



Jörg Anders – Executive Chef , Stephen Eggleton Finance Manager, Kathryn Ayres-Rouse Managing Director

New recipe for success

FINE DINING IN STYLE GETS SET FOR SUMMER

With a new, highly experienced management team, additional resources and the launch of a new wedding planning division, Fine Dining in Style - the Algarve's leading private catering company for over 18 years - is looking forward to another busy summer season.

From its base in Almancil - where it has its offices, private dining facility and large, fully-equipped commercial kitchen - the company offers a range of services including private chefs in your own home or holiday property, catering for picnics, BBQs, dinner parties, special occasions and business functions, and wedding planning and catering at locations across the region.

"This year and next seem to be particularly popular ones for weddings in the Algarve," says Kathryn Ayres-Rouse, Fine Dining's Managing Director and Owner, "and we

have been receiving a flood of enquiries from couples keen to tie the knot in the Portuguese sunshine. Having organised and catered for many weddings over the last few years, it seemed a logical step for Fine Dining to set up Luxury Algarve Weddings, our own wedding planning service, giving us total control over the event and using our recommended list of professional suppliers to ensure everything runs smoothly on the big day."

Kathryn - or Kate as she's known to almost everybody in the Algarve - has been instrumental in fine-tuning Fine Dining since she took over the company in 2012, although her involvement goes back to

2009, when she came in as marketing & PR consultant to rebrand and refresh its image, and generate extra revenue sources. In 2012 she became Joint MD and set about

further reorganisation, and completed the purchase of the company in 2013 as sole owner.

Being in charge of Fine Dining, in a way, brings Kate's career full circle, having started off in event management in the hotel and hospitality industry in the UK. Since then she has gained a wide variety of sales, marketing and event organisation experience in the international luxury lifestyle markets. Working in the UK, Spain, Portugal, Caribbean and the Middle East, she has been responsible for organising everything from VIP entertaining and exclusive incentives to gala dinners and star-studded awards ceremonies, and at the core of everything have been her main passions - personal service, client satisfaction, and of course fabulous food.



"I've always been a lover of great food and wine," says Kate, "and living and working in different parts of the world has been an amazing education, both from the business point of view and in getting to understand different cultures and cuisines. Fine Dining now has a tightly-knit, multi-lingual and international team of professionals, both in the kitchen and front-of-house, and we can offer a quality, tailored service to residents, holidaymakers and other visitors that is second-to-none in the Algarve."

Teamwork is as important outside the company as it is inside, of course, and Fine Dining have excellent relationships with other leading businesses in the region: Champagne Cruises, for luxury yacht charters with gourmet picnics on the menu; property management specialists who recommend Fine Dining to villa owners and holidaymakers; decoration & logistical specialists who can help them transform venues, particularly for larger

events; and of course preferred wedding partners - including photographers, florists, designers and stylists - who work closely alongside Luxury Algarve Weddings on all aspects of the happy occasion.

"People often say the Algarve is a 'village' where everybody knows everybody," concludes Kate, "and although that might be true in some respects, it is still a very big village. For somebody coming in from the outside - a new property owner, a recently-arrived expatriate, a tourist, a wedding couple - it can often be quite daunting.

They need to work with professional, established companies who they can trust, who know the Algarve, and who know how to get things done.

"As we always say, we only work with the best in the Algarve. That doesn't always have to mean the most expensive, but it does mean the most professional."

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