



2010 Wedding Trends and Revenue Opportunities

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.

Also, realize the HUGE amount of information and inspiration that brides now have access to via the internet. The sky is the limit! They will come to you with all and every idea imaginable and it is up to you to help them fit the most important items into the budget, or create similar ideas that accomplish the same effect.

DIY Weddings (Do It Yourself!)

This is probably one of the biggest trends this year due to all of the wonderful ideas seen on blogs and inspiration boards. It actually rolls many trends we will be talking about all into one- organic, hands on approach and VERY personal. Brides WANT to do it themselves, but they still have this time crunch factor to deal with. How can you help them DIY?

Outdoor Weddings

Barns, wineries, vineyards, backyards, hilltops with a view. . . Tent weddings are all the rage! Outdoor settings can be personalized to reflect a spirited and casual vibe, or totally elegant. Very popular is mixing styles – chandeliers in wine caves! The décor possibilities are endless.

Vintage Inspired

It's the ultimate in recycling - from vintage cake toppers to vases and pottery for your centerpieces to completely mis-matched vintage china settings, a return to “all things old” makes for a beautiful and relaxed ambience. If the mother or grandmother's wedding dress is not a viable option, have it re-created from a picture!

Local Farm Produce, Eggs and Meats

From pesticide-free flowers to organic menus, local farms are the best place for everything fresh and abundant. When the Chef goes shopping, make sure he wears his chef's jacket so the locals can see he supports the community. Nice to list the name of the farm on your menus as well. . .

Something that Creates a “Buzz”

Personal and whimsical touches add just the perfect “something extra” that brides are looking for. Have just one unexpected thing that guests will talk about for decades to come - incorporating their grandmother's best recipe as part of the menu, a champagne station in the restroom, a whimsical favor from the city in which the bride & groom met, or forgoing favors and making charity donations. Even in the most sophisticated of events, just one whimsical touch will get guests talking and give them something to remember.

Color Combos & Patterns!

One of everyone's favorite things to speculate on! This year waves goodbye to pastels and hello to rich colors like navy, orange with dark ruby reds, plum, and amber. Chocolate brown is still a great color to mix with, however basic black is taking center stage. Yellow is extremely hot! Bright and fresh or rich and earthy, yellow pairs with so many different colors – this year, look for pairings with turquoise, bright pink and orange. Gold & platinum are the metallics of choice this year.

For people looking for a color that reflects a fresh, new beginning, beautiful bright greens make a great splash. Especially fun if paired with other “brights” – robin's egg blue, bright yellow or orange. Patterns everywhere, mixed and matched – linens, bridesmaid's dresses, china. . .Toile, florals, damask, polka dots, even gingham – there's a pattern to fit any mood and style.

Colors are bright and bold when it comes to shoes as well! Brides are choosing a bold color under their white or champagne gowns, and choosing great coordinating colors for the bridesmaids.

Tapas and Sample Stations

Great for sophisticated evening weddings, or when you're short on space for a sit-down dinner.

Also fun for a cocktail hour, creating an “urban lounge” atmosphere (which is also a huge and fun trend – you can rent great furniture and create an area packed with ambience!)

“Foodies” love tasting bars - every whim granted! Wine and cheese stations will be educational as well if you hire a professional sommelier to provide pairing pointers.

Update the “old standards” with fresh takes on the menus – breathe new life into “South of the Border”, “Asian infused” and “Americana”

Ethnic Entertainment

To showcase the different cultural backgrounds of the bride & groom, try one ethnic mix for the cocktail hour and a different one for dinner and dancing

Whimsical Signage

Fun and whimsical signs “labeling” all the details as well as directional signs. Keep it in the theme of the wedding.

Wedding Stationery

Fun, personalized 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. Creative “Save the Date” cards are HUGE!

Libations, Wine Collections, Bar Chefs and Awesome Signature drinks

Wine is still a major focus in 2010, thus we have seen a run on weddings at wineries. Create a great pairing menu for your client and offer to pour their own collection with a corkage fee (offer to decant as well).

Signature drinks” are still all the rage for the bride and groom, and creating drink “recipes” that pair beautifully with the menu and incorporate local fresh herbs, produce and purees (yes, produce!) such as a 6-flavor bellini bar with fruit purees (peach, pomegranate) and fresh herbs (mint lavender, fresh flowers). The key to a signature drink is not only the personalization and meaning behind the drink, but also that the color coordinates with the event!

Along with the vintage craze, “vintage” cocktails are back as well. Make sure your bartenders brush up on their “Manhattans” and “Sidecars”. . .

Late Night Snacks

Guests need a little “pick-me-up” as the night goes on. . .! Gourmet popcorn or french fries served in brown paper cups or mini Chinese food containers, after dinner cheese boards, 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!

Long, Dramatic Tables

The long tables came on strong in 2009, and are carrying right through 2010. More dramatic than round tables, these long tables become quite the showcase when covered in luxurious, amazing linens!

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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