



Premium Catering Is Cross-Cultural

Jacinda and Oliver Matzer own and manage More Than Bread, a Boutique Catering service that brings together her business skills in customer relations and his international experience as a first-rate chef.

As ELA now provides them with premium French classes – a 2-on-1 programme run by our tutor Patrice - we thought we had something to talk about.

How does your business work?

Our clientele is just about 50-50 private and corporate. We cater dinner parties in full, including tableware and staff if required, as well BBQ's with a couple of salads, weddings, engagement parties, any mixture of things, the food alone – Drop-And-Run as we call it - or with any service complement. We go to corporations for all sorts of working lunches and cocktail functions. We are always ready to take up new requests. Our motto could be:
"We haven't done it before, but absolutely!"

Pluses and minuses of being entrepreneurs?

We enjoy that we make the decisions, implement them and run them. There is no going through fifty different people, no bureaucracy. We do it for us. What we put in, we get out. We have total control of everything: clients deal with the two of us directly. And it shows. The growth has been amazing. Also, a big plus is our relationship with clients. They become friends. We have had strong loyalty from clients that have been with us from the beginning, two years ago. On the minus side, we have very little downtime. We work really long hours. But assuring consistent quality does mean 100% involvement.

more than bread

**OFFERS 10% OFF TO ELA CLIENTS
TIL 30 JUNE 2005 ON ALL ORDERS**

You already have an international background, don't you?

Yes, we are a Kiwi-Austrian team. Oliver comes from the delightful little town of Steyr in Northern Austria, and did his apprenticeship in a Top-50 restaurant back home before boarding the luxury cruisers of Seabourn of Norway. His years spent cruising around the world gave him an extraordinary opportunity to become familiar with the cuisine of dozens of different countries and with the secrets of a number of guest chefs. Landing a job in Australia in turn gave him a chance to add bush food and native products to the list of his culinary influences. Right before starting More Than Bread, he was executive chef at the Crown Plaza in Auckland.

Why are you taking French at ELA?

It's more of a personal than a business reason. We travelled through Europe together, loved it and definitely want to go back. Only, next time we want to get a richer experience. And for that you need the language: the conversational skills that allow you to talk with local shopkeepers and market stall vendors, the genuine people in the back country.

We are going to continue building up our French over the next couple of years, because we know it is not an overnight process. And we enjoy the intellectual stimulus.

Any benefits already from your course?

Our tutor Patrice is fantastic. The way he handles the class, the language becomes totally clear even without going too deep into details. Everything falls into place at the right time. Patrice asks us lots of questions to make sure that every single point is understood. And he also makes it really enjoyable. Time flies.

If you were to tell a friend about ELA, what would you say?

We would absolutely recommend ELA. Individual lessons are awesome too. No one is holding anybody up. They are well worth it.

Term 1 starts 1 February. Enrol now.

Travel --- tips --- from *L A T I N A M E R I C A*

The business magazine Latin Trade recently asked its readers, most of them seasoned travelers, for their travel do's and don'ts. Three recommendations were overwhelmingly offered: "travel light," "carry your luggage onto the plane" and "add extra time to your trip so that you can enjoy local attractions."

Other reader recommendations were:

*Always use official or authorized and **registered taxi** services available at the airports or through your hotels.

*On repeat trips, try to stay in the same hotels so you get to know an area of the city and feel more at home with each visit.

*Schedule your **flights Tuesday through Thursday** if possible, avoiding Monday and Friday-the most hectic travel days.

*Always have change or currency in small denominations to tip porters and other workers at airports and in hotels.

*Confirming your reservations by telephone, mail, or email isn't enough. Print and **carry your reservation confirmation** numbers with you.

*Always allow plenty of time for everything and leave extra time to get to the airport. Traffic can be a problem in Latin America's largest cities.

***Don't overbook, especially in São Paulo and Mexico City.** Two or three meetings a day with different clients or customers is enough.

*Develop and maintain contacts with local

people, by e-mail or phone. Attending local functions, especially **social gatherings, can be crucial in business dealings.**

*Keep a copy of your contact list, your business documents and other important data in your laptop. Storing the material on a separate memory chip is better yet.

*Check in advance to see if you can connect your laptop to the Internet at your destination hotel.

*Before traveling, make sure you are aware of visa, customs and other requirements in your destination.

***Carry a photocopy of the first page of your passport.**

*Avoid sleeping on the plane; try to wait until you get to your hotel, then sleep only three hours following an overnight flight. From that point, adjust your sleep patterns to local time.

*Instead of using hotel laundry services, see if there is a **neighborhood laundry.** They're less expensive and often will deliver the laundered garments back to your hotel.

***Rent a local cell phone.** It's the most effective way to be easy-to-reach.

*Register with your embassy or contact the local chamber of commerce as soon as you arrive in the city.

*Always be prepared to stay a day or two longer than planned in the event you need more time to close a deal.

***Don't wear jewelry or use expensive luggage,** especially in the largest cities.

*Choose hotels that belong to international chains. They are likely to have the best standards and service.

*Change your money at your destination; the exchange rates will be better.

***Avoid renting a car in Rio de Janeiro.** Instead, hire a driver. It not only can be more economical, but it is easier, safer and more efficient.

*When making restaurant reservations, book under a well-known name, such as Rockefeller.

(edited)