

# Joshua Hendin of Treeline Catering

Insider Spotlight - WedLuxe Magazine

*"We've never been concerned with being the biggest shop in town, only with making sure that we are proud of every single event we do."*

## **Tell us a bit about you and your company.**

Treeline Catering is defined by a devotion to positive guest experience via simple, yet very high quality foods, and unfussy service. Our menus are guided by a motto: Rustic Luxury. We source the finest local products available, and effort to allow the true flavours of meats and produce to shine. Our plating is modern and simple, which defines our ruling aesthetic: classic style trumps trends, always. We create beautiful weddings all around Southern Ontario, from Niagara to Muskoka and of course in our home, Toronto. We expedite special events for corporations and media companies, and curate the daily VIP experience for Cirque du Soleil. We also played a key role in the catering for the Pan Am Games.

## **How long have you been working in the wedding industry?**

Except for a 3 year stint as a helicopter pilot, I've been in the hospitality industry for 20 years, starting as a dishwasher, then at various fine-dining institutions and nightclubs in London, England, Victoria and Whistler, BC, and finally Toronto. I founded Treeline Catering here in early 2008.

## **What do you love most about your job?**

The variety. No two events are the same, and no clients are the same. We've been asked to create menus based on whimsical things such as colours or emotions, and for all manner of locations and logistical challenges. It is impossible to be bored at this job!

## **Can you tell us about your work process? What happens when a bride/planner contacts you?**

Building a wedding for someone is a lot like building a relationship; it takes a little while to get to know one another, and we soon get along fabulously. Usually a bride or planner will reach out and we'll start by sharing menus and schedules that have been successful in the past, then get to know the people and build a menu to suit their vibe and budget. We really do get to know our clients, and they get to know the characters at Treeline! We prefer potential clients to come in for a cappuccino so we can learn who they are, and from there we can create something memorable.

## **If you could travel back in time (or to the future!) and attend a celebrity wedding, whose would it be?**

Ferris Bueller + Sloane Peterson

## **When you have a day off, how do you spend it?**

Motorcycle Racing. This year I competed in Amateur Superbike at the National level. It is such a high, and the track is just about the only place I am not answering messages from staff and clients!





**What is your current guilty pleasure?**

Johnny Black with a dash of Maple Syrup and an ice cube.

**What one piece of advice would you offer couples on their day?**

Remember why [you're getting married]. Most of our clients do, but the pressure of creating an experience that includes so many people whose opinions matter to the couple can add up. Create it for yourselves, dream it up, and then let us help you make it happen.

**What career wisdom would you offer those just starting in the industry?**

Be yourself. People want an authentic experience, not something copied or imitated, so give them that. Also, remember that it's a small world, and an even smaller industry. You'll be surprised when something you did to help someone out pays off years later.

**What are you currently working on and what's next for you?**

We've never been concerned with being the biggest shop in town, only with making sure that we are proud of every single event we do. At this point, our ability to manage a higher workload is proven, and as a result, we're creating relationships with more wedding venues so that more families can enjoy the Treeline Catering experience. We've also recently opened West City SnackBar, our first restaurant, and have been invited to work on some events in New York City in 2016, which has been a dream of mine since the beginning.