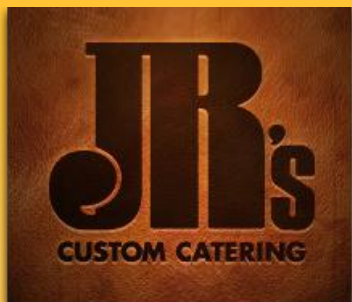




*"JR's Makes  
Your  
Planning  
Fun and  
Easy!"*



# CATERING

## PICNIC PLANNING PACKET



*Enclosed are  
lots of helpful  
hints and  
ideas to make  
your event a  
success!*



For more information  
contact us at  
(703) 707-8559  
marketing@jrsbeef.com

A backyard BBQ or a corporate outing, from small to extra large, J.R.'s provides sumptuous picnic feasts, grilled to perfection. Let us handle all the details from rentals, to décor, to entertainment.

[WWW.JRSCUSTOMCATERING.COM](http://WWW.JRSCUSTOMCATERING.COM)



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*“From Simple  
to  
Sensational...”*





## EVENT INFORMATION & POLICIES

**PLANNING-** Our professional event coordinators will make planning your event fun and easy. They will gladly assist or make referrals for services and vendors that will enhance your event. We have a warehouse full of decorations, so please notify us of any decoration you might need to complement your event.

### **EQUIPMENT PROVIDED-**

- ♦ Serving equipment needed for food & beverage menu
- ♦ Disposable plates, cups, utensils, and napkins
- ♦ Plastic Seasonal table covers for food & beverage buffets

### **EQUIPMENT RENTALS -**

- ♦ Tent, tables, chairs, and linens can be provided for an additional charge



### **WEATHER POLICY - Our Events Take Place Rain or Shine**

If there is a predetermined severe weather event, your event may be postponed to another day.

Circumstances will be evaluated between both parties, to ensure the safety of your guests and our staff.

**BOOKING-** To reserve the date/time, a deposit payment must be received within 2 weeks of booking. This includes the catering deposit of \$10.00/per person. A confirmation letter will be sent to you requesting the exact amount to be paid to J.R's. Custom Catering. The date/time will be placed on a tentative hold from the time of initial contact until we receive a signed copy of the confirmation letter with the deposit.

\* All Full-Service Events include a base minimum of \$3,000 to be spent on Food & Beverage (before service charge, taxes, and any other fees).

\* All Drop-Off or Pick-Up catering Food & Beverage minimums (before taxes and any other fees) may apply.

**DEPOSIT IS APPLIED IN FULL TOWARDS THE TOTAL EVENT COST**

**A NON-REFUNDABLE DEPOSIT OF 50% OF ESTIMATED EVENT COST IS REQUIRED FOR ALL EVENTS BOOKED WITHIN 30 DAYS OF DATE**

### **CANCELLATION POLICY -**

- ♦ Cancellations must be made 120 days prior to an event to receive a full deposit refund, less \$900 processing fee.
- ♦ Cancellations made between 119 and 90 days of an event will result in the forfeiture of entire deposit.
- ♦ Cancellations made between 89 and 60 days of event will result in the forfeiture of entire deposit, plus an additional \$10.00 per person fee, based on the original estimated number of guests.
- ♦ Cancellations made less than 59 days prior to event will result in the forfeiture of entire deposit, plus an additional 25% of projected final invoice.
- ♦ Cancellations made less than 30 days prior to event will result in the forfeiture of entire deposit, plus an additional 50% of projected final invoice.

*Before cancelling we like to make every effort in changing to an alternate date, if applicable, within the same year*

### **CHANGE OF DATE POLICY -**

- ♦ Change made between 90 and 31 days prior to event will result in the forfeiture of rental fee; a new rental fee will be applied for new date and is subject to a \$100 processing fee for the change.
- ♦ Change made 30 days or less prior to event will result in forfeiture of rental fee; a new rental fee will be applied for new date and is subject to a \$500 processing fee for the late change.

*EXCEPTION - a date change is made within 5 days of original booking confirmation*

# CATERING PICNIC PACKAGE MENUS

## PICNIC FEASTS

Prices include disposable cups, plates, napkins, and utensils

### THE ALL AMERICAN GRILL

- ♦ HAMBURGERS \*GF - Big, juicy 6 oz. burgers with all the trimmings (lettuce, tomatoes, onions, & cheese), served with buns
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor
- ♦ HOT DOGS - no picnic would be complete without All Beef hot dogs
- ♦ VEGGIE BURGERS - contains rice, mushrooms, and cheese, served with buns (*Please advise number of vegetarian guests*)

**COST: Adults \$28.95    Ages 5-11 \$19.95**

### THE BOUNTIFUL BBQ

- ♦ PULLED BBQ BEEF BRISKET - slow smoked in our wood burning pit with our mouthwatering BBQ Sauce, served with buns
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor
- ♦ HOT DOGS - no picnic would be complete without All Beef hot dogs
- ♦ VEGGIE BURGERS - contains rice, mushrooms, and cheese, served with buns (*Please advise number of vegetarian guests*)

**COST: Adults \$29.95    Ages 5-11 \$20.95**

### THE WORKS

- ♦ PULLED BBQ BEEF BRISKET - slow smoked in our wood burning pit with our mouthwatering BBQ Sauce, served with buns
- ♦ HAMBURGERS \*GF - Big, juicy 6 oz. burgers with all the trimmings (lettuce, tomatoes, onions, & cheese), served with buns
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor
- ♦ HOT DOGS - no picnic would be complete without All Beef hot dogs
- ♦ VEGGIE BURGERS - contains rice, mushrooms, and cheese, served with buns (*Please advise number of vegetarian guests*)

**COST: Adults \$32.95    Ages 5-11 \$23.95**

#### *Above Picnic Feast packages are served with:*

*Veggie Baked Beans (Please advise number)*  
*Baked Bean Trio*  
*Chef's Choice Seasonal Fresh Fruit*  
*Mayo, Mustard, Ketchup, BBQ Sauce, & Relish*



#### *Your choice of three (3) salads:*

*Gourmet Redskin Potato Salad \*GF*  
*Vegetarian Pasta Salad*  
*Homestyle Creamy Coleslaw \*GF*  
*Tossed Green Salad w/ Ranch & Italian Dressing \*GF*  
*Classic Caesar Salad w/ Caesar Dressing*

#### *Upgrade your side salads:*

*Roasted Potato Vegetable Salad*  
*Lemon Orzo Salad*  
*Cider Coleslaw*  
*Seasonal Spinach Salad*  
*(add \$1.00 for each upgrade choice)*

\*GF = Gluten Free    /    \*VG = Vegan

*Add beverages,  
snacks, & dessert  
to any package*

\*Item may be cooked to order or served raw. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

*Gluten Free, Vegetarian, or Special Diet Selections may be available upon request    \*    These menu prices are subject to change.*

# CATERING PICNIC PACKAGE MENUS

## PICNIC FEASTS

Prices include disposable cups, plates, napkins, and utensils

**(FOR DROP-OFF OR PICK-UP ONLY—MINIMUM 25 GUESTS)**

### THE CLASSIC

- ♦ HAMBURGERS \*GF - Big, juicy 6 oz. burgers with all the trimmings (lettuce, tomatoes, onions, & cheese), served with buns
- ♦ HOT DOGS - no picnic would be complete without All Beef hot dogs

**COST: \$22.95**

### THE SMOKED BBQ

- ♦ PULLED BBQ BEEF BRISKET - slow smoked in our wood burning pit with our mouthwatering BBQ Sauce, served with buns
- ♦ SMOKED PULLED CHICKEN - slow smoked, and served with 2 signature BBQ Sauces on side and buns

**COST: \$23.95**

### THE BACKYARD PICNIC

- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor
- ♦ SMOKED PULLED PORK - slow smoked in our wood burning pit with 2 signature BBQ Sauces on side and buns

**COST: \$25.95**

**Above Picnic Feast packages are served with:**

Baked Bean Trio  
Chef's Choice Seasonal Fresh Fruit  
Condiments



**Your choice of three (2) salads:**

Gourmet Redskin Potato Salad \*GF  
Vegetarian Pasta Salad  
Homestyle Creamy Coleslaw \*GF  
Tossed Green Salad w/ Ranch & Italian Dressing \*GF

## GOURMET GRILLS

Prices include disposable cups, plates, napkins, and utensils

### LOW & SLOW COMBO

- ♦ BBQ SPARE RIBS - 1/3 rack of meaty, tender pork ribs, slow cooked and basted with J.R.'s BBQ sauce
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor, served with BBQ sauce on side

**COST: Adults \$30.95 Ages 5-11 \$20.95**

### MIXED GRILL

- ♦ MARINATED SKIRT STEAK \*GF - grilled to perfection, served with Horseradish Sauce
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor, served with BBQ sauce on side
- ♦ JUMBO SHRIMP SKEWERS - bathed in our house marinade and grilled just right

**COST: Adults \$36.95 Ages 5-11 \$27.95**

### DELUXE GRILL

- ♦ MARINATED BEEF TENDERLOIN \*GF - Bursting with flavor and served with Horseradish Sauce
- ♦ MARINATED BONELESS CHICKEN \*GF - our own special marinade, tender and bursting with flavor, served with BBQ sauce on side
- ♦ JUMBO SHRIMP SKEWERS - bathed in our house marinade and grilled just right

**COST: Adults \$38.95 Ages 5-11 \$29.95**

**Above Gourmet Grill packages are served with:**

Tossed Green Salad with Ranch & Italian, Rolls & Butter  
Rosemary Roasted Potatoes or Garlic Mashed Potatoes, Fresh Vegetable Saute

**Add beverages,  
snacks, & dessert  
to any package**

\*GF = Gluten Free / \*VG = Vegan

\*Item may be cooked to order or served raw. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

Gluten Free, Vegetarian, or Special Diet Selections may be available upon request \* These menu prices are subject to change.

# CATERING PICNIC MENU EXTRAS

## YOU MAY ADD—

Marinated Skirt Steak Sliders (carver required) .....	\$5.50
Sausages with Grilled Peppers & Onions .....	\$4.75
BBQ Ribs (2 ribs ea) .....	\$5.95
Pulled Smoked Pork w/ buns .....	\$5.95
Pulled Smoked Chicken w/ buns .....	\$5.95
Napa Valley Chicken Salad .....	\$4.25
Grilled Shrimp Skewers .....	\$5.45
Broiled Salmon .....	\$5.25

Marinated Portobello Mushroom Sliders .....	\$3.75
Grilled Veggie Kabobs .....	\$4.50
Seasonal Vegetable Sauté .....	\$2.95
Grilled Street Corn w/ toppings .....	\$4.50
Home-style Mac & Cheese .....	\$3.95
Mac & Cheese Bar w/ toppings .....	\$5.75

Cucumber, Radish & Onion Salad .....	\$3.50
Black Bean Corn Salad .....	\$2.95
Mixed Bean Salad .....	\$2.95
Summer Heirloom Tomato Salad .....	\$3.50
Fresh Cubed Fruit Platter .....	\$150.00

## SNACKS—

Jumbo Soft Pretzels (qty. of 50) w/ spicy mustard .....	\$125.00
Mediterranean 7 Layer Dip w/ cucumber slices & pita chips ..	\$105.00
Vegetable Crudité Platter w/ ranch dip .....	\$105.00
Cheese Board w/ assortment of cheeses & crackers .....	\$175.00
Popcorn Station .....	\$175.00

## BEVERAGE ADDITIONS....

(domestic to premium beers available—ask for menu)

Bottled Beer (24/cs) .....	\$60 & up
Keg Beer (1/6 or 1/4) .....	\$160 & up
Wine (1.5 Ltr. btl) .....	\$24 & up
Sangrias & Spiked Punches (3 gal.) .....	\$225
Kids Juice Boxes (assorted - 24 ea.) .....	\$24
Bottled Water (24 ea.) .....	\$24
Canned Sodas (assorted) .....	\$1.50
Gatorade (12 oz. bottles/ 24 ea.) .....	\$42
Lemonade (3 gal.) .....	\$50
Iced Tea (3 gal.) .....	\$50
Warm Apple Cider (3 gal.) .....	\$70
Hot Coffee (reg./decaf - 3 gal.) .....	\$70
Hot Chocolate (3 gal.) .....	\$70



## DESSERTS—

Jumbo Chocolate Chip Cookies .....	\$1.75
Triple Fudge Brownies .....	\$1.75
Pineapple Coconut Cake .....	\$4.50
Grilled Seasonal Fruit w/ vanilla ice cream .....	\$4.50
Warm Seasonal Cobbler .....	\$3.25
Southern Banana Pudding .....	\$2.75
Seasonal Pie Station (2 choices) .....	\$3.50

- ♦ 20% Service Charge and 6% Tax will be applied to all events. (Service Charges excluded from drop-off and pick-up only caterings)
- ♦ Non-alcoholic beverages and snacks served for entire event.
- ♦ Desserts may be timed to start towards end of main food service.
- ♦ J.R.'s Custom Catering holds the liquor license for our catering. If purchasing alcohol for the event, no additional license is necessary. Some restrictions may apply, depending on event.
- ♦ In accordance with Virginia ABC Laws, we do reserve the right to restrict alcohol consumption at any time.

\*Item may be cooked to order or served raw. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

Gluten Free, Vegetarian, or Special Diet Selections may be available upon request \* These menu prices are subject to change.

# CATERING RENTAL EQUIPMENT

Should you wish to expand the capacity of your space, we will gladly arrange for rentals to accommodate your event. Listed below are a few frequently requested items available for rent.

*\*\*All rentals are subject to Delivery, Set-up & Breakdown fees.*

## **TENTS -**

30" x 50" frame tent = \$1795/each

40" x 80" frame tent = \$2650 /each

Cathedral Sidewalls (to enclose all three tents) = \$695/each

Tent heaters— 1 each 170,000 BTUs and 1 each 90 BTUs w/ propane tanks = \$495 for both

## **CHAIRS -**

White basic folding chairs = \$2.95/each

White resin padded chairs = \$4.50/each

Wooden kids high chairs = \$6.50/each

## **TABLES-**

6' Rectangle = \$12.50/each

8' Rectangle = \$14.50/each

5' Round = \$14.50/each

## **LINENS** — (limited supply of color options are available for an additional charge)

White chair covers (for inside chair only) = \$1.50 / each

White 85"x85" (fits 5' round table) = \$10.00/each

White 52"x114" (fits rectangle table) = \$10.00/each

White Napkins = \$1.00/each

Red & White Gingham 70" (fits 5' round table) = \$10.00/each

Red & White Gingham 52"x114" (fits rectangle table) = \$10.00/each

## **CHINA, GLASSWARE, SILVERWARE** = \$4.50/per guest

*\*China and glassware require a kitchen attendant for every 100 guests = \$150*

## **DANCE FLOOR** -15' x 16' wooden= \$550 (works perfect set up in middle of 30' x 40' tent)

## **STAGE -**

16' x 16' x 2.5' stage (w/ stairs, skirting), & quiet generator = \$1,325



# EVENT CHECKLIST



Approximately 4 to 6 weeks prior to your event, an event coordinator will contact you to begin planning.

Planning with us is as easy as 1, 2, 3 .

1

## Choose the Menu:

- ♦ Several packages to choose from containing a delicious combination of all the picnic favorites.
- ♦ Customize your menu to fit your theme
- ♦ Add additional snacks and desserts to enhance and compliment your menu.
- ♦ Beer and wine are also available to add to your event.

2

## Group Activities & Entertainment:

- ♦ Don't forget . . . Moon bounces, Clowns, DJ'S, Games, Team Building activities, Face Painting & more
- ♦ **Picnics go on rain or shine** so be sure to plan a few activities that don't require a sunny day.

3

## Publicize:

**PROMOTE, PROMOTE, PROMOTE!!!!**

- ♦ Promote your event every chance you get.
- ♦ INVITATIONS ...Create a unique invitation design of your own.





# PICNIC PLANNNNG TIMELINE

## 4 - 8 weeks prior to your picnic:

- ◆ You can contact your coordinator early to start planning all the details. Otherwise, a planner will contact you to discuss optional menu items, select entertainment, and finalize all the details. You will receive a proposal confirming picnic details; please review, sign and return to us.

## 21 days prior to your picnic:

- ◆ All details of the picnic must be finalized, including all food and beverage menu additions.
- ◆ All entertainment vendors, if applicable, must be booked.

## 10 - 15 days prior to your picnic:

- ◆ **We will need your final guarantee guest count:** the number of adults, children aged 5 – 11 and children under 5 who will be attending
- ◆ **You will be billed:** based on the final guaranteed number
- ◆ **An invoice based on your final guaranteed count** will be e-mailed to you.
- ◆ **NO CHANGES** can be made to the menu after this final invoice is sent. If your guest count goes up significantly after you've received the final documents, please contact us immediately and we will make every effort to accommodate. Revisions to the final documents will be made and sent to you promptly.
- ◆ **Full payment is due:** by check on the day of your event. If paying by credit card, it needs to be processed at least 3 days prior to your event. We can send you an authorization form for payment.
- ◆ **If you have contracted entertainment vendors:** a vendor.client service confirmation has already been sent to you. You can use that as an invoice to pay your vendors directly, the day of the event. Each vendor should be paid separately by check. If you wish to pay them by credit card, please reach out to them a week before the event to make arrangements.

## On the day of your picnic:

- ◆ **An on-site representative will be there to greet you,** review the day's agenda and answer any questions you may have.
- ◆ **A representative will present a final invoice: Final payment will be requested at this time.**
- ◆ If any adjustments are necessary, the differences will be settled during the following week.
- ◆ Your **entertainment vendors will also ask for payment** based on the vendor.client service confirmation sent to you.
- ◆ If you should leave prior to the end of your picnic, please designate another contact as the representative of your group.

## After your picnic:

- ◆ **You will receive a survey:** please take a minute to fill it out and return it to us so we can use your feedback to continue to improve and make your events successful!
- ◆ Connect with us and share your pictures and positive experience on Facebook, Twitter, Instagram, and Yelp



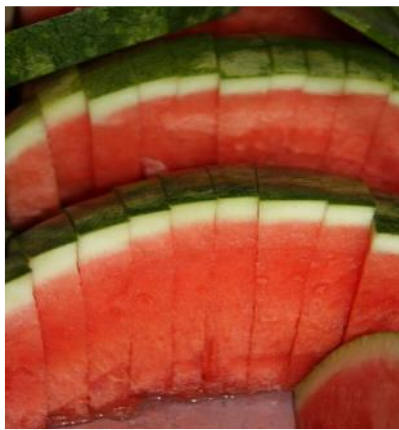


# PUBLICIZE YOUR EVENT

*Promote your company picnic every chance you get in order to receive optimum participation*

## Promoting before your event:

- ◆ Start early in promoting picnic activities
- ◆ Use newsletters, announcements or e-mail to highlight your affair.
- ◆ create unique invitation or send evites
- ◆ Imprint mugs or cups with your picnic date for distribution
- ◆ Make a poster with schedule of day's events for display at your picnic site
- ◆ Appoint team captains to organize/encourage field games



## During your event:

- ◆ #jrsevents #jrspicnics
- ◆ Display poster of day's activities at picnic site
- ◆ Encourage company's "shutter bugs" to capture the excitement on film, or plan a photo contest
- ◆ Provide souvenirs of the day with water bottles, cups, T-shirts, mouse pads, etc.

## After your event:

- ◆ Include articles and photos in newsletter
- ◆ Answer a short survey so we will learn how to better serve you
- ◆ Reserve your date for next year's picnic



*"Create an event with a twist, from casual to upscale"*



## ENTERTAINMENT & THEMES



### DECORATING PACKAGES

Starting at \$150

*Prices determined by amount of labor required by our decoration committee*



Ask about exciting additions such as Face Painters, Balloon Twisters, Caricature Artists, a DJ, Petting Zoos, Casino Tables and Crafts!



For more information contact us at  
(703) 707-8559  
marketing@jrsbeef.com

### Available Themes

Spring Fling  
Fiesta Time  
Hawaiian Luau  
Casino Royale  
Stars & Stripes  
Country Ho Down  
Carnival

Baseball  
Crazy PoPcOrN!  
Fall Festival  
Murder Mystery  
Spooky Haunted  
Winter Wonderland  
And many more...



## CONTACT INFORMATION

### The Marketing Office

Phone: (703) 707-8559

Fax: (703) 707-8155

marketing@jrsbeef.com

### Website

[www.jrscustomcatering.com](http://www.jrscustomcatering.com)

### Mailing Address

8130 Watson St.

McLean, VA 22102

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