

Culinaire's Food Glorious Food Launches New Product Line: Picnic People Dallas/Fort Worth
2008-06-17

Culinaire, a national food service company based in Dallas, has announced the launch of Picnic People, which will be operated by a division of Food Glorious Food) Culinaire's off-premise catering company.

Food Glorious Food is the largest and most prestigious caterer in the Dallas/Fort Worth metroplex.

Picnic People specialize in outdoor, corporate special events and specializes in helping corporations with the most popular and top-rated employee appreciation celebration -- The Company Picnic. According to David Wood, Senior Vice President of Sales and Marketing for Culinaire, "Food Glorious Food was looking at additional revenue streams to leverage our existing resources for more profitability. We came across the Picnic People franchise opportunity and were immediately interested based on their longstanding success and unique concept. Because most of our existing catering business is conducted in the evening, a daytime product line was the perfect match for us."

Food Glorious Food is excited to offer Picnic People as a new line of business to its existing customers. "No one else is 'packaging fun' this way in the Dallas Fort Worth area," said Wood.

Dallas/Fort Worth joins Western Carolina, Saint Louis, Northern California, New England, and the Inland Empire as Picnic People franchisees.

This article comes from Hotel News Resource

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