

Everything Iz Inc.



EITHER IT IZ, OR IT ISN'T.

Café Iz is Cooking Up New Developments

Birmingham, Alabama: Kay Reed, owner of Everything Iz Inc., is expanding once again. Everything Iz Inc., formerly known as Café Iz, will encompass all areas of the diverse business which includes the event space, Iz the Place, the wholesale line, Iz Good Stuff, the full service catering department, Iz Catering, as well as the restaurants formerly known as Iz too, Iz Café. "A central headquarters was needed to house our rapidly growing business", explains Reed.

"Iz the Place" will feature two banquet facilities as well as an executive room for board meetings and small gatherings. It will also feature a large

spacious kitchen available for cooking classes and wine dinners. The "Iz Good Stuff" division is currently distributing their granola to select Piggy Wiggly locations including the Crestline, Homewood, Bluff Park, Liberty Park and Clairmont locations. The all natural granola is available for \$8.99 lb. and contains oats, coconut and honey with five varieties of nuts. The "Good Stuff" division was created in order to meet Iz too's wholesale demands which will feature other items sold daily in the cafes. Iz Cafe currently has two locations; 2514 Rocky Ridge Road 979-7570 and 4700 Cahaba River Road 262-9733.



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The new facility will be known as "Iz The Place"

Born into a family where life was not complete without great food owner, Kay Bruno Reed, grew up cooking and entertaining. Her dream to own a neighborhood gathering place began in 1999 with the opening of Café Iz. From there it has been a dream in progress that continues to evolve. For more information please visit www.cafeiz.com or call (205) 979-7522.

Dining "Izperience"

The Chef's table at Iz The Place is the latest development that expects to be a hit among loyal customers. It was designed to satisfy guests with a more visual appetite. Accommodating up to 12 people, guests can enjoy the com-

pany of each other while experiencing the surprise and excitement of our executive chef's menu choices. "Usually I will prepare a seafood, chicken and beef dish for the table," adds Ken Barrett, executive chef for

Everything Iz. The Chef's table offers the "something more" avid diners look for when eating out and is a wonderful way to entertain clients or friends. The average price is \$100 per person. Call for availability.



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Iz Café helps fight Childhood Cancer

Iz Café raised \$500 for the children of St. Jude Children's Research Hospital in October through the 16th annual St. Jude Halloween Promotion. Both locations of Iz Cafe were just two of the thousands of businesses around the country that participated in the Halloween program benefiting St. Jude.

During the promotion, employees at the participating establishments ask patrons to make a \$1 donation to St. Jude to support its fight against catastrophic childhood diseases. In return for the contribution, the donors have the opportunity to write their names on pumpkin-themed pinups,

which the establishment displays through the month of October. Since its inception, the program has raised more than \$33 million for St. Jude.

"Iz Cafe is proud to support this fundraiser and become partners with St. Jude Children's Research Hospital in saving children's lives," said Kay Reed, owner of Everything Iz Inc.

"We are delighted to have partnered with businesses that believe in and support the mission of St. Jude," said John P. Moses, chief executive officer of ALSAC/St. Jude, the fundraising organization for the hospital.

"Children around the world will benefit from each pumpkin pinup that was sold."

Iz too Bakery and Market, now known as Iz Cafe is located at 2514 Rocky Ridge Road (205) 979-7570 and Iz too's A l t a d e n a location is located at 4700 Cahaba River Road (205) 262-9733.



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Iz Café's new logo.

Letter from Kay

Dear Iz Friends,

It seems like yesterday, I was looking in the window of the Little Caesar's pizza with my family, saying this could be my spot. And so Café Iz became my dream come true. A dream that I never thought would develop into such an incredible business. The community welcomed Iz and has given the support and loyalty to keep us growing. The growth could not have happened without our devoted and talented team. I

have said a thousand times or more, I am only as good as the people around me and it is so true. Being new to this

"And eight years later I feel we are just getting started"

industry, I decided that my business was going to be different. I was not going to be the traditional pot and pan

throwing kitchen that you hear about. And because of this decision, we have attracted some unbelievable people to our team.

To be honest, the ideas kept coming and the business kept growing. And eight years later I feel we are just getting started.

Sincerely,

Kay

Granola Iz Good Stuff

The Crestline, Homewood, Bluff Park, Liberty Park and Clairmont locations of Piggly Wiggly have begun selling Iz Café's homemade granola in their stores. The all natural granola is available for \$8.99 lb. and contains oats, coconut and honey with five varieties of nuts. Iz too is expanding their growing business once again to include a whole-sale division that will be appropriately called "Good Stuff". This line will

feature other items sold daily in their markets. Iz too Bakery and Market, now known as Iz Café, currently has two locations; 2514 Rocky Ridge Road 979-7570 and 4700 Cahaba River Road 262-9733.



Iz Homemade Granola

Iz The Place

What will they think when they leave? That's the question we pose as we plan and fine-tune every aspect of your next event. Are the flowers perfect? Are the glasses sparkling? And how does the band sound?

When Iz is your event and catering partner, you can rely on us to provide more than just dynamic cuisine and outstanding service. Our passion is making great impressions. We would like for your next gathering to be everything you dreamed it would be. Large or small, every event is important to us because it is yours and it is important to you.

The Iz The Place main dining room can

accommodate 16 to 100 people. The service and dining experience created in Café Iz is captured and brought to Iz The Place. The executive board room, which can accommodate up to 15 people is perfect for lunch meetings or presentations. Our Executive Chef's table is a third option when planning your next gathering. It is perfect for groups up to 18 people who have a passion for fine food in a private, often exiting setting. The cocktail reception lobby is designed to accommodate up to 65 people either prior to dining in the main lobby or as a stand alone event. Our team can assist you in making your ideas come to life.



The Reception Cocktail Lobby of Iz The Place can accommodate up to 65 people.

Iz Wedding Tips



Setting your menu is a relatively easy affair, but can be daunting to the novice who has never planned a catered event before. Here's an easy step-by-step guide to setting the menu for your wedding - including budget-saving tips and unique ideas.

1. **Time.** Decide on the time of day and season of the year. This is perhaps the most important decision you will make, and will be dependent on the availability of your venue.
 2. **Cost.** Consult your wedding budget. If you're cost-cutting, filet mignon will not be an option. The more options you offer guests, generally the more your expenses will build. If your budget is tight, you might consider a cocktail reception, afternoon tea, or dessert reception.
 3. **Talk to your caterer.** Are there particular dishes that they're known for, or that they recommend? Make sure they're aware of the budget you've set.
 4. **Offer variety** Choose both stationery and passed hors d'oeuvres, as well as both hot and cold ones. Your guests will always be able to go to a station rather than chasing waiters around, but guests engrossed in conversation will still have a chance to nibble.
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- “Make sure that you include foods that you love”.*
5. **Special Touches** Ask your caterer if they can incorporate an old family recipe. Your guests will enjoy this personal touch.
 6. **Personal Preferences** Make sure you include foods that **you** love. Enjoying your wedding day is a priority, and it will help to make your menu personal.
 7. **Heritage** Incorporate foods from your families' heritages. Relatives and guests will bond over shared experiences. If your heritages are distinctly different cultures, consider featuring one during the cocktail hour and another during the meal.
 8. **Change Things Up** Think about going outside of a traditional menu. For example, some couples these days are opting for a dessert reception, rather than a traditional sit-down menu. This is not only a budget saver, but can be a great personal touch for the couple with a sweet-tooth.
 9. **Try It Out** Ask to go for a tasting. You'll have a chance to sample the foods and find out what the standouts are.
 10. **Be a Considerate Host** Ask your caterer what dietary options are available. Generally today's couples will want to offer non-red-meat fare, as well as a vegetarian option.
 11. **Double Check** Finally, write your proposed menu down and consider if anything is missing, or out of place.

Either it Iz or it Izn't

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**Check out our new website
at www.everythingiz.com**

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What Iz For Lunch?

Because of the changes and growth within Iz, our customers ask us all of the time... "what can you do for our next lunch meeting?" If you are looking for a meeting place, Iz the Place can provide the perfect location for your next function. The main dining room can accommodate up to 100 people while the executive board room is appropriate for the more intimate meetings of up to 15 people.

If lunch is all you need, Iz Café and Iz too can provide the perfect lunch for your next office meeting or luncheon. By calling the Rocky Ridge location at 979-7570 or Altadena at 262-9733 you may order any of our box lunches or regular menu items. For any delivered lunch please call our catering department at 205-979-7522. Our lunch catering offers box

lunches as well as a hot meal daily. The hot meals are reserved for orders of 10 or greater; each includes rolls, tea, chef choice dessert, and service items for eating and buffet. Our box lunches have become increasingly popular and are listed below. For more information or to inquire about our hot lunches please call our catering department.

box lunch choices

Each includes a cutlery kit and beverage cup, pasta or fruit salad, chips, chef choice dessert, and tea
Minimum Order of 10

Slow Roasted Beef \$9.00
Angus beef, slowly simmered, served sliced on a toasted baguette with caramelized onions, horseradish sauce, melted provolone cheese.

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Turkey Club \$8.25
Oven roasted turkey, apple smoked bacon, romaine lettuce, tomato, and mayo; served on whole wheat bread

Chicken Salad or Pimiento Cheese \$7.50
Our famous chicken salad or pimiento cheese served on whole wheat bread

Chipotle Wrap \$8.00
Grilled chicken, sour cream, black beans, pico de gallo, and jalapenos served warm in a chipotle wrap

Ham and Cheese \$8.00
Grilled sliced pit ham served warm with provolone cheese

Trio Salad Plate \$8.00
Choose from the following – Chicken Salad, Pimiento Cheese, Fruit Salad, Pasta Salad, Baby Greens Salad, and Caesar Salad
**minimum for delivery*