colleges, and hospitals. Modern Buffet Presentation successfully incorporates the art of buffet and banquet entertaining with tantalizing, current recipes; guidance on plating, garnishing, and arranging; and design concepts and visual appeal. Practical concerns for the professional are thoroughly addressed from setting price points, selecting proper equipment, and training staff to marketing, communicating with clients, and practicing proper sanitation. Guides to menu planning, including action stations (omelets made to order) and creation stations (sushi bars), help professionals navigate the many possibilities in serving large numbers creatively and effectively. Nearly 200 recipes provide inspiration for buffet foods that delight customers while contributing to the bottom line, and more than 100 color photographs illustrate winning dishes, successful buffet setups, and platter arrangements, as well as provocative centerpieces and displays. * Written by a husband and wife team with more than 50 years combined experience in the catering and restaurant business * Combines the business of running a catering operation with recipes and menus to provide inspiration * Features tantalizing photos by Francesco Tonelli.



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