



.....  
TOO MUCH OF A GOOD THING IS WONDERFUL!  
- MAE WEST  
.....

# CREATE CELEBRATE COMMEMORATE

**THE RED DOOR** is more than one person, it is a team of event specialists, designers and chefs corroboratively creating an unforgettable event. Our goal at TRD is to fully manifest our client's vision and make it look effortless. Whether casual or extravagant we want you to have great food and great fun – this is the combination that builds community.

**EXECUTIVE CHEF REIGN FREE** has been in the kitchen since she was nine, seated on a stool beside her mother cooking traditional West Indian dishes for her family. College took her from the Midwest to New Orleans' Dillard University where she earned a degree in public health. While in the Big Easy her love of cooking found new expression in the home of Creole cuisine. As an Executive Chef her Caribbean roots join Creole, Pan-Asian and Low Country influences to present explosive flavor combinations, imaginative menus and the best comfort food this side of your grandmother's dining room table.

**AS AN ENTREPRENEUR** and a graduate of The Women's Initiative micro enterprise program, Chef Reign continues to push the envelope of customer service, community consciousness and innovative cuisine. Her latest dining experience, 530: Casual. Clandestine. Cuisine. is a private supper club that extends The Red Door brand and further establishes her as one of the Bay area's up and coming chefs. She is. She is joined in this work by her husband Darryl Simpson and son Darren.

# FRESHLY PICKED FRESHLY PREPARED FRESHLY PRESENTED

THE RED DOOR is a local business that supports local business. We work with local farmers and producers to gather the best organic, seasonal ingredients that dazzle the palette and excite the tummy. We are flavor chemists, blending unlikely combinations of taste and texture to create new and exciting menus for our clients and their guests. We are equally committed to the education and empowerment of local young people and work with youth-serving organizations to hire company interns.

“PEOPLE KNOW EXACTLY  
WHAT THEY WANT...  
WE WANT TO GIVE THAT TO  
THEM EVERY TIME.”  
— CHEF REIGN

**DOUBLE BOOKED & 60 MINUTES** A high profile client was getting married and the venue double-booked the space. The space had to be cleaned and reset before we could even begin. The Red Door staff was on time and ready to go but could not get in until an hour ahead of time to present a formal wedding for 250. We “called for back-up” and the wedding was on time and beautiful and the bride was none the wiser. Memorable for her and for The Red Door.

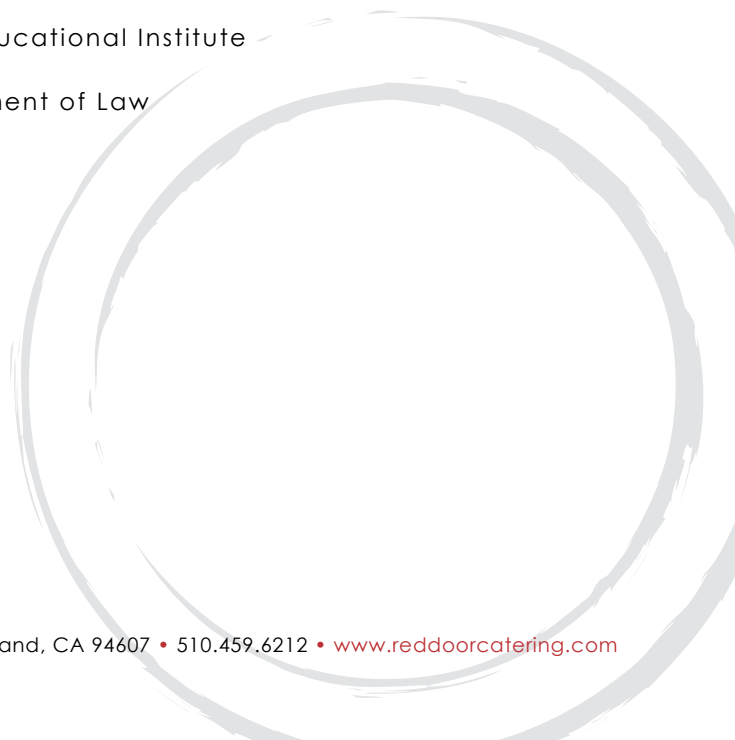
**KUWA & BEYOND...** Chef Reign was asked to serve as Executive Chef of a new restaurant start up, KUWA, a Caribbean- Southern fusion bistro. The Red Door community fully supported the enterprise until her departure. KUWA was our first restaurant experience and truly expanded The Red Door's presence in the city. Serving the community daily allowed us to make many new acquaintances that are now faithful members of The Red Door community. We are pleased to have become members of the Oakland Chamber of Commerce and to enrich our business acumen as a result of this partnership.

**MERIDIAN GALLERY/535 POWELL STREET** The Red Door is now the preferred caterer for Meridian Gallery in San Francisco. This historic Victorian mansion/art gallery is a new event venue and one of the few Victorians remaining on Powell Street. TRD is pleased to have been selected to offer fine dining in this up and coming Bay area venue.



## PARTIAL CLIENT LIST

- 100 Black Women- San Francisco
- African Studies Association, Rutgers University
- Alameda County Conference of Mayor
- Blacks in Philanthropy
- Museum of The African Diaspora
- Carol H. Williams Advertising
- City of Oakland Office of the Mayor
- Davis and Associates Anniversary Celebration
- Delta Sigma Theta Sorority Incorporated
- East Bay Community Foundation
- East Bay Municipal District
- Guy Hyde Chick Mansion, Berkeley
- Flowers Heritage Foundation
- Get Screened Oakland - World AIDS Day 2008 and 2010 Oakland City Hall
- Hanger One Vodka
- Highland Country Club
- Kaiser Permanente Hospital
- Kazan, McClain, Lyons, Greenwood & Harley Law Firm
- Lexus
- Linen Life Gallery-Emeryville, San Leandro
- Links Incorporated of Oakland Bay Area
- Mekanipower
- Mario Chiodo Studios
- Meridian Art Gallery
- Merriwether & Williams Insurance Company
- Mosaic Project
- Museum of African Diaspora
- Museum of Children Art
- Musician, Mary J Blige
- Oakland Art & Soul Festival
- Oakland Raiders
- President Barak Obama Change for America, Northern California Champagne Office
- San Francisco Public Library
- Sigma Phi Pi Boule
- Stanford University, Music Department
- The Art Institute of San Francisco
- The Clorox Company, Marcus A. Foster Educational Institute
- The Oakland Zoo
- University of California- Berkeley, Department of Law
- Women's Initiative-Self Employment
- YMCA of San Francisco





## EVENTS

**Client:** Carol H. Williams Advertising  
**Contact:** Christian, (510) 587-1646  
**Location:** Oakland City Hall  
**Guests:** 400

**Client:** Davis and Associates  
**Contact:** Darolyn Davis, (415) 274-1821  
**Location:** Martin Lawrence Gallery, San Francisco  
**Guests:** 100

**Client:** Get Screened Oakland  
**Contact:** Dr Marsha Martin, (510) 830-6626  
**Event:** World AIDS Day  
**Location:** Oakland City Hall  
**Guests:** 300

**Client/Contact:** Sheryl Lane, (510) 393-3935  
**Event:** Lane Wedding  
**Location:** Highland Country Club, Berkeley  
**Guests:** 150

**Client:** Word Play Consulting  
**Contact:** Michele Brown, (202) 498-6139  
**Events:** Exclusive caterer for both professional and personal occasions, over 100+ events

**Client:** City of Oakland, Office of the Mayor  
*Exclusive caterer for the Mayor Ronald D. Dellums*  
**Contact:** Marisol Lopez, (510) 219-9227  
**Events:**

- VIP Reception for Tavis Smiley Road to Health 400+ Guests
- VIP Reception for Magic Johnson 100+ Guests
- World AIDS Day VIP Reception for Get Screened Oakland 1,000 Guests
- Oakland's Art and Soul Artist Hospitality Tent 100 Guests
- Presidential Luncheon with the White House Representative 40 Guests

**Client:** Kazan, McClain, Lyons, Greenwood & Harley  
**Contact:** Gordon Greenwood, (510) 366-3352  
**Events:**

- Senior Partner Farewell Celebration
- Company Holiday Celebration 150+ Guests
- Memorial for Founding Board Member 100+ Guests

**Client:** East Bay Municipal District  
**Contact:** Rema Jones, (510) 287-0102  
**Event:** Annual General Manager Holiday Party  
**Guests:** 1,500+



## FAQ

**Name of Business:** **The Red Door**  
**Owner:** Reign Free  
**Founded:** June 2005  
**Kitchen:** 6613 Hollis Street Emeryville, CA 94608  
**Phone:** (510) 459-6212  
**Email:** info@reddoorcatering.com  
**Website:** www.reddoorcatering.com  
**Liquor License:** Bartenders Unlimited

## PRINCIPALS

Preparation of Proposals and Completion of Contract Documents

**Michele Brown**  
Marketing Director

Management and Supervision of Catering Operations

**Reign Free**  
Sales & Catering Director

Planning, Promotion, and Production of Special Events.

**Michele Brown**  
Marketing Director

Accounting Department  
**Ambrus A. Reese III**, MBA, CRTP, ATP  
Accountant

## REFERENCES

**Client:** **Art & Soul Oakland**  
**Contact:** Jim MacIlvaine, (510) 708-5982

**Client:** **Mario Chiodo Studios**  
**Contact:** Mario Chiodo, (510) 376-6049

**Client:** **Meridian Gallery**  
**Contact:** Anne Trueblood Brodzky, (415) 398-7229

**Client:** **Obama for America**  
**Contact:** Peggy Moore, (510) 508-4370

**Client:** **The Clorox Company**  
**Contact:** Victoria Jones, (510) 271-2971



## SERVICES

The Red Door is a full service catering company offering the finest in freshly picked; freshly prepared and freshly presented cuisines from ethnic selections to California cuisine. We are expert event planners and designers; attentive to every detail. We can provide the inspiration, resources (rentals, floral arrangements, staffing, tableware) and selected food for any client's event. We also offer "Family Heirloom" menu items. We will, in collaboration with the keeper of the family treasure, prepare a favorite family recipe to add an extra special element to the menu. We go beyond your menu to make a memory.

Budgets, location, floor plans, city permits, cuisine, presentation, décor, florals, entertainment, parking, our talented and professional event design staff provide for and execute the many details in special events catering and planning that will make our clients event a complete success!

The Red Door provides in-house floral services that are perfectly matched to any occasion.

Beyond catering, we excel at special event planning by finding and coordinating those creative and exciting services that our clients event magical.

- Weddings
- Cocktail Parties
- Bar & Bat Mitzvhas
- Corporate Lunches and All Day Business Meetings
- Birthday Parties for Kids and Adults
- Boxed Lunches
- Anniversary Parties

## PRIMARY VENDORS

In addition to our impressive array of in-house services and equipment, TRD maintains strong working relationships throughout the special events industry. We have preferred access to the best resources in décor, lighting, entertainment, photography, valet parking, tents and more.

- Hartmann Rentals
- Napa Valley Linens
- City Bloom
- Manna Foods
- Metropolis Baking Company
- Farms to Grow
- GreenLeaf
- Royal Hawaiian Seafood
- Montclair Staffing
- Bartenders Unlimited





## SAMPLE MENU

**Occasion:** Birthday Celebration  
**Theme:** 50 Is The New Fabulous  
**Guest Count:** 100  
**Service Style:** Buffet/ Chef Action Stations  
**Location:** San Francisco, CA

## MENU

### BUFFET

#### Poached Salmon

Topped with Lemon Aioli and Capers, centerpiece for a decadent array of delectable chilled seafood including: Gulf Prawns Served, Oysters on the Half Shell with a Ginger Cilantro Soy Dressing, and Drunken Scallops

#### Potato Bar

A Trio of Mashed Potatoes Mixed with Your Choice of Toppings!  
Mashed Purple Potatoes, Sweet Potato Fries, Yukon Gold Potato Skins

#### Potato Bar Condiments

Bacon, Caramelized Onions, Diced Smoked Chicken Breast,  
Bleu Cheese, Cheddar, Basil Pesto, Sun Dried Tomato, Grilled Portobello  
Mushrooms, Sour Cream, Cilantro Mayo

### CHEF ACTION STATIONS

#### The Mac The Cheese Bar

Guests Select Toppings and Sauces  
Prosciutto, Mushrooms, Tomatoes, Leeks, Sun Dried Tomato, Sautéed Mushrooms

#### The Salad Bar

Our Staff Will Shake Your Salad Choice To Order  
in Martini Shakers and Pour It Into A Bar Glass

#### The "Cosmo"

Field Greens, Goat Cheese, Toasted Almonds, Dried Cranberries, Roasted Corn,  
and Cranberry Vodka Vinaigrette

#### The "Margarita"

Torn Romaine, Tabasco and Tequila Chicken Breast, Diced Tomato, and Lime  
Pepper Tortilla Strips with Chipotle Caesar

#### The "Saki"

Udon Noodles, Asian Vegetables with a Saki Peanut Sauce Sweet, Salty and  
Savory Spiced Nuts

### DESSERT

#### Truffle and Wine Pairing



## SAMPLE MENU

**Occasion:** Holiday Party  
**Theme:** Christmas in Jamaica  
**Guest Count:** 150  
**Service Style:** Plated  
**Location:** Oakland, CA

## MENU

### THE ARRIVAL

[Passed Hors d'oeuvres]

**Oysters on the Half Shell**

**Plantain Chip Spoons with Ceviche**

**Mini Jamaican Beef Empanadas**

### FIRST COURSE

**Wild Rocket**

with Pomegranate Seeds and Crumbled Ricotta Salatta  
with Sherry Vinaigrette

### SECOND COURSE

**Jammin' Jerk Pork Medallion**

with a Port Jus

**Come-To-Jamaica Island Spiced Grilled Red Snapper**

with a Soy-Ginger sauce

**Sweet Potato Gruyere Gratin**

and Braised Collard Greens

**Freshly Baked Artisan Breads**

by Metropolis Baking Company

### THIRD COURSE

**Mojito Poached Pear Tart**

with a Port Jus

**Coffee and Tea service**



## SAMPLE MENU

**Occasion:** Baby Shower  
**Theme:** "The Arrival on July 4th"  
**Guest Count:** 40  
**Service Style:** Passed  
**Location:** Fairfield, CA

## MENU

### THE ARRIVAL

**Best of The Season Fruit Course**  
**California Cheese Course**

### BRIEF ENCOUNTERS

[Passed]

**Sweet Potato and Kennebec Fries**  
with Cilantro Aioli and Housemade Ketchup

**Mini Grilled Cheese Sandwich**  
with Tomato Soup Shots

**BBQ Pulled Pork Sliders**  
with House Slaw

**Cheeseburger Sliders**  
with Tomato and a Sprig of Basil

**The Mac The Cheese Minis**

**Deviled Eggs**  
garnished with Capers

### DESSERTS

**Mini Ice Cream Sugar Cones**

**Mini Brownies**

**Mini Apple Dumplings**  
with Housemade Caramel





## SAMPLE MENU

**Occasion:** A Day of Service  
**Theme:** Picnic Time  
**Guest Count:** 300  
**Service Style:** Buffet  
**Location:** Oakland, CA

## MENU

### BEVERAGE/SNACK STATION

**"Green" Water Stations**  
with Refillable bottles

**Iced Tea and Mint Lemonade**

**Whole Fruit and Assorted Granola Bars**

### GRAB N' GO BREAKFAST

**Coffee, Hot Tea, Individual Milk and Orange Juice**

**Assorted Breakfast Breads and Pastry**

**Best of The Season Whole Fruit**

**Granola Bars**

**Hard Boiled Eggs**

### PICNIC TIME LUNCH

**Cilantro Lime Grilled Chicken Sandwich**

**Grilled Cheese Beef Burgers and Veggie Burgers**  
with all The Fixings

**Penne Pasta**

with Marinated Artichoke, Fresh Basil, and Sun Dried Tomato Vinaigrette

**Mixed Green Salad**

with Shaved Carrots, Cucumbers, and House Vinaigrette

**Grilled Corn Salad**

with Red Peppers, Red Onions, and Cilantro

**Assorted Cookies and Brownies**

**Freshly Baked Artisan Rolls and Breads**  
by Metropolis Baking Company



## SAMPLE MENU

**Occasion:** 60th Wedding Anniversary Celebration  
**Theme:** Louisiana Comfort  
**Guest Count:** 80  
**Service Style:** Family Style  
**Location:** Danville, CA

## MENU

### THE ARRIVAL

**California Cheese and Fruit Course**

### DINNER

**Organic Mixed Greens**

with Persimmons, Toasted Almonds, Ricotta Salatta,  
and Honey Pepper Vinaigrette

**Prime Rib**

with a Sherry Jus

**Shrimp Etouffee**

with North Carolina Stone Ground Grits

**Herbed Roasted Cornish Hen**

**Sweet Potato Gratin**

**Braised Collard Greens**

**Freshly Baked Artisan Breads**

by Metropolis Baking Company

### DESSERT

**Wedding Cake**





## SAMPLE MENU

**Theme:** Southern Comfort  
**Service Style:** Buffet/Family Style  
**Price:** \$50 Buffet/\$59 Family Style

### MENU

#### SALAD

[Select Your Favorite One]

**Caesar Salad**

with Grit Croutons, Fried Okra, Caesar dressing

**Organic Mixed Greens**

with Shaved Carrots, Dill, Honey-Pepper Vinaigrette

#### MAIN COURSE

[Select Your Favorite Two]

**Buttermilk Fried Chicken**

**Jamaican Jerk Chicken**

**Jambalaya Shrimp & Andouille Sausage**

**Coconut Curried Chicken**

**Coconut Curried Tofu**

**Louisiana Jambalaya**

**Stewed Tomatoes and Okra**

#### SIDE DISH

[Select Your Favorite Two]

**Stone Ground Grits**

**Garlic Mash Potatoes**

**Braised Collard Greens**

**Coconut Rice and Pigeon Peas**

**Carolina Plantation Rice**

**Sautéed Garlic Green Beans**

**The Mac The Cheese**

#### DESSERT

[Select Your Favorite One]

**Banana Pudding**

**Signature Sweet Potato Pie**

**Seasonal Cobbler**



## SAMPLE MENU

**Theme:** Chef's Favorites  
**Service Style:** Small Plates Reception  
**Price:** \$35 Stationary/\$40 Passed

## MENU

### PASSED/STATIONARY APPETIZERS

[Select One]

**Lamb Burger Sliders**  
**Slow Braised Oxtail Sliders**  
**Barbeque Shrimp & Grits**  
**Grilled Salmon Rosemary Skewers**  
**Smoked Baby Back Ribs**  
with House made Chips

[Select Two]

**Come-To-Jamaica Jerk Drummettes**  
**Habanero Garlic Shrimp Skewers**  
**Jamaican Mini Beef Empanadas**  
**Mini Grilled Cilantro Lime Tilapia Tacos**  
**Mini Grilled Cheese Sandwich**  
with Tomato Soups Shots  
**Sautéed Wild Mushrooms Spoons**  
**Fried Catfish Nuggets**  
with Cilantro Lime Aioli

[Select Three]

**Vegetable Crudités**  
with Cilantro Mayo  
**Best of the Season Fruit Course**  
**Caesar Salad Tini**  
**Fried Plantain**  
with Black Bean Salsa  
**Corn Fritters**  
**Mini Macaroni and Cheese Bites**



## SAMPLE MENU

**Theme:** Low Country  
**Service Style:** Seated Service

### MENU

#### FIRST COURSE

[Select Your Favorite One]

**Simple Mixed Greens**  
with Herbs

**Sweet Potato and Butternut Squash Soup**

**Black Eyed Pea Soup**

#### SECOND COURSE

**Veggies and Grains**

Garlic Collards, Roasted Parsnips, Fried Okra, Stone Ground Grits  
**\$28/person**

**Homemade Shiitake Mushroom Goat Cheese Ravioli**

Drizzled with Arugula Pesto  
**\$29/person**

**Free Range Southern Buttermilk Fried Chicken**

Mac & Cheese and Braised Collard Greens  
**\$35/person**

**Grilled Center Cut Pork Chop**

Sweet Potato Mash and Rhubarb-Ginger Compote  
**\$40/person**

**Shrimp Etouffee with Rice**

**\$42/person**

**Three-Hour Oven Roasted Short Ribs**

Sweet Potato Gruyere Gratin and Braised Collard Greens  
**\$45/person**

**Island Spiced Grilled Red Snapper**

Coconut Rice and Peas with Pickled Carrots and Onions  
**\$55/person**

**Grilled Prime Filet Mignon**

Lobster Mashed Potatoes and Sautéed Spinach  
**\$65/person**

#### THIRD COURSE

[Select Your Favorite One]

**Mojito Poached Pear Tart**

with Rum Nutmeg Whipped Cream

**Sweet Potato Pie Tart**

**Fried Banana Rolls**

with Cinnamon Whipped Cream