

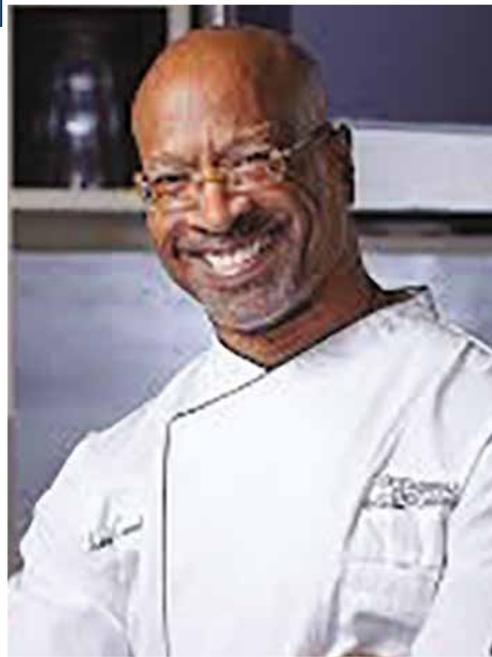
Chef Carlton Brown

Occasional Occasions

“The Carlton Effect – A Culinary Experience”

By Doug Anthony

Step into the culinary world of Occasional Occasions by Carlton and be prepared to have your taste buds tantalized with dynamic flavors and southern style. Occasional Occasions by Carlton, LLC is a Minority, Veteran and LGBT certified owned establishment founded in 1994 by Chef and Owner, Carlton A. Brown. Since opening the company, he takes pride in delivering a high quality product in a timely manner capped off with southern hospitality at each event. Brown has carved a unique niche market, boutique style, custom catering company specializing in Contemporary Southern cuisine, providing off-premise catering, culinary displays and unique table presentations in the Atlanta Metropolitan area.



humble and gifted Southern gentlemen is the holder of a Bachelor's of Science Degree in Culinary Arts Management from the Institute of Atlanta. “I think education is huge. Since receiving my bachelors, I consistently try to evolve and participate in ongoing educational opportunities anywhere I can find it. I attend a minimum of two industry catering conferences yearly.”

His best kept secret is called the “Carlton effect.” Brown stated, “I have to say – from what I’m often told – it’s called “The Carlton Effect.” I’m always complimented on the fact that I’m always smiling and very approachable. I try always to make whomever I’m around very comfortable and to treat people the way that I would want to be treated with honesty and respect.”

All successful entrepreneurs possess a focus drive that motivates, a certain “je ne sais quoi” that propels them to reach a higher pinnacle. It can also be said that there are similarities in their business approaches, however, each possess a special quality that makes them successful. For Brown, he shared, “Some people consider it a dig or not necessarily a great quality, but I, on the other hand think, this factor is what makes my business stand out amongst the rest. Because of my private Catholic school upbringing and my military background in the United States Air Force, I can be very anal and detail oriented. I’m also very responsive and extremely timely. I hate being late for anything.”

Brown defines success as each time he meets and exceeds his client’s expectations and the simple gratification he receives from his efforts. “Of course, we all strive as entrepreneurs for monetary success. But to me, success is simply the gratification received from my efforts. To me, there is nothing more satisfying than to see the look on a client’s or even their guest’s face, once we have implemented our magic. To play a part in a client’s special occasion and to be told that my and my team’s involvement is what made the event a success, is what spells success to me.”

Being determined and persistent is key to being successful. However, one has to prepare themselves for the task at hand – spiritually, physically and educationally. This

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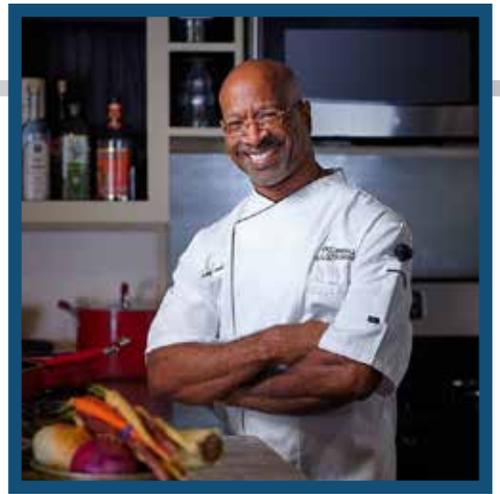
Most entrepreneurs have a hard time balancing work obligations and personal family time. Brown, however has this one mastered. He explained, “For several years, I was a single man, making my own schedule and answering to only ME. Once I entered into a long-term relationship, that dynamic was quite challenging. But that type of schedule caused problems when it came to spending quality time with my partner. I decided to implement the ‘Judge Judy alarm clock’ of turning off my day at 4pm, just in time to watch Judge Judy. My relationship has improved significantly, thanks to the Judge Judy show.”

Brown opened up a new production kitchen and already is busting at the seams, so his short-term goal is to expand into an empty unit directly next door to the kitchen so that he has a little growing room. His long-term goal is to continuously hone his craft and build the business toward creating a solid niche in small events under 100 guests market.

This extraordinary culinary artist shared a quote from George Burns that he values always, “I honestly think it is better to be a failure at something you love than to be a success at something you hate.”

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by Carlton
CATERING WITH CONTEMPORARY ELEGANCE



Whether it's an intimate gathering for friends or a grand gala for many, **Occasional Occasions by Carlton** can help you do it, with southern hospitality and style.

Our Mission is to strive to fill our guests up with an appetizer of unforgettable style, an entrée of memorable cuisine and a sweet dessert of great customer service...in anticipation that they will come back, and ask for seconds.



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The Carlton Effect

Occasional Occasions



A Culinary Experience

Whether it's an intimate gathering for friends or a grand gala for many, Occasional Occasions by Carlton can help you do it, with southern hospitality and style. As an accomplished culinary professional, he has tickled the palates of many celebrities Who's Who, as Supermodel Beverly Johnson, Former Mayor of Atlanta Andrew Young, Reverend Jesse Jackson, Bishop T.D. Jakes, the late Coretta Scott King to name a few. His culinary expertise has provided services with Fortune 500 companies as Wells Fargo, FedEx, Morgan Stanley & Co., Hewlett Packard, American Express and Delta Airlines. Visit Occasionaloccasions.net or call (404)963-6857



Collard Green Spanakopita Bites

Yield: Approximately 45 pieces

1 lb. collards, chopped (you can substitute frozen, thawed well, squeeze out all moisture)
 1/4 cup olive oil
 1 large onion, finely minced
 1 bunch green onion, diced (incl. 4 inches green)
 1/4 cup fresh parsley, chopped
 Salt and freshly ground black pepper to taste
 3/4 pound Asiago-Parmesan cheese,

2 eggs, lightly beaten

Frozen phyllo pastry shells (Athens brand has 15 per box)

Cook collars, onion and green onion in olive oil until collards are tender. Remove from heat. Add fresh parsley and asiago Parmesan Cheese and lightly beaten eggs. Mix well. Season to taste with salt and fresh ground pepper. Using a small melon scoop, scoop a portion into pre-prepared phyllo pasty shells. Garnish with pimentos or small strips of chives.

[FOOD]

Savory Smoked Salmon Cheesecake

Yield: serves 45 as an appetizer spread

Preheat oven to 325

9-inch cheesecake pan, ungreased or spring-form pan with 3-inch sides greased.

CRUST

1 cup stone ground wheat cracker crumbs
3 tbs unsalted butter, melted

FILLING

4 package 8 oz. cream cheese softened
2 tbs flour
3 eggs
6 oz smoked salmon, flaked
1/2 cup Sour Cream
3 cloves garlic, minced
3/4 cup shredded smoked Gouda cheese
4 scallions thinly sliced
2 tsp fresh squeezed lemon juice
3 tbs drained chopped capers
3.5 tbs chopped fresh dill

1. Crust: In a bowl, combine cracker crumbs, and butter. Press into bottom of cheesecake pan and freeze

2. Filling: In a mixer bowl fitted with paddle attachment, beat sour cheese, cream cheese and flour on medium-high speed until very smooth, for 3 minutes. Add eggs, one at a time, beating after each addition. Fold in flaked salmon, garlic, Gouda, onion, lemon juice, capers, scallions by hand.

3. Pour over frozen crust, smoothing out to sides of the pan. Bake in preheated oven until top is light brown and center has a slight jiggle to it, 30 to 40 minutes. Let cool in pan on wire rack for 2 hours. Cover with plastic wrap and refrigerate for at least 6 hours before serving.

4. cover the top of cheesecake with thin sheets of smoked salmon, working it like a puzzle until all top areas are covered. Sprinkle top with fresh chopped dill and capers.

4. Serve on crackers or crostini as a spread



Fried Chicken Cakes with a Hot Sauce Mayo

Yield: about 15-20 mini cakes

INGREDIENTS

2 Tbs. butter
1/2 medium-size red bell pepper, diced
4 green onions, thinly sliced
1 garlic clove, pressed
3 cups chopped fried chicken
1 cup soft bread crumbs

1 large egg, lightly beaten
2 Tbs. mayonnaise
1 Tbs. Hot Sauce
1 Tbs Season All
1 Tbs mustard
1/4 cup vegetable oil

DIRECTIONS

Melt butter in large skillet over medium heat, add bell pepper, green onions, and garlic and sauté 3-4 minutes until tender. Stir together bell pepper mixture, chicken and next 5 ingredients in a bowl. Shape mixture into small

patties using a small scooper. Fry patties in hot oil 3 minutes on each side or until golden brown, drain on paper towels.

Remoulade Sauce

1 cup mayonnaise
3 green onions, sliced
2 Tbs. Hot Sauce
2 garlic cloves, pressed
1 Tbs. chopped fresh parsley
1/4 tsp. ground red pepper

Stir together all ingredients until sauce is well blended.