

## **Gordon's Gourmet Backgrounder**

### **History**

Gordon's Gourmet was founded in October 2005 by the culinary duo of Gordon Lippe and Brent Williams. Lippe was then succeeding as a fulltime high-end private caterer. At the same time, Williams was flourishing as Executive Chef of Bird Key Yacht Club while also successfully serving a private prepared foods client.

After, appropriately, a few bottles of wine and many discussions about the potential of working together, Lippe and Williams ultimately identified an untapped opportunity that would combine the partners' individual niches. Gordon's Gourmet would provide high-end, health-conscious culinary products and services delivered directly to the doors of their clients, as well as through intimate in-home and onsite catering.

In the year leading up to the company's official debut in November 2006, the company has experience exponential growth in (single to combined) gross revenues.

### **Company Philosophy**

Eat Well. Live Well.

### **Company Mission**

To address the specific needs of each client by providing the finest, freshest whole foods within nutritionally based menus.

### **Company Goals**

1. To remove the burden of 'what to eat' from today's hectic culture
2. To give everyone the ability to Eat Well and Live Well

### **Client Base**

The ideal Gordon's Gourmet client is one who looks to take care of him/herself and understands the unlimited benefits of a nutritionally calculated diet. Lippe and Williams, however, have identified an almost unlimited source of avenues for the company's overall client base.

Most notable are the possibilities within those industries where the company's nutritionally based menus can aid in the treatment or control of heart disease, diabetes, weight loss and other diseases of epidemic proportion that are facing America today. These would include all aspects of health care and fitness, as well as the private nursing and Assisted Living Facility industries.

Other potential clients for Gordon's Gourmet are those experiencing long-term recovery from surgery or injury, busy business executives, families, pregnant and new moms, and those looking for unique gifts for a variety of occasions, including weddings, baby showers and new home closings.

### **Fun Fact**

One aspect of Gordon's Gourmet that is already steeped in tradition is the name of its prepared meals: "Gridleys." Mr. Gridley is the name of the company's first private prepared foods client. As a way to always pay homage to Mr. Gridley and his role in the initial success of Gordon's Gourmet, all future delivered gourmet prepared meals will be known by this name.

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## **Gordon's Gourmet Team Bios**

### **Gordon Lippe, Co-Founder**

A veteran of the United States Coast Guard, Lippe attended culinary school at Florida Culinary Institute and graduated at the top of his class. He began his professional career with the luxury hotel leader, the Ritz-Carlton, in Palm Beach. Later, Lippe joined a well-known bistro in the Palm Beach area, which was featured in Food and Wine Magazine and in the Rising Chefs series at the James Beard House in New York. There he worked his way to the restaurant's top position. When the bistro's owners decide to proceed in a new direction, Lippe continued his career as a private chef for an affluent Palm Beach family that frequently entertained at its various estates.

In 2001, Lippe and his wife decided to settle down and raise a family in the Bradenton area. After relocating, he accepted a position at the Bird Key Yacht Club as Food and Beverage manager. There he met Brent Williams, and an extraordinary friendship and working knowledge was established.

Lippe left the club to return to the private service sector and provide outstanding private chef services for clients throughout the Tampa Bay area. This most recent professional shift paired with his blend of talent, enthusiasm, knowledge and leadership has positioned Lippe at the forefront of a booming industry and the incredible business opportunity of Gordon's Gourmet.

### **Brent Williams, Co-Founder**

A true culinary professional with more than 20 years of experience at some of the nations top luxury destinations, Williams is a graduate of the famed Hotel Hershey internship program as well as the Pennsylvania Culinary Institute where he graduated as valedictorian of his class. Notable mentions of his professional career include three years at the renowned Duquesne Club and the prestigious The Breakers Palm Beach. Most recently, Williams served as executive chef at Sarasota's Bird Key Yacht Club where he positioned the club as one of the area's finest private club establishments.

Along with a reputation that is second-to-none, Williams brings a tremendous amount of talent, dedication, in-depth knowledge and management experience to Gordon's Gourmet.

### **Bethany Braunstein, Registered Dietician & Nutritionist**

A leader in the field of nutrition, Bethany brings more than 10 years of professional experience to the Gordon's Gourmet team. While studying at The University of Florida, Braunstein began her career in this field as a Nutrition Assistant at HRS District III, and upon graduation in 1995 with a Bachelors of Science in Dietetics, she continued in various positions, including Public Health Nutritionist/Breastfeeding Coordinator, Food Service Sales Manager, Public Health Nutrition Consultant and Consultant Dietician. Currently, Braunstein is the Consultant Nutritionist/President for Balanced Nutrition Solutions Incorporated in Palmetto, Fla. in addition to serving as a Nutrition Consultant for Gordon's Gourmet. Her clinical knowledge and ability to inspire, motivate, manage, assess, evaluate, and monitor clients' nutritional needs and progress is a vital component within the Gordon's Gourmet team.

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## **Gordon's Gourmet Fact Sheet**

### **Who:**

Gordon's Gourmet is led by owners Gordon Lippe and Brent Williams, both of whom are more than familiar with the high-end culinary industry.

After serving for more than five years in the United States Coast Guard, Lippe embarked on his culinary journey as a student at the Florida Culinary Institute. He then began his professional career with the Ritz Carlton Palm Beach, moved his way up to sous chef at Craig's American Bistro, and later accepted a position working as a private chef for an affluent executive Palm Beach couple.

Williams began his professional career as an apprentice at Hotel Hershey. Afterward, he attended the Pennsylvania Culinary Institute, where he graduated as valedictorian of his class. Later, Williams worked at the renowned Duquesne Club and prestigious The Breakers Hotel in Palm Beach. Most recently, Williams served as executive chef for nearly seven years at the Bird Key Yacht Club in Sarasota, Fla. while also serving a private prepared meals client.

### **What:**

Gordon's Gourmet offers two culinary niches: Gourmet Prepared Meals Delivered and Intimate Catering.

- The company's Gourmet Prepared Meals are high-end, health conscious and convenient. Clients can choose from the company's Fresh Entrée or Custom Entrée Menu Services, both of which utilize fresh, healthy, nutritionally based ingredients. The Fresh Service offers a wide variety of flavors through weekly pre-determined menus. Alternately, the Custom Service allows clients to tailor menus based on their individual tastes or, more frequently, special dietary needs. In addition, all of Gordon's Gourmet's Prepared Meals are fully prepared off-site and delivered directly to clients with easy re-heating instructions. A maximum of two days' worth of 'always fresh, never frozen' meals is delivered at one time to ensure the highest quality possible.
- Gordon's Gourmet's Intimate Catering is the ultimate fine dining experience for two to 200 guests and in the location of one's choice. The differentiating factors are the company's level of service and meticulous attention to detail, which create that feeling of intimacy no matter the number of guests in attendance. Specific offerings falling under the company's intimate catering is: In-home or on-site catering services; weddings, bar mitzvahs and family gatherings; yacht & jet provisioning; wine tastings & education; intimate 5-star tasting menus; corporate events & office luncheons.

### **Why:**

The idea for Gordon's Gourmet was born when Lippe and Williams discovered a need for high-end culinary products and services that would not only thrive through the combination of their individual expertise but also meet the healthy living and eating trends that are highly sought today.

### **When:**

Gordon's Gourmet was founded in October 2005, with its official debut in November 2006.

### **Where:**

The company is based out of a 1,500 square-foot preparation facility located at 3650A Webber Street in Sarasota, Fla.

### **Specialties:**

Often referred to as a gourmet health food provider, the main specialty of Gordon's Gourmet is firmly rooted within its company philosophy of 'Eat Well. Live Well.' The company's chefs and registered dietician collaborate to create nutritionally balanced menus with only the freshest whole foods. The result is an array of custom menus, which meet the needs of those with special dietary requirements for weight loss, Diabetes, nursing mothers, or even kosher and vegetarian preferences.

In addition, another key concept that sets the company apart is the delivery of these healthy gourmet prepared meals. With a delivery schedule of every Monday, Wednesday and Friday to ensure optimum freshness and quality, this notable benefit is a viable solution for those who are unable to obtain food on their own or seeking a high-end culinary alternative to dining out, the new wave of package-and-freeze or non-profit-provided meals.

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