



Culinary Concepts

PHILADELPHIA'S FINEST CATERER

Contact: Kelly-Ayn McKay
Culinary Concepts
215.755.7747

FOR IMMEDIATE RELEASE

January 12, 2009

Kelly-Ayn McKay Joins Culinary Concepts as Director of Sales

Philadelphia, PA – Culinary Concepts, Philadelphia's premier full service off-premise catering company, announces the addition of Kelly-Ayn McKay to their sales team.

McKay, brings over 15 years of sales expertise with her to Culinary Concepts. Her diverse background is primarily in the catering and events field, but also includes extensive experience with operations and marketing. By first seeking to understand the business' needs and goals, she has been able to grow company sales and establish long term partnerships. During her career, she has been responsible for opening entire catering departments within new flagship accounts and creating new partnerships as a catering sales director for Restaurant Associates and The Wood Company, respectively. She has also owned her own audio visual production company producing events at the Bank One Center on the Wilmington Riverfront.

Jim Israel, President of Culinary Concepts, stated, "We are extremely fortunate and excited to have someone with Kelly's background join us. Her strong sales background coupled with her operational knowledge will give Culinary the ability to forge into new markets and gain more of the off-premise market throughout Philadelphia and the surrounding areas. One can see by Kelly's well rounded background that her expertise will be invaluable to our Company."

Kelly holds a Bachelor's Degree from Virginia Polytechnic Institute and State University.

Culinary Concepts, located in South Philadelphia, has established itself as one of Philadelphia's finest off premise catering resource for clients seeking a company with the experience and longevity of over two decades of catering and event planning. They provide corporate, educational, non-profit, government and social clients with well designed, full service catering services. Culinary Concepts provides exceptional service for all size events ranging from 10 to 3000 guests.

###

