

# proof POINTS

OUR DAILY FOCUS ON CULTURE AND EXPECTATIONS

## OUR ACTIONS

1. The entire Proof team is the foundation for the perfect event.
2. We are kind and respectful to each other and our guests.
3. Anticipate the guests' needs before they ask.
4. Embrace excellence. At home. At work. In all aspects of your life.
5. Your uniform, grooming and equipment are a reflection of you and your company. Always look the part.
6. Greet every guest with a smile.
7. Nothing is impossible, the word itself says, "I'm possible!"



## OUR PRODUCTS

8. Proof's guests, and they have entrusted us with their lifetime event.
9. Our food must taste amazing and be flavored to perfection.
10. Our products are local, fresh, sustainable, and always presented in the best way to highlight the food.
11. Engage our guests passionately to showcase our products and services, be excited and show our clients the "proof is in the pudding."
12. Hot food is served hot, cold food cold. Simple.
13. Special dietary needs are of the utmost importance. Client safety is our number one focus when it comes to food allergens.
14. Be very proud of what we serve; brag about your favorites!

## OUR COMMITMENT

15. We strive for a clean and safe environment!
16. We own the guest experience, request or question. They must feel the hospitality!
17. We are motivated daily to achieve more than yesterday!
18. Be honest with ourselves and each other with what we can do better! It's not who is right—it's what is right!
19. Always introduce yourself to the guest or person in charge, review the event and make sure we all have the same mission
20. We are always looking for the next idea, service, or innovation!
21. We are good stewards of responsible alcohol service!

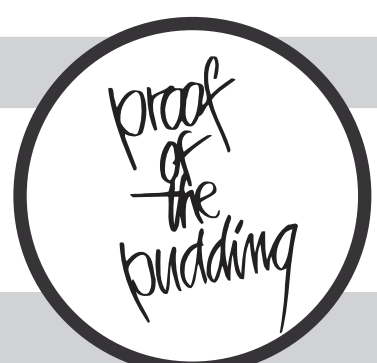


## OUR PARTNERS

22. Partner relationships are never taken for granted, anticipate their needs, be completely loyal to their brand and ideas
23. Run, operate and represent their business like we own it.
24. If you are ever in a position to tell a guest "no", think again and provide a solution.
25. We treat and protect our business partners' equipment, facilities, and assets like our own.
26. We operate with the highest integrity!

## OUR PHILOSOPHY

27. In business, any size hole in the boat is still a hole.
28. Don't be shy. Speak up, express yourself and promote your ideas.
29. Know the plan, work the plan, then call an audible.
30. You never asked me. You must ask for the business, don't assume you will get it without asking for it.
31. "What" is the question? "Yes" is the answer!



**Strong partnerships, employees and guests are the foundation of our success.**