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Catering and Events in a Post-COVID Era: How Forté Catering Thrives

by ABJ Staff — October 4, 2024 in Business and Finance, Featured



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Few sectors were hit as hard by the COVID-19 pandemic as catering and events in the

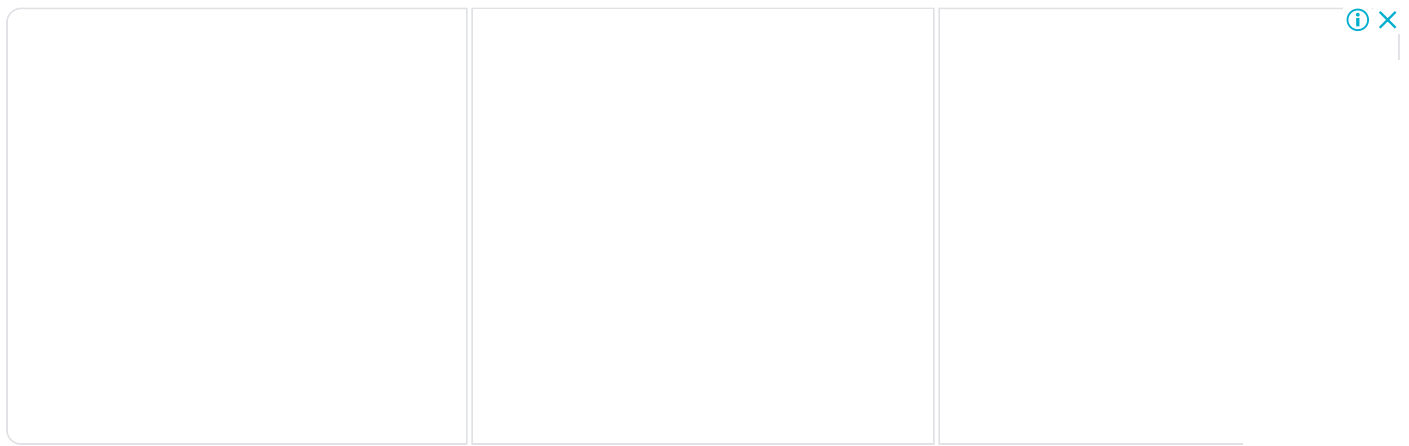
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once again thriving. This resurgence is a testament to the resilience of its team, the unwavering passion that drives them, and the visionary leadership of Mark Tallon.

The Heartbeat of Forté: A Team That Stands Strong

Established in 1995, Forté has built a reputation as [one of Sydney's premier catering companies](#), recognized repeatedly by the Restaurant & Catering Awards both in NSW and nationally. From winning Best Wedding Caterer in 2017 to being named Best National Events Caterer in 2012, Forté's accolades reflect their commitment to culinary excellence and exceptional service.

At the core of Forté Catering's success is its people. In an era where finding and retaining key staff has become a significant challenge across industries, Forté has managed to hold onto its most valuable assets. The dedication of senior management, including Head Chef Anthony Sullivan, who has been with Forté since 2010, and CFO Jennifer Henson, who has been part of the team since 2006, speaks volumes about the company's stability and forward momentum.



40 Years Of Daisy Pool Covers
Daisy Pool Covers

Throughout the pandemic, Forté's standard of excellence didn't waver. Many of their staff worked at the Strathfield Event Centre, one of the first businesses to reopen, thanks to the strategic efforts of Forté's Operations and Marketing team. Today, the team continues to set the bar high, with their chefs, waitstaff, and hospitality managers delivering the exceptional service and culinary artistry that Forté is renowned for.

Navigating a Slowly Recovering Industry

As the world continues to adjust to a new normal, the hospitality industry is slowly finding its feet again. For Forté, the road to recovery is closely tied to the changing dynamics of how businesses operate. With more companies adopting hybrid work models, there's an

positioned to meet their needs. Despite the challenging economic climate, Forté **continues to deliver unforgettable experiences**, proving that even in tough times, excellence is non-negotiable.

Weddings and Private Parties: A Return to Grandeur

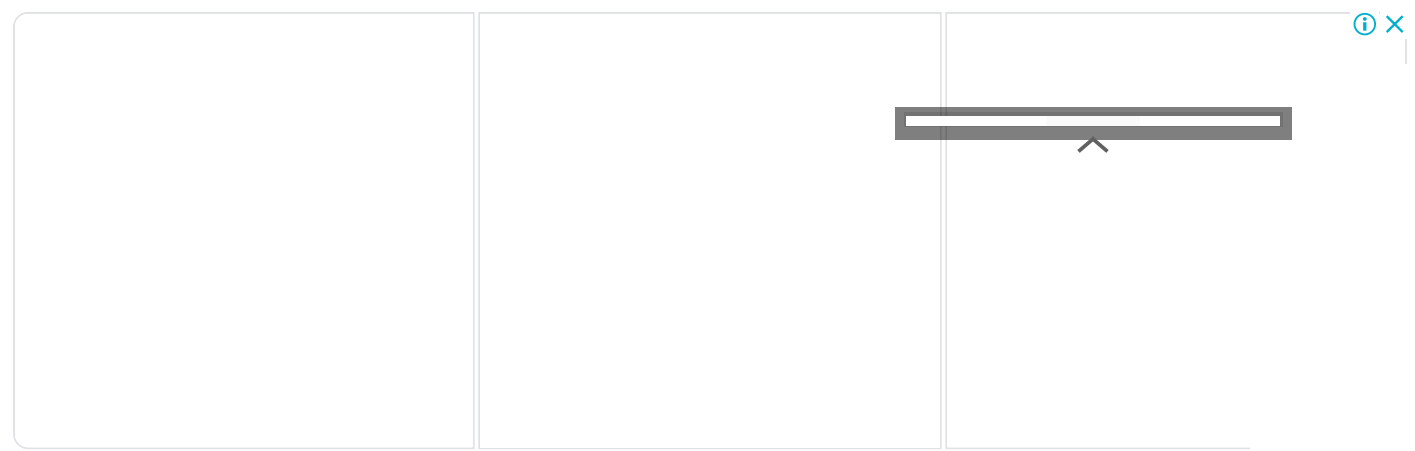
One of the most significant trends emerging post-COVID is the rise of grand weddings. Budgets have soared, and the demand for glamorous venues that can deliver a dream-like experience is at an all-time high. Forté Catering has been at the forefront of this trend, helping couples bring their wedding visions to life **with exquisite catering** that matches the occasion.

While private parties and off-site catering have been slower to rebound, largely due to the current economic situation, Forté’s commitment to excellence ensures that when these segments do bounce back, they’ll be ready to exceed expectations.

Embracing Tech and a Bright Future Ahead

Recognizing the shifting landscape of marketing and client engagement, Forté Catering made a strategic decision to adopt a digital-first approach to their online presence at the start of the year. With the rise of platforms like TikTok and Instagram, the way people discover catering companies is evolving. Forté is embracing this change with exciting campaigns planned for the next financial year, aiming to connect with a broader audience and showcase their culinary expertise in innovative ways.

As Sydney continues to bounce back, Forté Catering & Events is once again leading the way in corporate, wedding, and event catering. With fresh menus, creative ideas, and a dedicated team, they are setting the standard for what it means to **deliver unforgettable events** in a post-COVID world.



40 Years Of Daisv Pool Covers

To learn more about how Forté can elevate your next event, [visit their website](#) or connect with them on [Instagram](#).

Branded content.

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