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**AVALON'S 30+ YEARS OF SUSTAINABLE CATERING** 

## Creating a Legacy of Culinary Excellence

**December 8, 2023** 

## Avalon Catering takes immense pride in our role as a prominent player in the farm-to-table catering industry, with

a track record of over 30 years of outstanding service. Our story is one of countless memorable events, delicious local foods served with integrity and style, and gratitude for the trust clients place in us year after year.

In an industry marked by its dynamic and ever-changing nature, our longevity serves as a testament to our

community, our enduring commitment to culinary excellence, our team's unwavering dedication, and the power of

unforgettable experiences.

In this post, we're sharing about our start, our shared successes over the years, and where we plan to go from here.

Read on to learn more about our journey!

### • What It Looks Like When A Caterer's

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The Birth of Avalon Catering



The business started with the goal of infusing celebrations with local, sustainable foods – long before "farm to table" was a trend.

Fueled by Cathy's unwavering dedication to quality, innovation, and personalized service, Avalon Catering set out to create a unique offering for the Atlanta region and beyond. To do this, we created a philosophy to live by – one that continues to shape our journey today:

Driven by her love for cooking and entertaining, Executive Chef Cathy Conway founded Avalon Catering in 1992.

Develop original, custom proposals.

Prepare seasonal menus that are big on flavor.

Flawless event execution.

Simple, stylish and elegant presentation.

Source locally whenever possible.

These principles aren't just words on paper; they form the heart and soul of our business.

After Avalon's founding, Executive Chef Cathy Conway attracted others who share her appreciation for carefully-

ethos.

Executive Chefs.

moments together!

prepared food and her commitment to the local food movement. Ann Beamon came to the team in 2004 to lead Avalon's sales and marketing. In 2011, they were joined by Chef de Cuisine Jenn Robbins. Then came Pastry Chef

The Heart of Avalon's Offerings

Aeriel Ross, joining the Avalon team in 2018. Over the years, our culinary team, comprised of seasoned chefs and

# culinary excellence – and our event planning services help ensure that gatherings go off without a hitch! Behind every plate, a group of people have come together to create the foods we enjoy. Avalon's many long-

Over the course of our three decades, Avalon's team has mastered the art of crafting menus that are as visually

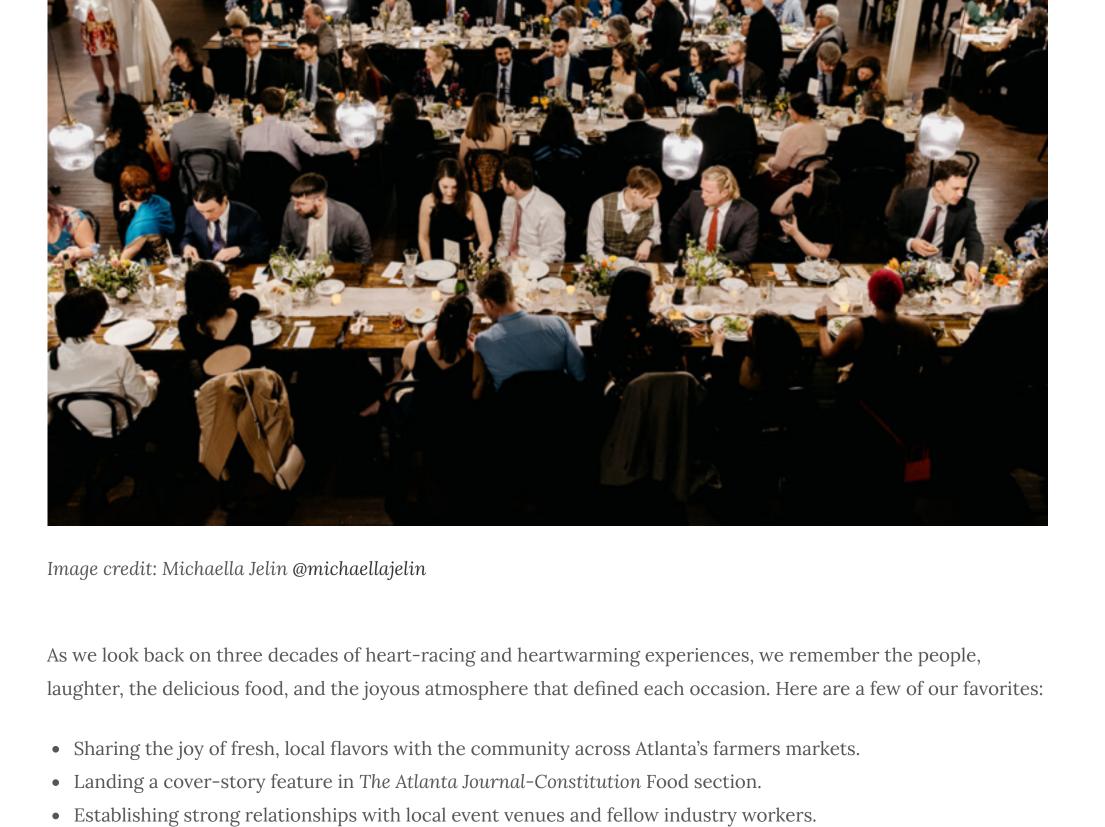
stunning and sustainable as they are palate-pleasing. Every event is an opportunity to showcase our passion for

standing partnerships with local farms, event venues, and others in the industry bring our clients' celebrations to life.

From weddings, galas, and large-scale celebrations to business lunches, birthday and anniversary parties, and so

much more - we're honored to be a part of so many special days in our community, with partners who share our

Favorite Moments Over the Years



Catering countless love stories at weddings across the state and country – including the wedding of Cathy's daughter, Madison!
 Serving Atlanta's local business community and becoming a part of countless holiday parties, happy hours,

• Community Farmers Markets recognizing Cathy Conway as a "Lady Locavore" Award Recipient in 2020 – one of

• Cathy Conway being named by the Georgia Restaurant Association as one of four of the 2015 Georgia Grown

- Growing relationships with local purveyors and farmers to source the best ingredients and support our local food industry.
- Embracing Our Future

# As we celebrate 30+ remarkable years in the catering industry, we're humbled by the trust you've placed in us to be

• Helping feed Atlanta's first responders during the pandemic through Feed the Frontline.

awards banquets, lunch and learns, and networking breakfasts.

our last events before the world as we knew it completely changed!

As we stand at this milestone, we're not only looking back with gratitude but also looking forward with immense excitement. The future holds new culinary horizons to explore, the honing of even more sustainable practices,

innovative ways to enhance your events, and the privilege of being a part of even more of your special memories.

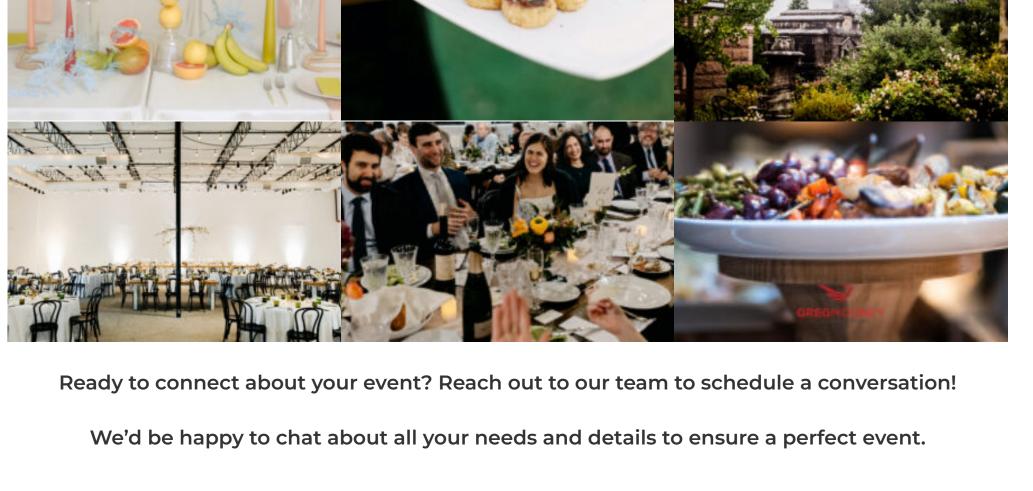
With the same passion and commitment that has driven us for the past three decades, we eagerly anticipate what

lies ahead. Thank you for being a part of our story - and here's to many more years of creating exceptional

a part of your most cherished moments. Our journey has been one of growth, learning, and connection with our

We're Here to Help

For more event and industry tips from our farm-to-table catering team, check out Avalon's blog posts below.



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2183 Briarcliff Rd., Atlanta, GA 30329 | 404.728.0770