

The Wedding Industry Awards 2014

Recognising & Rewarding Excellence in the Wedding Industry

Vanilla Catering & Events were Regional Winners – London and South East – in the above awards this year. All couples who got married between 1st November 2012 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.	9.77
Range and flexibility of menus offered by your caterer.	9.72
Quality of expertise, advice and guidance received from your caterer.	9.9
Quality of customer service and communication received from your caterer.	9.76
Quality and presentation of the food and/or drink on the day of the wedding.	9.9
Personal presentation and efficiency of catering staff on the day of your wedding.	9.56
Value for money.	9.47

General Comments

“Vanilla were absolutely fantastic from the first time I contacted them through to our wedding. They are extremely professional and their food tastes amazing. We could not fault anything. We had our reception at a brand new venue but we did not worry as we knew that Sally would pull it all together!”

“From the beginning, Vanilla were professional, helpful and prompt with all their communication. We were guided by the hand through all the decisions that needed to be made. On the day we barely knew they were there and our guests were amazed by the quality of the food produced”

“We had fabulous food on the day but also Vanilla did such a great job working with the venue and our other suppliers that we had no worries at all on the day. Lots of guests said it was the best food they had ever had at a wedding. Highly recommended.”

“On our day we had Emily Hamilton in charge and she was AMAZING. The wedding would not have run as smooth without her, she was the most important person we had there. People were raving about the food, the quality, service and genuine friendliness of all the staff. I cannot rate them high enough.”

“The whole experience of dealing with Vanilla from start to finish was an absolute pleasure. The customer service was friendly, efficient and made us feel we had no worries to deal with the food. On the day quality of food and quantity was outstanding and all done with a smile. Nothing was a issue.”

“Vanilla were good at communication before the wedding and the food on the day was amazing. We had an amazing and enjoyable wedding with their help.”

"All staff looked after us extremely well. We were able to contact them at any time with changes to the day. Amazing food excellent service highly recommend!"

"The food was impeccable and the service faultless. From the moment I met Sally I had absolute faith in hers and Vanilla's ability to make mine and Matts wedding a dream. From creating a unique fusion pudding for us to the smooth overseeing of the day - I would have no qualms recommending them."

"Vanilla gave excellent customer service, nothing was too much trouble for them despite me emailing lots of questions to them! The food was amazing and most of our guests commented on how much they enjoyed it. On the day they were highly efficient and ran a very slick service, staff were fantastic."

"Sally the Director of Vanilla did her utmost to cater to our every request. Nothing was too much trouble. She was very flexible and open to our personal suggestions. The team on the day were very professional and worked hard to ensure the execution of the food on the day ran smoothly."

"Catering at two venues was already a logistical challenge, and despite the heavy snow as an extra hurdle, Vanilla made a huge effort to make the day run seamlessly. They not only provided delicious and fabulously presented food, but 'event managed' the day to ensure a spectacular 'white wedding'."

"Vanilla were consistently excellent. We were looked after with friendly and enthusiastic professionalism by Sally E, who made the whole experience a treat, from our first meeting through to a faultless performance on the day. Vanilla were the best company we dealt with when organising our wedding!"

"Fabulous people, service and food. We've been to so many weddings where the food has been a bit boring or a let down. We wanted restaurant quality food and wanted the tables to be served at the same time. Everything from our tastings, to setting up the tables on the day was perfect"

"Everyone at vanilla was friendly and helpful and always replied quickly to our queries. We were offered a wide variety of choices and an amazing tasting evening! On the day Martin and the team excelled themselves and kept everything running so smoothly and provided lovely food all day!"

"Vanilla we're very flexible and designed a delicious new vegan menu especially for us. Everyone was very friendly and they ensured that our special day ran perfectly. Also their prices were very reasonable."

"We organised our wedding whilst living in America & Sally & her team could not have done more to help us. They listened to what we asked for and matched it plus more. Delightful to deal with and great to find that good old fashioned great service & quality are alive & kicking!"

"From the first contact we had with Vanilla we could not have asked for a more professional and friendly service. The food, staff and overall experience was outstanding & the feedback/praise from our guests on the quality of the delicious food has been fantastic - I wouldn't hesitate to recommend them"

"Vanilla had a really professional approach compared to some of the other caterers I spoke to - lovely offices and kitchens, full-time as opposed to part-time chefs and so on."

"Vanilla catering were able to do a wonderful job, despite having less than 2 months notice. The food was wonderful and the staff did an excellent job on the day and always seemed to anticipate our needs without us having to ask."

"Vanilla catering really helped us create the wedding reception we always wanted and they shaped a menu to fit the brief perfectly. The food was perfect and we are still getting compliments from guests months later reporting it was the best food they have ever had. I would defiantly recommend them."

"Fantastic caterers who provided the most amazing food for our wedding day! Very friendly management who were very efficient and helpful. Highly recommended!"

"Very pleased with every element and wouldn't hesitate to recommend vanilla to my closest friends and family."

"I can't thank Vanilla enough for their help and support on our most perfect wedding day. They understood exactly what we wanted for our big day, they made us samples beforehand so we could see and taste exactly what we would be getting on the day. Sally Pickles is great fun too which also helps."

"Vanilla care about your event no matter how simple or elaborate the food. We wanted a simple afternoon tea arrangement and were not prepared for how much thought and care Vanilla would put into such a simple meal. They made every effort to treat us as they would those ordering an a la carte meal."

"I have scored Vanilla 100% as I have thought about every step and delivery on the day and cannot fault them. The food was fantastic at the tasting and was exactly the same on the day. We had fantastic comments from our guests, some of which take a lot of pleasing! Some said the best food ever had."

"Vanilla from the minute we made contact with them guided and controlled everything on our behalf. This took a large amount of pressure off for me in planning the wedding. Their advice was brilliant not only in the planning but also considering fully our budget. Great service great value. Brilliant!"

"Vanilla were excellent. No complaints"

"Vanilla provided a fantastic service from start to finish. The quality and range of food was excellent. Without their assistance and organisation on the day, our wedding would not have been a success. Regular communication meant that I really felt like some of the planning burden was taken off me"

"From start to finish they were, helpful and communicative. They really understood what we wanted and they immediately made me feel I could trust them. They took a huge amount of planning off my shoulders. On the day they were prompt, polite and attentive but unobtrusive. The food was fantastic."

“Fantastic fantastic team. Right from the moment we got in touch the service was friendly and they were so accommodating to the many various requests I had. The high tea they created made the day.”

“They were attentive and flexible to our needs. They were happy to accommodate our own ideas and dietary requirements of friends. We were not pressured or rushed into making any decisions, we had total confidence from the beginning. We were greeted at tastings with enthusiasm. Staff were happy and prof”

“Brilliant customer service”

“The advice and service before our wedding day was outstanding. Their ability to adapt to many special dietary requirements meant that all of our guests enjoyed food that they were able to eat. The presentation and the taste of the food was amazing. All guests said it was the best food at a wedding”

“We were so pleased we chose Vanilla. They were very flexible with our requests and very helpful in creating a great menu. The food on the day was delicious and we had so many comments from guests saying how good it was. Will recommend!”

“Sally and the team were absolutely wonderful not only on the day of our wedding, but also in the lead up. From our first meeting when we met to discuss the type of food we wanted on our day, we warmed to the team and knew they would deliver exactly what we wanted on our special day.....and they did!”

“We were extremely pleased with the service from Vanilla in the preparation and planning of our wedding catering. Also on the day itself the staff were very professional and friendly and the food was delicious.”

“From the first meeting with Sally Pickles and Vanilla we were very impressed. Vanilla Catering are by far the best choice for us. Sally provided us with very practical and sound advice in helping us choose our menu and evening food for our Wedding. The food is totally delicious and such a variety”

“We have had countless comments from our guests about how fabulous the food was at our wedding and how much better it was from the usual wedding/mass catering they have experienced before. The food really was excellent and the staff were friendly and efficient. We could not have asked for more.”

“Fantastic personal service by catering manager. Excellent food. Superb waitress service. Fantastic attention to detail.”

Why They Booked

“Professional and highly recommended, I can now see why they have the reputation of delivering spectacular events.”

“As they came highly recommended.”

"We wanted people to talk about our food for the right reasons & they did! Everyone has said how fantastic it was. We booked vanilla because we trusted them straight away to provide our guests with fantastic food."

"We initially visited them on a recommendation and were impressed with the quality of the tasters they had and the friendliness and helpfulness of the staff. They didn't put any sort of pressure on us and we decided to go with them as they impressed us more than anyone else we saw."

"So Impressed with their attention to detail and efficiency . Would definitely recommend them."

"Quality of food and service and they just got us and what we wanted on the day"

"Vanilla immediately understood our requirements for our Wedding Day and provide ideal meal options, with high quality and impressive hot fork buffet options and amazingly presented and delicious desserts."

"Because from the first contact they made me feel relaxed and confident in their service"

"They were so helpful offering ideas and advice. The price was very reasonable and they did not push us to order more, supporting us with our budget."

"We met with several companies before we chose a caterer. Vanilla not only offered higher quality catering, and better customer service, but were cheaper too!"

"We had heard good feedback, they were a little more expensive than others but worth it due to the excellent service they provided from start to finish."

"Friendly service, no pressure tasting session, wide range of options and flexibility to work around our ideas"

"Good customer services when choosing a catering company. A detailed package was sent to us to show what vanilla could offer. Other catering companies we were looking at had not gone to as much effort"

"Because of their flexibility, friendly down to earth approach and elegant food."

"Having looked into and spoken to a lot of caterers for our wedding it was such an easy choice after we met with Sally Pickles at Vanilla Catering. Fantastic communication, really flexible with our menu, very honest about costs and trying to help us keep them down. They kept in good communication with us for the year leading up and were always on hand to answer questions. They were so professional and the service was amazing. Food is so important at a wedding and during the tastings we had we found it so hard to pick because we loved it all. Our guests were bowled over by the food and we even recommended Vanilla to a friend who got married a month later and used them as well."

"We met with a couple of caterers when planning our day, choosing Vanilla was an easy choice due to the enthusiasm and flexibility from the outset, they stood out

from the start and that was before we had sampled their delicious food, after that we knew we had made the right choice"

"They attended a wedding Fayre at the venue & when we spoke to Sally the owner she seemed like a lovely lady who would look after our special day. She was that and more."

"Recommendation from a family friend. We were very impressed on our first meeting with Vanilla and were still impressed on the day!"

"They came highly recommended by the venue. In addition, from our first conversation with them they listened well and inspired confidence."

"Brochure looked appealing. Seemed to care about us, we got quote from some others, who were very snooty and twice the price. The quote came in on around budget and their flexibility when it came to service and bar arrangements was refreshing, we could do it our way as opposed to theirs."

"Our wedding was a little unusual with a programme of entertainment at two venues but Vanilla completely understood what we were after. They met us at the venues beforehand to discuss details and, having met Sally, we were impressed with her friendly manner and her team's expertise. The fact we could have a tasting before the wedding was great and gave us chance to make final tweaks to the menu before the actual day. We had a relatively small wedding, with a third of our guests being children, and Vanilla made menu choices available for all ages, which was a lovely touch."

"We met with several local companies and discussed what we wanted and we just instantly knew after meeting with Sally and the team that they were 'the one' we had to go with. They took every bit of stress out of the process and it was a pleasure working with them."

"Excellent value for money, excellent communication, excellent choice and excellent quality"

"They were able to cater to our needs and were very polite from the start. Sadly this was not true with other catering companies."

"They were recommended by our wedding venue and on meeting them we liked their attitude, obvious passion for food and their reasonable pricing."

"Great presentation, very professional approach, reasonable prices - they seemed like they would do a good job, and they did."

"They were excellent value and put us at ease from the first meeting"

"We booked Vanilla because they also catered for a friends wedding and did an amazing job. They were very flexible and produced a fantastic spread for us on our special day. They were flexible and accommodated our personal requests. I would definitely use them again. Sally the Director was lovely to work with from start to finish."

"They were very helpful, gave outstanding advice and responded to all correspondence extremely quickly. Nothing was ever too much for them. They helped decorate our barn beautifully and made sure that everything ran smoothly on the day. I could not recommend Vanilla highly enough. Not only was their service outstanding but the food was incredible. All our guests commented on how it was the best food they had ever had at a wedding. They catered for over 100 guests without any issues. They adapted our menu so that guests with special requirements could enjoy an amazing meal. Their service was outstanding, their food was amazing and the staff are completely lovely. We cannot thank them enough for making our day so wonderful."

"Recommendation from friends. Reasonably priced. Very impressed with food. But mostly how friendly the staff were and their willingness to accommodate all our needs to make our day special. The service felt very individual."

"Tried a few people and Vanilla were the most personable with the best food! In fact they even made extra of the pudding I liked best at the tasting."

"Vanilla Catering came highly recommended by the venue, and after a family member who was originally going to cater the wedding became sick Vanilla stepped in. They were very quick at responding to our emails and were very flexible about what we could have. Emily, our event manager seemed to understand almost immediately what we were looking for, and she was able to put together a wonderful menu that was exactly what we wanted. Vanilla were also supply crockery, cutlery and serving staff for the whole day."

"Great value, seemed very professional, wonderful food."

"They were really good at communicating with me. Very professional"

"Because they are the best."

"For our wedding"

"Felt as though you were in very capable hands from the start and that they would deliver to a high standard (which they did)."

"We were impressed with the food we tasted, the professionalism of the staff and the flexibility they gave in helping make our day special and personal to us."

"They were the only company to reply to us with enthusiasm and reasonable prices for our afternoon tea."