



Los Angeles & Orange County

CORPORATE/ NON-PROFIT EVENT CATERING

DESIGNED THOUGHTFULLY. CRAFTED LOVINGLY. PRESENTED BEAUTIFULLY.



BESPOKE FOOD & BEVERAGE EXPERIENCES FOR MEANINGFUL EVENTS

HIGHLY TAILORED. ALIGNED WITH EVENT NARRATIVE & OBJECTIVES. SELECTED WHEN CATERING MATTERS



CHEF-LED CULINARY CREATIVITY FOR STORYTELLING AT SCALE

CREATING ICONIC EXPERIENCES THAT UNIQUELY REFLECT YOUR EVENT. BEAUTIFULLY BROUGHT TO LIFE



My early memories as the child of a globe-trotting oil executive were of going to new places, experiencing different cultures, trying new food, and helping my mom in the kitchen as we hosted dinners that would help us connect with new friends, the expat community, and business associates. After college at Barnard, the need for emotional connection through food drove me from PR/ advertising to French Culinary Institute to hospitality at it's best (Danny Meyer's Union Square Cafe) to the start of my own catering company in 2007. I initially focused on small bites and the storytelling and themes and variety made possible in that format.

Our evolution has taken us to a multi-million dollar company with client-centered storytelling combined with culinary creativity and warm hospitality at its heart. Our clients bring us in for the events that matter: product launches, partner events, galas, anniversary parties, VIP/ executive events, awards shows, meetings with HNWI/ celebrity attendees. I've gotten to chat with a former President, active Vice President, secret service, celebrities, religious leaders, models, executives. It can be surreal to cater high profile events at iconic locations in a city like Los Angeles. And now we have a grand facility to host them as well in our 1913 landmark Elmer Grey venue.

What I love most about my role is tailoring your event to reflect your brand, your guests, your theme, your purpose. I've intentionally designed our approach to blend gracious hospitality with creative freedom with the operational experience and equipment to maximize what we can do at your selected venue.

Couture catering has been in our DNA from the very start. It means that your menu (including bar and service) builds on the intention of the overall event design. I love to bring in touches that create experiences and memories. Tell me about your key stakeholders and attendees, your history, your purpose, your theme, your colors. We have a talented chef team (including multiple Culinary Institute of America graduates) able to bring your selected menu and custom requirements up to meet the highest experiential and hospitality standards.

That's the heart of my approach. Starting with your creative brief, I work with the other creatives on your team (planner, designer, producer) to craft everything from there—menus that speak to your attendees, intentional levels of service, effortless flow. We'll ensure every element feels cohesive, well-designed, and unmistakably yours.

— Elizabeth (Owner & Culinary Design - 440 Elm/ Bite Catering Couture)

TAILORED CULINARY EXPERIENCES FOR YOUR GUESTS, GOALS, PURPOSE

DESIGNED THOUGHTFULLY. CRAFTED LOVINGLY. PRESENTED BEAUTIFULLY!



FROM DELIVERY TO EXPERIENTIAL: OPTIONS FOR IMPORTANT EVENTS

COUTURE IN ANY FORMAT. TAILORED TO EVENT-APPROPRIATE SERVICE OPTIONS AND BUDGETS.



440 ELM: OUR HISTORIC LANDMARK VENUE

1913 ELMER GREY LANDMARK. GRAND BALLROOM HOLDS 900. ARCHITECTURAL DIGEST 1922.



PRICING APPROACH: TRANSPARENT SERVICE & INGREDIENT LEVELS

ASK ABOUT SPECIFIC BUDGETS OR EXPLORE 3 TIERED EVENT DESIGNS

	<i>Delivery</i>	<i>Full Service</i>	<i>Lux Service</i>
<i>Designed For</i>	<i>Meetings, meals, boxed lunches, events with executive attendance</i>	<i>Awards Gala, Recognition Dinner, Holiday Celebration, etc requiring a high level of experience and service</i>	<i>A fully custom brand launch, festival, immersive experience, multi-day retreat, etc with our highest end options.</i>
<i>Service Model</i>	<ul style="list-style-type: none"> • Delivery + setup • (optional) Passing + bussing staff • Limited items available for hot delivery (within food safety reqs) • Bar available (with minimums) 	<ul style="list-style-type: none"> • Service staff • Kitchen setup/ onsite finishing • Rentals and displays • All service formats available • Full Bar Available 	<ul style="list-style-type: none"> • Custom item development/ R&D • Premium ingredients/ Platinum menus • Multi-sensory elements • Specialty rentals and equipment • Custom displays and installations • Experience or earned media targets • Flair Bar available • Model staff available
<i>F&B Price Range</i>	\$30-100 pp	\$75-350 pp	\$300-1000+ pp
<i>Minimums</i>	\$1000	\$4000	\$25000

OUR EXPERIENCE

Owner-Operators



- **Elizabeth Goel (Owner/ Culinary Design):** Started Bite Catering Couture in 2007 after graduating from Barnard College and French Culinary Institute with a brief start in advertising. A stint at Danny Meyer's Union Square Cafe shaped her focus on hospitality. She medaled on Food Network Challenge's Big Bash Caterers in 2008. She has led its growth into a multi-million dollar company recognized for editorial presentation, seamless hospitality, and creative menu design with clients across luxury, tech, finance, fashion, academia, and philanthropy
- **Vijay Goel (Co-owner/ COO):** Former physician (M.D.), strategy consultant (McKinsey), startup/ nonprofit executive, and technologist. He brings Fortune 500 rigor in leading Bite's focus on industry-leading operational and technical excellence for high stakes/ large scale events and the award-winning renovation of 440 Elm. He loves figuring out how to enhance connection and experience by eliminating errors, friction, and lines. He is a speaker at industry conferences, including Catersource, The Special Event, BeSage, WeddingMBA

Bite Catering Couture's Purpose

We create beautiful, custom tailored food and beverage experiences for events where that matters

You May Have Seen Us In:



BIZBASH

catersource

CALIFORNIA
WEDDING DAY
(Awards Venue)
2025

The
New York
Times



SPECIAL
EVENTS

martha
stewart weddings

FREQUENTLY ASKED QUESTIONS

- **Event Size:** We can cater events ranging from 20 - 2000 people. We tailor service formats, staffing ratios, and ingredients to ensure your guests will have a high quality one of a kind experience appropriate for the event vision and budget
- **Cuisines:** We have experience creating contemporary menus in a wide range of cuisines with the visual drama and hospitality Bite is known for. For example, recent stations include dim sum (Chinese), pad thai (Thai), chaat (Indian), bibimbap (Korean), pasta alla ruota (Italian), paella (Spanish), fondue (Swiss), afternoon tea (English), tamale & tacos (Mexican), seafood (American), BBQ (Southern), Mediterranean/ Middle Eastern, omelette (breakfast), drunken donut (dessert), vegan
- **Service Formats:** We offer a beautifully presented catering experience from a wide range of service formats including delivery (with driver help with loading and setup), hot delivery (for timed corporate meals within food safe windows), light service (passing and bussing support without rentals), full service, synchronized plated service, luxury (higher staff ratios + fixers for magical hospitality). We'll discuss different tiers of service to tune for audience, vision, and budget for events ranging from casual gatherings to iconic annual events
- **Dietary Restrictions/ Allergens:** We design for common dietary preferences and have labeled menus for common requests (i.e., gluten free, vegan, vegetarian). We can utilize halal ingredients and source kosher meals. We are not a nut-free kitchen and due to cross-contamination we recommend that anyone with a serious food allergy bring their own meals to an event
- **Service Area:** We generally operate in the greater Los Angeles footprint. Our Culver City-adjacent kitchen means our smaller events and deliveries are generally focused in the area from Thousand Oaks to Pasadena to Newport Beach. For larger, full service events we can travel as far as San Diego, Palm Springs/ Coachella Valley, or Santa Barbara
- **Bar Service:** We can supply bartenders only or full alcoholic beverage packages, including custom-designed drinks. We carry full liquor liability insurance, our staff is TIPS and RBS certified, and we are licensed with ABC Type 47 and 58 licenses. We also stock a line of experience-matched mocktails and premium soft bar to include non-drinkers in the experience
- **Displays/ Rentals:** We are happy to work with planners on rental, linen, tabletop, display, glassware, and kitchen equipment elements to ensure a beautiful and seamless setup. We can also source directly for you. Let us know your preference!
- **Sustainability:** Our standard practice is a lean operational approach that minimizes waste, including limiting overproduction, recycling cooking oil, and offering eco-friendly disposables for convenience. For events requiring specific ingredient sourcing (such as vegan menus) or sustainability targets (like zero-waste), we're happy to design and execute to most published standards that don't require dedicated kitchen equipment. If you have unique sustainability priorities or guidelines, let us know so we can support your goals

FREQUENTLY ASKED QUESTIONS

- **Tastings:** We offer private tastings for contracted events out of our Culver City kitchen. We provide complimentary tastings to planners and venues where we are discussing a preferred status with significant alignment of customer event requirements. We also have ~monthly events including catering at our venue (440 Elm) or other venues we partner with in the LA area
- **Non-Profits:** We support mission-aligned nonprofits, charities, and performing arts organizations with select in-kind discounts and donations, including discounted use of our landmark venue, 440 Elm. Priority is given to groups with previous affiliation or a strong alignment of mission and values, especially for events that drive significant impact (such as fundraising events where the return is a multiple of the in-kind support). If you believe your cause is a strong fit, please reach out with your mission statement, event brief, impact targets, and note any connections with our team or past events. We're happy to see if your event fits within our community giving budget for this or future years
- **Insurance/ Licenses:** We are insured and licensed and able to provide standard certificates of insurance, W9, etc as required by your organization, event, or venue. For high profile security concerns, we've already passed a secret service vetting for an event with a sitting Vice President!

- **Next Steps:**

Email/ Call: <https://www.bitecatering.net/inquiries/new/>

Explore 440 Elm as as venue: <https://www.440elm.com/tour/>

Schedule a Call for Availability/ Estimate - <https://calendly.com/bite-catering/bite-get-an-estimate>

Schedule a Call for Bespoke Event Ideation/ Capabilities - <https://calendly.com/bite-catering/bite-bespoke-events-overview>

Explore menus <https://www.bitecatering.net/menus/>