



2008 Wedding Trends and Revenue Opportunities

Thank you to Tracy Warholc for submitting a request for “Wedding Trend” information in the newsletter. Here you go...!

Discussing trends in weddings and in the industry is always fun. New colors, new looks, fabulous food ideas! As an industry professional, the trick is to find the application for you and your business as to how to take a trend and find the revenue opportunity in it. So, whenever you see the word “trend”, think upsell opportunity! Trends provide the “extras” that make your sale go from ordinary to extraordinary. As you read through the following list, jot down a few notes on how these trends can apply to your business, and how you will market them to your clients.

❑ Eco-Friendly and Organic Weddings

- From pesticide-free flowers to natural fabrics and organic menus, having a green wedding is both an environmentally conscious and personal choice.

❑ Local Attraction Venues

- Think botanical gardens in the neighborhood, the city zoo, even the local state fair are all prime locations for a unique wedding.

❑ Personal and Whimsical Touches

- In an increasingly personalized world, and weddings are no exceptions to this trend.
- Brides are looking to incorporate their grandmother's best recipe as part of the menu, names and places being used instead of numbers on the table assignments and whimsical, personal and unique objects as wedding favors, or forgo favors and make charity donations.

❑ Small Plates or Tapas

- Offers a wide variety of food by offering Spanish tapas. Great for sophisticated evening weddings, or when you're short on space for a sit-down dinner.
- Alternatively, serve tapas at your cocktail hour, creating an urban lounge atmosphere for a sophisticated touch.

❑ Lush and Luxe

- Size does matter! Event designers and brides alike are teaming up to create show-stopping floral arrangements, such as those seen during the days of Marie Antoinette. Think “French opulence” - more petals, blossoms, candles -- even feathers! -- as centerpieces go from simple and low to towering and lush. Gilded place settings, brocade linens, and hand-painted invitations complete the elaborate look.

❑ Sample Stations

- Foodies will love this trend - tasting bars for every whim! Wine and cheese stations will be educational as well if you hire a professional sommelier to provide pairing pointers.
- Champagne bar - pick your favorite bottles of bubbly and don't forget the mixers, such as Chambord, Midori, cranberry juice, and pineapple juice. Guests will have so much fun making their own signature cocktails.

❑ Disposable Video Cameras

- Provides cute amateur recordings of your guests. Best of all, you'll get to see what was really interesting and important to your friends and family.

❑ Hybrid Bands, Dueling DJs & Salsa Bands

- To satisfy the different tastes of brides & grooms – put together your own custom ensemble.
- **Hot Colors and Color in Unexpected Places**
 - Two hottest wedding colors will be chocolate brown (yes, still!) and a rich orange (not glaring orange, but rather, one that suggests opulence and often has a bronze undertone). Pair this orange with red or cream for beautiful results.
 - Also, Yellow was all over the spring 2008 runways, which is great news for brides. This ideal wedding color is fresh, energetic, and summery. For a day-time wedding, consider yellow and white for your wedding colors, with yellow daisies, gingham accents, and cheery yellow ribbons tied around vases, napkins, bouquets, and waists. For an evening wedding, pair lemon yellow with chocolate brown. Or, choose a brighter yellow paired with silvery gray.
 - Silver! The bride who wears a metallic silver wedding dress is sure to stand out and be remembered, or silver heels peeking out from under the bride’s dress, and a rhinestone hairpin. Bridesmaids could wear grey satin bridesmaids dresses, or carry bouquets of white roses mixed with eucalyptus, Artemisia Silver King and/or Dusty Miller. Also, reception space studded with silver linens, branches painted silver, and rhinestone accents.
 - A little surprise pop of color in an unexpected place - blue or bright red bottoms of the bride’s shoes, or a colored crinoline underskirt that peeks out during dancing.
- **Wedding Logos**
 - Graphic elements create a unified look for your wedding stationery, and can be anything from a flower to a bird, to a non-representational graphical element. They may reflect the location of the wedding, the wedding theme, or one of the bride & groom’s favorite things.
- **Donations to Charity and Doing Good Through Your Wedding**
 - From tsunamis to hurricanes to earthquakes, the world has been hit hard. Because people are donating to these causes, arts groups and other charities are seeing deep decreases in donations that they count on. People want to use their weddings to give back.
- **Long Tables (and Square) Create Instant Drama**
 - Use it to your advantage! Save on space, add more capacity.
- **Wine Collections, Pairings and Awesome Signature drinks**
 - Wine is a major focus in 2008 – pair for your client, offer to pour their own collection with a corkage fee (offer to decant as well).
 - Signature drinks – 6 flavor bellini bar with fruit purees (peach, pomegranate) and fresh herbs (mint lavender, fresh flowers).
- **Late Night Snacks**
 - Guests need a little “pick-me-up” as the night goes on. . .! Gourmet popcorn served in brown paper cups, after dinner cheese boards, mini burgers (sliders), tray passed sweets like cheesecake lollipops, mini ice cream sandwiches, mini root beer floats, and warm chocolate chip cookies with milk shots – make it fun and whimsical!

For more information on the Beverly Clark Hospitality Training Programs, please contact Lynne LaFond DeLuca at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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