

**M O N A R C H**  
CATERING

*Unexpected Yet Familiar.  
Elevated Yet Grounded.*



## INTRODUCTION

### I love cooking for kids.

It's fun and endlessly rewarding. Every day, our students call out from the hallways, *"What's for lunch?"* They get so excited, and we get to respond with the knowledge that every ingredient and every process was intentionally chosen to provide the most nutritious, sustainable, and pleasurable experience possible. This feeds our reason to cook.



**Christine Lee**

*President & Chef Owner*



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# INTRODUCTION

## Who We Are

Monarch Catering is a school food-service company based on scratch-cooked menus, local ingredient sourcing, and celebrating the joys of the table.

## The Monarch Mission

To execute the Best in Class food service for schools by crafting and preparing scratch-made meals using locally sourced ingredients from our grower partners, nourishing children, one daily meal at a time.

**That's it.**

**No fluff here, or in our food.**

## Not a Trend, But a Philosophy

Similar to the way Monarch butterflies take to nature, we take to natural, local growers, when it comes to selecting ingredients for our meals. Sourcing from local growers has been in our DNA since our inception.

Nourishing children with the nectar that each of our suppliers provides is the gold star standard by which we've always operated; it's not a trend— it's our modus operandi. All nutrient requirements and portion sizes for our school lunches are above and beyond national standards and guidelines.

We focus on nutritious, well-balanced meals that can enhance growth and development of school-aged children.



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## What's On Our Plate





## MONARCH METHODOLOGY

**We want kids to take away a meaningful nostalgia around school lunch that remains with them for years to come.**

Unique culinary offerings for students.

We can scale to your capacity and needs.

We strive for zero waste at every step in our process.

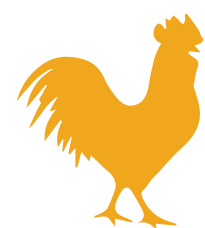


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# NUTRIENTS THROUGH FOOD

## American Classics

Cafeteria lunch reimaged the Monarch way. Home-cooked and homey, just-like-mom's-recipe, stick-to-your-ribs, comfort foods that are enjoyed by all.



### Chicken Tenders

- Indiana Natural Amish Chicken Breast & Tenders
- Nichols Farm's Sweet Potatoes
- Nichols Farm's Cabbage, Apple & Purple Radish Slaw with House Preserved Sweet & Sour Lemon Vinaigrette

*Note: Breading uses dehydrated sandwich bread ends to promote zero waste initiative*

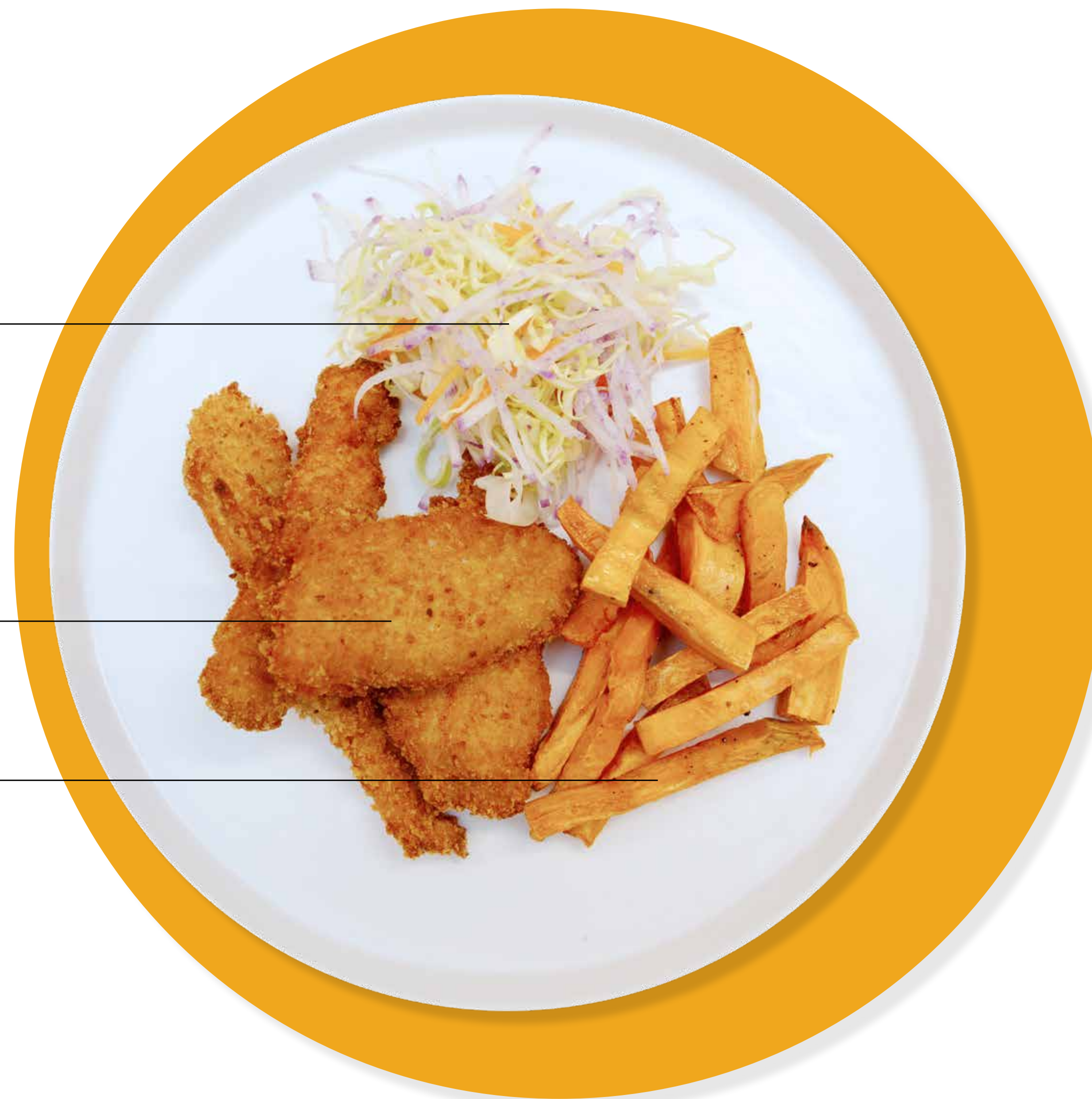


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**Nichols Farm's Cabbage, Apple & Purple Radish Slaw with House Preserved Sweet & Sour Lemon Vinaigrette**

**Indiana Natural Amish Chicken Breast & Tenders**

**Nichols Farm's Sweet Potatoes**

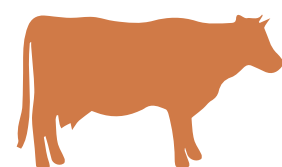




## NUTRIENTS THROUGH FOOD

### Monarch's Choice

Intrinsically international, bring-the-world-to-your-plate, meals-in-a-bowl, authentically ethnic, regional home foods, rich in plant forward ingredients.



#### Bulgogi Beef Bowl

- Hershy Farms Grass Fed Beef
- Nichols Farm's Spinach & Carrots
- House Grown Mung Bean Sprouts

*Note: Organic Beans*



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Nichols Farm's  
Spinach

House Grown  
Mung Bean Sprouts

Hershy Farms  
Grass Fed Beef

Nichols Farm's  
Carrots





## The Monarch Difference





# THE MONARCH DIFFERENCE

## Scratch-made

Almost all items are made in-house except sliced breads, hot dogs, and common condiments and ingredients like soy sauce, mayonnaise, mustard, and ketchup. Our scratch-cooked menus ensure that no added chemicals and preservatives are introduced to our lunches and that students enjoy as many **whole foods** as possible.

## Dietary Restrictions

Every day has at least one vegan, dairy-free, and/or gluten-free hot lunch option as well as alternate selections. Menus are marked (V) Vegetarian, (VG) Vegan, (GF) Gluten-Free, (DF) Dairy-Free, etc. We are always able to ideate on specific dietary restrictions and **welcome the opportunity**.

## Culinary Variety

We design our menus to excite both the students who enjoy varied global cuisines, as well as the more conservative palate. An example of this might be the Filipino Adobo Chicken or Jackfruit, on which a more conservative palate might prefer the classic regenerative chicken noodle soup, loaded with vegetables, noodles, a house baked-naturally fermented, brioche roll, and fruit. If the soup is not appealing, there's **always a choice** of the turkey or sun butter & jelly sandwich.

## Local & Sustainable Ingredient Sourcing

We have cultivated partnerships with several **local farmer growers** to continuously look for the freshest most responsibly grown/raised ingredients available for our students. This is an ongoing effort to which

we commit ourselves to continuous education and exploration. When products are unavailable locally, we source natural & organic dairy, meats, and produce from local distributors.

## Operational Excellence

It is without question that **successful menu execution** cannot happen without rigorous food handling, housekeeping & sanitation standards. Without one, there simply cannot be the other.



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## GROWER PARTNERS

**Our food standards are exceptionally high; therefore, we don't trust our ingredient sourcing to just anyone.**



**HERSHY FARMS**



Over the years, we have cultivated relationships with local farmer growers whose standards for quality ingredients are just as high as ours. Our network of growers has been rigorously vetted and selected to ensure the best seasonal variety, growing standards and quality farm ingredients. Together with our growers, we nourish the minds, serve as stewards of our planet, and feed the growth of our children.



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**Our Commitment To You**





## OUR COMMITMENT TO YOU

# We want to get to know your students.

Part of our mission is to know the students we serve. As we get to know the students, we have had the opportunity to learn their preference and engage their feedback on a day-to-day basis. The candid and immediate responses and comments are invaluable to our team in informing our next idea.

In the past, we have also engaged in community involvement through various activities where students have a chance to engage with our chefs in either cooking classes, interviews about our food chain, waste management processes, etc. From these opportunities, we have often found new ideas and opportunities for the program and food education for our team and the community.



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## A LITTLE MORE ABOUT US

### Our Company

**Monarch Catering Company** is a woman and minority owned small business. Our team's experience supports our goals by drawing from decades in the worlds of haute cuisine, airline catering, hotels, packaged products, national fast casual, farmer's markets, grocery stores, and independent restaurants.

Our philosophy in developing our team is to create an inclusive environment of respect where continuous education and development is encouraged and leadership growth celebrated.

### Our Founder

**Christine Lee** is president and founder of Monarch Catering Company. Impassioned by the unique challenges and rewards of school lunch, Christine draws from decades long experience in the food business as a restaurant and café owner/operator, President of Charlie Trotter Foods, Associate Facility Team Leader of the Whole Foods Market Midwest Kitchen, and various other food business endeavors.



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**Thank You!**



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