

The Wedding Industry Awards 2013

Recognising & Rewarding Excellence in the Wedding Industry

Vanilla Catering & Events were short listed for the above awards this year. All couples who got married between 1st November 2011 and October 2013 were eligible to vote. Below are some of the comments we received from our brides & grooms.

Average Voting Scores

Vote Question	Ave. Score
Ability of your caterer to understand, interpret and realise your vision and ideas.	9.82
Range and flexibility of menus offered by your caterer.	9.82
Quality of expertise, advice and guidance received from your caterer.	9.87
Quality of customer service and communication received from your caterer.	9.6
Quality and presentation of the food and/or drink on the day of the wedding.	9.92
Personal presentation and efficiency of catering staff on the day of your wedding.	9.85
Value for money.	9.13

General Comments

"Did a fantastic job when extra guests arrived unexpectedly with little fuss and avoiding confrontation with bridal party sorted things out. They were discreet and worked well with little disruption to our guests when tidying and organising turn around. Would highly recommend them."

"Amazing that food of such quality can be produced for 120 guests. Many people who attended the wedding have commented specifically on the food and how tasty it was."

"Vanilla always replied promptly, never made us feel like we couldn't change our mind and gave us fantastic support and advice right up to the day. On the day itself all our guests were delighted with the food and service. Vanilla made our wedding seem personal to them."

"I cannot praise the Vanilla team enough. Everyone involved with both the planning and the execution of the wedding was charming and professional. We were given excellent advice, the food was fantastic and the level of customer service exceptional."

"We were delighted with Vanilla - they were accommodating every step of the way, letting us have ample tasting sessions to tailor the dishes. They were quick to respond to any queries, the food on the day was excellent and the service impeccable - we received so many amazing comments from our guests."

"Excellent service, food & presentation. They have a great working relationship with the venue, understood what we wanted and all our guests were very complimentary, very pleased we chose them for our special day."

"We found Vanilla extremely professional but with a relaxed, reassuring and confident approach. They guided us through our day and made us aware of points we needed to consider. We wanted a fun and relaxed wedding. Vanilla helped us achieve that."

"Vanilla Catering were really exceptional. They did everything that we asked and even more. The food was excellent, it was the best wedding food that I have ever eaten. All the staff at all levels were very professional, everything ran smoothly and they really made our day extra special."

"Vanilla were exceptional in handling our wedding. Every aspect of their involvement was perfect from initial contact, to planning, to dealing with the venue, to delivering a superb quality of service on the day. The value of their total professionalism cannot be valued other than to say 'priceless'."

"Sally and Helen provided excellent service and delicious food, all the guests coming from France said that it was great food. It was well presented and the staff were lovely as well. It was a pleasure working with Vanilla, nothing was too much trouble for them."

"We were so glad that we decided to choose Vanilla caterers. They were always available to meet or talk at the end of the phone. Every staff member was polite and nothing was too much to ask. We have had only excellent feedback from friends and family regarding the service and the food provided."

"Vanilla catering not only produced amazing food on my wedding day but the staff were amazing too. Everyone was very helpful and kind, and they were also very good at getting things done on time. I thoroughly recommend this catering company to anyone as they were superb. Thank you so much."

"Every element of the wedding was perfect, from the first day when Sally arranged for us to visit them on a Sunday afternoon at short notice to the day itself when everyone commented on the amazing food. We got to choose every element, the quality was exceptional and Vanilla were still the cheapest quote!"

"Superb quality and tasting food. Outstanding, professional service. Calm, confident, can-do attitude. Adaptable and flexible to changes on the day due to weather. Great comments from guests. Fully recommend and would use again."

"Vanilla were very professional and engaging from the very first telephone enquiry right through to the big day, I had every confidence in them which helped relieve the stress greatly. Communication at each stage of the booking process was spot on. Vanilla were very accommodating on tasting visit."

"Their customer service was brilliant throughout the planning process and on the day itself we could not fault their service. We felt completely confident that everything was under control and the quality and presentation of the food was excellent."

"Vanilla Catering Events were very professional from the start to the end. The customer service we received was brilliant and the food was out of this world! A guest commented that the beef we served was outstanding and of a much higher quality than at a top notch restaurant he had eaten in in London"

"The food was fantastic."

"not only was food delicious but it was very efficiently served. Vanilla did a fantastic job turning the ceremony room into the reception room in a very short space of time. Our table decorations had been laid exactly as we asked and the room looked magical. brilliant job done"

"Vanilla catering were absolutely fabulous in making our wedding exactly what we envisaged. All of the way through the planning the caterers were helpful and supportive. Moreover, in the days approaching the wedding day, vanilla staff were amazing in their organisation and events coordination."

"Vanilla Catering were highly professional and friendly throughout the planning process. Their menus offered a range of different ideas, but they were happy to make changes and listen to our own ideas too. Excellent, helpful communication in lead up to the wedding and very competent on the day."

"They were brilliant - they were efficient in every aspect. The food looked and tasted amazing. Everyone said how good the food was on the day. We have been to several weddings where the service has been slow and really does affect the overall day but I'm pleased to say that didn't happen to us!"

"Vanilla were just brilliant over all and made our day perfect"

"The professionalism and organisation displayed by the team on the day pretty much resulted in the wedding being as good as it was. They were flexible when we had a problem on the day and everyone was impressed with the food."

"Sally listened attentively at all times and made us feel that our day was their priority - and it certainly came across that way all the way through. The food was sublime; people are still talking

about it. They gave the perfect blend of friendly and caring customer service, and military precision!"

"Good value, fabulously presented, delicious food and stress free organising of our Wedding Reception. Guests requiring special diets; diabetics, gluten free and vegetarians all felt they were special because Vanilla Catering gave them something innovative and tasty. Still getting compliments."

"They were superb every detail was thought about and nothing was too much."

"Vanilla comes highly recommended and did not fail to deliver! The food and service was impeccable and every single guest made note of how fantastic the food was. Martin not only managed the day, he helped massively in the build-up to prepare, advise and calm us for the big day. Perfect service!"

"Vanilla Catering were excellent from start to finish, we couldn't have wished for the service they provided on our day. Even our dog was looked after by the staff throughout the day. Every detail I asked for was fulfilled down to the smallest thing and the food was superb. Thank you Vanilla!"

"Vanilla are EXCELLENT. They gave us expert advice to suit our budget & requirements. Our menu was tailor made for us and delicious - all home-made. Lots of guests commented it was the best wedding food they'd ever had. Their numerous staff were attentive, friendly & intuitive going over & above in all areas."

"My father previously being in the catering industry meant that Vanilla had a lot to prove but they not only rose to the challenge they exceeded our expectations. The food was beautifully cooked and the staff and coordinators were first class. I would use them again for corporate functions."

"We were so pleased that we chose Vanilla to cater our wedding. We have had so many comments about the standard and presentation of the food from many of the guests. They provided a very efficient and professional service throughout from initial booking to the event itself."

"I don't think my husband and I could fault absolutely anything about Vanilla catering, they were so organised, calm and helpful throughout the entire process of our wedding from the set up meetings right the way through to the day itself. They even did things that we hadn't anticipated they would do"

"Vanilla catering provide a superb service, who have friendly staff and offer fantastic tastings prior to the big day. On the day, the staff were exceptionally helpful and professional. All of the guests commented on the quality of the food, which was also presented to a top standard. Would recommend"

"Vanilla caterers were amazing. The day went so well due to them, ESP Helen n the husband! Thank you so much to both of them. All of our guests commented on the amazing food, taste n presentation n the staff n how they were managed was truly outstanding!"

"Vanilla were really fantastic. We had rather a shabby wedding venue, but Vanilla were not phased by this at all. They rose to the challenge of what we asked from them for the day. They were both supportive in the run up to the wedding and on the day itself. Food was fantastic!"

"The food was absolutely stunning it looked amazing & was so delicious. We loved how flexible, friendly & accommodating they were and did everything to personalise the service to our needs. They worked so hard on the day to make it perfect. They provided a 1st class service all in my sister's garden!"

"Vanilla made the day run so smoothly and the food was amazing. One of the guests thought they were the main caterers for the venue and did not even notice them filling up there glasses and jugs of water which was good as they did not even have to ask!. The trio dessert everyone found amazing!."

"Absolutely exemplary service, the food was delicious, our guests were extremely impressed and all at the company ensured the whole service was exactly to our requirements."

"Vanilla were simply superb. They ran the whole day with complete competence - to the point where we hardly noticed them at all. There was a lot of elements to the day that they ran with ease and the service on the day was exemplary! I could not recommend them highly enough."

"Sally Elcoate at Vanilla catering ran our day and absolutely everything on the day was beyond outstanding! I didn't have to worry about anything. Communication on the lead up to the day was impeccable! We really could not of asked for more!"

"Excellent service from first contact through to final pack up. Great food seamless service and fantastic bar! Produced exactly what we wanted and staff were friendly efficient but blended well into the wedding. Ensured all involved with reception coordinated on day and would highly commend to anyone"

"Vanilla were fantastic, every aspect of the day ran smoothly. The food was excellent, the staff were attentive without being overbearing, so many guests commented on how great the catering was."

"Vanilla Catering were wonderful to work with. From the very first email/phone call enquiry about their services we were blown away by how helpful, adapting to our requirements and professional they were. Food and service was outstanding on the day, every guest still talks about how amazing it was."

"Vanilla were very flexible with menu and options for the day. They were personable and easy to work with. We had quite a bespoke wedding and they met all of our requirements."

"I have worked in the field of customer service for over 25 years at a senior level and know what fantastic service looks like. Vanilla Catering epitomise quality. Secondly the quality of food was fantastic. We were specific about our requirements and they delivered on every level. Everyone loved it"

"Vanilla went the extra mile in the lead up to our wedding giving us advice on everything including things we hadn't thought about (last minute guests etc). The day before our wedding they set up and then helped us with our setting up, helping us hugely. Friendly, understanding, great service & food!"

"Extremely pleased with Vanilla. We have no hesitation in recommending them to others. Professional and excellent at every stage. Nothing is a problem with Vanilla, much appreciated on our special day. They took an awful lot of stress away."

"We did not have the standard wedding set up and yet nothing was too much trouble for Vanilla. On the day many of our guests commented that it was not only the best wedding food they had eaten but the best food full stop that they had ever had. The day ran seamlessly and we were over the moon."

"From the first phone call til the last plate of food was served Vanilla took the time to listen to what we wanted and help us to make the best of our day, everything was personalised to us. All our guests complemented the food. Martin was our point of contact throughout and was brilliant! Thank you."

"Vanilla were amazing from day one, to tasting the samples to picking our menu. Sally always kept us updated and did an amazing job setting up Farbridge for us. The day ran so smoothly throughout the day down to the fabulous team she had working for her. The food was amazing!!"

"Everyone we dealt with at Vanilla was friendly, helpful, professional and keen to ensure we had a great day. We felt that they took a lot of the stress and worries for the day away and helped us to relax. The food was of a very high standard as were all the staff - we can't thank them enough"

"Vanilla were superb from the first meeting to the wedding day and beyond. We feel like we have known them for years as they were such friendly fun people who are incredibly professional and brilliant, they go above and beyond to make everything perfect and run smoothly and the food was AMAZING!!!"

"Fantastic service from first meeting with them to the wedding day. Plenty of opportunities to tweak and taste our menu, nothing was too much trouble. We had a British/Jamaican menu and they were able to create a great fusion."

"Vanilla were an absolute joy to work with. They took full ownership of what we would need for our day. The menu selection was fantastic and the service was second to none. We would certainly book them again for an event and would have no hesitation in recommending them!"

"Vanilla really helped us to plan, making us think about logistics before we started talking food. Once we did get down to tasting food, the menu was fantastic, everything we ate we loved. They were flexible and allowed us to maximise our budget. On the day they were slick and excellent at execution."

"We were very impressed with every aspect of the service provided for our wedding day from the planning & preparation through to the day itself. All of our guests have commented how delicious & beautifully presented the food was, & the staff were really friendly & professional throughout."

"Vanilla were absolutely flawless from the first communications to the execution of our plans on the day, Martin cannot be praised enough for his knowledge, manner and approach. He was always on hand with advice about quantities even when we were supplying the items ourselves. Absolutely perfect!!"

"Sally and kit worked very well to make the catering run smoothly in the background and provided an excellent bar at the venue."

"Vanilla Catering were truly outstanding and made our day just perfect. From the day that we decided that Vanilla catering were the ones we wanted to supply the catering they answered every question a concern and with such confidence and ease. They took everything in hand from the menus to the day."

"When we first met with them, we weren't sure what we were looking for and what we wanted. Vanilla were very helpful, talked us through their menus the different options we could have and really listened to us. They worked with us all through the planning of the wedding and on the day. Excellent Service"

"Vanilla catering listened to what we wanted and provided us with feasible, affordable options. Nothing was too much trouble and Emily gave me every confidence that not only would the catering go smoothly but also everything else as well. We have had nothing but positive comments from our guests."

Why They Booked

"Vanilla were recommended by our venue. We used them initially for their prior knowledge of the venue and its facilities, but, having experienced their product, would wholeheartedly recommend them for every aspect of the service that they offer."

"It felt like talking to friends who totally got my vision"

"Recommended as best caterer by venue owner."

"Assurance that they would provide the best service and the best food we could afford!"

"We were confident that their event management skills combined with the quality of the food would mean we would be in really good hands. Really friendly and professional service."

"Vanilla were recommended to us by our wedding venue and we were really impressed by their professionalism and service from our first meeting. They offered an excellent range of menu options and their expertise was clear."

"Good reputation and came recommended. Would use again in future events."

"Professional first impression on web site. Constructive, helpful communication, phone calls and meetings. Understanding and empathy for our requirements. Patience at food tastings. Outstanding value for money without compromising quality of food."

"Our initial interest was driven by their quote, which was more competitive than most of the other caterers but more importantly was broken down so we could tweak the items and cost to suit our needs. Once we had visited them and tasted their absolutely amazing food we were completely sold."

"The fabulous menu and expertise of staff. Also recommendations from others."

"I had been to friends weddings where they had used Vanilla and I was blown away by the food, not only the taste but the presentation and service too. I researched other possible caterers but kept

getting drawn back to Vanilla. I think it's fair to say that they have a wonderful reputation and what's even more amazing is that they exceed your expectations."

"We had a very high recommendation from a family friend and after meeting them for the first time where they had organised for bits for us to taste when we hadn't even agreed to anything yet, we realised from the organisation and the professionalism of them all that we wanted to use them for our wedding catering."

"They were very well priced for the service they provided and the food was wonderful."

"They provided the best quote for the quality of service and food we wanted. They were very transparent about their costs. We found other caterers quotes confusing."

"Martin invited us to a tasting, the food was delicious and well presented, the premises were spotless. We felt he would look after us, which he did, all we had to do was enjoy our special day."

"After speaking with them at wedding fayres and subsequently it was clear that the team made an impressive balance between price and quality. The company came with very strong recommendations. Their sample menu was amazing, and filled us with confidence from day one."

"Due to word of mouth from a friend who had attended a wedding that Vanilla had catered for, and subsequent reviews having delved much deeper."

"They were by far our preferred choice from the list of suppliers open to us. The quality of the food and service was far superior to the other suppliers and we enjoyed meeting with them and immediately felt at ease and less stressed as they took a lot of the worries and work away."

"They filled us with such confidence and ease from the day we made contact we knew that we didn't need to worry as they would make our day run smoothly and make it perfect."

"From our first meeting with Vanilla we felt like a massive weight had been taken off our shoulders, we were overwhelmed by planning a wedding and Vanilla were excellent, they were extremely organised, the food was incredible. They were on top of everything, they knew how everything worked and helped us so much. They put our minds at ease, when Sally (works for vanilla) called up a few days before the wedding, I was stressing out about guests etc and after ten minutes of chatting to her she made me feel so much better. They are incredible at what they do."

"Great friendly and professional business"

"Impressed after meeting them."

"Great value for money"

"They filled me with confidence & calm from the very beginning and their food is amazing!"

"They gave us confidence they could deliver to an excellent quality on a reasonable budget"

"Vanilla were the best that we spoke to. They presented themselves well at the open day. Sally-Ann was professional yet friendly and other suppliers who had worked alongside Vanilla at several weddings recommended them."

"When trawling internet for candidates was impressed with website and decided to go for them, and was happy to find out that they were one of the recommended caterers that the guildhall suggested."

"They gave us confidence in their workmanship, their food and management style being very hands on"

"We have used them in the past at other family events."

"As soon as we met with Martin (Director) he made everything seem so organised. Plus someone I work with knows him as well and said there food is just fantastic which it was."

"one of caterers used by venue plus recommendation from a friend"

"The phenomenal response we got when we first visited them, they were clearly devoted to quality and were prepared to go the extra mile to make sure the day was perfect, even helping in areas that were not strictly 'catering.' That and Sally herself, who gave so much time and effort."

"Sally and her team immediately put us at ease and went above and beyond their role as caterers. The food was superb, the service was perfect and the overall dealing with them left us in awe of how these occasions can be delivered with calm, professional people who are very reasonably priced."

"Recommendation"

"They were highly recommended. We were impressed by their professionalism from the initial meeting to on the big day. Staff were always on hand to answer any questions and help out. Food was really important to us & we wanted high quality food to be provided in a marquee in my sister's garden for the reception. Helen at Vanilla was brilliant at helping us to plan and bring to life a highly personalised and informal wedding reception, unlike any other. All our guests were thoroughly impressed with the food. The service was so professional. We couldn't have asked for more - thank you so much Vanilla!"

"The Guildhall has a list of 8 caterers we had to choose from, one being Vanilla. We emailed a number of them with our requirements but Vanilla Catering were the only ones who seemed to understand our request for a simple and relaxed wedding and gave us the food options we were looking for. From there the communication was excellent and as mentioned previously they were happy to go above and beyond the job specification for instance moving flower arrangements around and looking after the band."

"They were recommended by the venue, and when we went for our first meeting with them they were so friendly and helpful and the food we tasted was delicious and beautifully presented. My husband and I are both quite foodie, so getting the food for our wedding right was such an important part of the day. Vanilla seemed to understand what we were looking for and offered the right style that we wanted for the day. They made us feel confident that they could deliver what we wanted without compromise."

"We booked vanilla catering as they were lovely people when we went for our food testing before wedding, not to mention that the food was fantastic."

"Was impressed with the food they produced for my sister's wedding in 2010."

"They stood out amongst from the caterers we saw, and also provided the option of locally sourced produce and meat, which is something we wanted to do."

"Originally as they were the preferred suppliers for the venue, but after dealing with them, I can see why. Vanilla worked hard on the day and was an excellent choice to have them. Both myself and my husband have had such great feedback about the food and how everyone enjoyed the hog roast, how the food was presented, and really was some of the best food they have ever eaten at a wedding. Unlike when you eat at a hotel it's more processed and you are limited of how much you are given. Vanilla always made sure there was enough food and guests even had 2nd and 3rd plates. It was truly amazing food, and I would recommend them to everyone."

"First impressions were excellent. None of our choices would have had a second chance. They delivered what they said they would"

"Friendly & professional service, very organised (efficient with emails/quotes/amendments/meetings) and felt confident in their ability to deliver on the day. Felt they understood what I wanted. Offered a tasting session showing they had confidence in their chef, presentation etc. Advised us on every aspect to enable us to have the day we wanted. Would definitely recommend! Sally & Kit were great!"

"Easy to speak to and willing to work with our ideas and wishes. This included using our own desert and some evening food."

"Professional website, excellent service & communication, inspired confidence that they would do a great job - which they did!"

"They were recommended to us by numerous people at a wedding fair. We tried their food at the wedding fair and then booked to see them. Everyone was so friendly every time we saw them. And when we tried the food this made our mind up straight away, it was amazing, and there was so much choice from the menu. The staff were honest and said what they thought would be best for occasion and the time of year, and once again they were spot on. Although we lived far away this did not get in the way of us making our decision to choose what I believe are by far the best caterers that we could find with-in 50 miles of where we live. If we had any questions about

anything to do with our wedding day, even if it wasn't regarding the food or drink we could ring or e-mail Sally and she would have the answer!! If I had another event that needed caterers I wouldn't look anywhere else as I know that Vanilla caterers would do the job to the highest standard possible and I would not have to worry at all about my day running smoothly as I know they would ensure that this would happen. I would like to say a big thank-you to Sally, Kit and their team for everything that they did for us on our special day!! Jenna and Dan Forden"

"We enquired with a number of caterers for our wedding, Vanilla (and Sally Pickles) were the most friendly and professional from the very start. They were happy to tailor make our menu and made suggestions and recommendations according to our tastes. We could hire all our crockery, cutlery and even tables from Vanilla and they set and packed up our venue, something which was important to us with our reception being in a village hall. They provided numerous staff. They did not charge corkage fees for us using our own alcohol yet they still served it. They gave expert advice and were flexible within our budget."

"Vanilla were recommend to us by two other suppliers. We met them twice and also had a tasting. We were convinced by their service and professionalism, and also the quality of the food we tasted! It was difficult deciding what we wanted to eat! They provided excellent value for money, with very high standards. They definitely contributed to making our wedding a success, especially considering the horrible conditions in which they had to work (in the back of our marquee with lots of rain and mud!) this didn't deter their motivation!"

"Recommended by the venue and felt they came across as very professional when we met up with them to discuss the possibility of them doing the food for our wedding."

"yes, definitely. We were extremely confident in their food and service. They were a fantastic group of people to work with."

"We booked them due to their excellent customer service and restaurant quality food."

"We were recommended Vanilla by a friend, we had a meeting with them at first to discuss requirements and were straight away put at ease."

"Most professional catering company we met with, delicious and beautifully presented food, friendly staff and good value for money."

"Attention to detail, recommendations and personal service"

"Because they were very flexible with menus and gave great advice where needed and their approach was very professional."

"When we went for our first meeting with Vanilla they had answered all our questions before we asked any! Sally Pickles our event manager was really friendly and relaxed and made us feel at ease throughout the whole process. Vanilla were very flexible, professional and had such lovely food options which is why we picked them and we were not disappointed."

"I really liked the staff and the food was delicious, nothing was too much trouble. They really helped manage the day and looked so professional at all times. All my guests thought they were fantastic."

"Upon meeting Martin at Vanilla there was no doubt that we would be using them as our wedding caterer. Food and wine were our priority and the food was absolutely exceptional that we tasted at the first meeting, the facilities are very professional and all the staff around the office seemed very happy! It was an obvious choice and one which we were over the moon to have made."

"The first time we contacted Vanilla they didn't redirect us to anything that was on their website, which we had already read by the time we phoned them. They started asking questions and at the end of the conversation provided us with an outline cost. This was incredibly useful and really helped us to understand what we could and couldn't do in our budget. The first conversation was the reason we chose Vanilla. We also continued to deal with the same person (Martin) from that original telephone call right through to him running the day itself. This helped us to build up a rapport and allowed us to relax knowing it was all in good hands. The advance tasting of our menu definitely helped!"

"From the moment we tasted vanilla food we knew it was for us! I couldn't fault them in anything they did!!"

“Fab foo, friendly bend-over-backwards service, consistency.”

“They were excellent with customer service and advice. Nothing was a problem. Their paperwork was brilliant and easy to follow. The main reason to go with them was because the food was beautiful to taste and look at. They offered food tasting which were fantastic and gave us as a customer a good guide to the quality of the food to expect on our wedding day. It was also nice to go to their Kitchen/Office to see where all the hard work and preparation starts.”