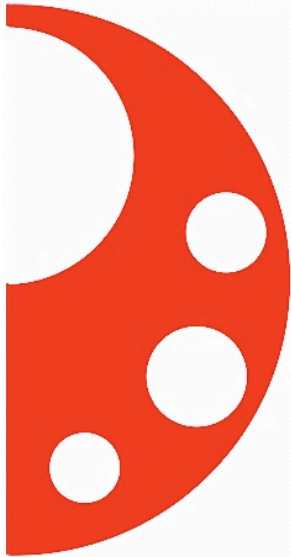




PICASSO'S

where great food is a work of art





PRESS KIT

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FAQs

What is the story behind Picasso's Café, Bakery & Catering Co.?

Picasso's story began in 1989 with the dream of two people: owners and operators Vincent and Maria DeRosa. The DeRosas love art and specifically appreciate the artist Pablo Picasso because of the vibrant and rich display of color and eye appeal in his work. The DeRosas are magnetized to being unique and inspired by Picasso. The elements of Picasso's Café, Bakery & Catering Co.'s core are modeled after the elements in Picasso's art: inspiring, energetic, colorful, contemporary, cutting edge, embracing and mesmerizing. The DeRosas translated this unique feeling into an untraditional business model – with their unexpected elements such as an often stated “surprising” restaurant location and unconventional restaurant hours. Picasso's was born a unique, sophisticated, casual café, bakery and catering company located in the Irwindale Business District of California. The DeRosas objective was to cater to corporate breakfast and lunch coterie while creating food products that are a “work of art.”

The first and second generations of the DeRosa family now invite you to be their guests, sit back and enjoy the Picasso atmosphere or select some of their unique catering services all of which offer a surprising element and are promised to deliver a custom and true “work of art.”

What is California style cuisine?

Locally grown organic produce, Hawaiian fish and handcrafted artisan products provide the perfect backdrop for the innovative, contemporary cuisine served at Picasso's Café, Bakery & Catering Co. Picasso's food style has been generalized as “Californian.”

The taste of California is, of course, highly accented by its major influence from the south and neighbor Border States, and sea. Spanish, Italian, International, and Baja-style cooking, fresh organic produce from California Farms and fresh seafood from the Pacific Ocean and Hawaiian waters play an integral role in Picasso's spin on California Cuisine. Our great team of top chefs from Southern California put a “Picasso” style California cuisine twist on our creations, making your food an enjoyable masterpiece and “work of art.”

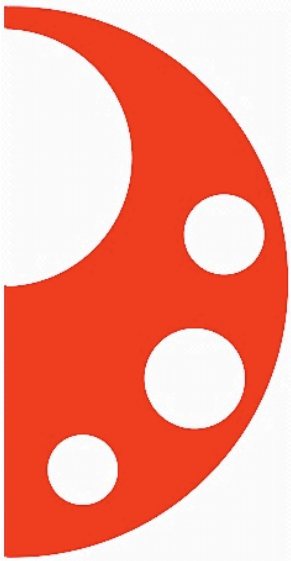
The great state of California carries some of the richest aspects of American culture, from the pioneers of the gold rush to modern cuisine. Bordered by the Pacific Ocean, Oregon, Nevada, Arizona, and Baja, classic California food can take on many forms. The unique cuisine of California is identified by a tradition of freshness and homegrown quality, calling forth to mind fresh leafy green salads, fruit, and just about anything organic. California is one of the nation's leading producers of fresh produce. This includes the famous grapes, oranges, nectarines, peaches, and avocados that California is famous for producing, as well as almonds, pistachios, and walnuts. Organic food, which is grown without the aid of pesticides, insecticides, and other potentially harmful additives, is also an extremely popular aspect of Picasso's California cuisine.

Who are the Chefs?

Picasso's Chef de Cuisine is Vincent DeRosa. With his creative juices overflowing, Vincent has developed a menu that is about more than just dining. At Picasso's, it's about creating an experience where guests can dine on a menu influenced from all over the world. Through Picasso's, Vincent has achieved his goal of bringing a unique dining experience category to Irwindale – first class, fast casual and sophisticated. As Chef de Cuisine, Vincent brings a wealth of experience to the table. A California native, a true entrepreneur in spirit and style, using the freshest seasonal produce, sustainable seafood and hormone-free meats, Vincent is proud to lead a team who's culinary pleasures and business outlook are often voted the “best of” in the community. The many awards bestowed upon Vincent and his staff members honor not only the entire culinary team, but Picasso's dedicated clientele as well. See thing awards as humbling, Vincent feels that they are simple demonstrations of Picasso's motto “Where Great Food is a Work of Art.” Vincent has been involved in the daily planning and design on the menus since 1989.

Picasso's Executive Chef is Paul Vincent Vigil. Chef Paul began his classical training at the Four Star restaurant in the Pasadena Hilton Hotel eventually becoming a renowned exhibition chef. Paul came to Picasso's in 2007 so that he could better express his artistic flair in the kitchen. Paul's responsibilities as Executive Chef include meeting with local farmers and suppliers and developing seasonal gastronomy masterpieces, and overseeing his kitchen team in production of all café and catering dishes.

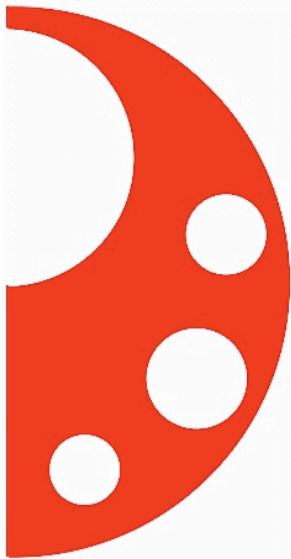
Picasso's Head Pastry Chef is Maria DeRosa. Maria's rich Spanish and El Salvadorian heritage have prepared her well for knowing which spices and ingredients go well together. Maria is always looking for a new challenge and new ways to modify her award winning pastry recipes as well as coming up with avant-garde bakery items.



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FAQs

continued

Who are the Chefs? (Continued)

Picasso's employs only the best of the best top Culinary Graduates of schools like Pasadena La Cordon Blue, the Maui Culinary Academy, and chefs serving their apprenticeships in leading hotels and top rated cruise lines.

Where is Picasso's headquartered?

Located in the heart of the San Gabriel Valley, Picasso's is a tasty heaven for Irwindale, California and the surrounding communities. Picasso's serves their high concentration of corporate clientele an affordable quality breakfast and lunch and provides catering services with an uncompromising emphasis on eye appeal, flavor profiles, and competitive pricing out of their single unit location. Picasso's has strategically located their company headquarters in Irwindale's business district with prime freeway accessibility to the 210, 605, and 10 freeways in Southern California.

How involved is Picasso's in the local community?

Since being founded in 1989, Picasso's has partnered with local and national charitable organizations to help raise hundreds of thousands to benefit Pacific Clinics Hope Center, Irwindale and cancer research in conjunction with the City of Hope and Children's Miracle Network. Our participation in a wide range of community service projects in the SGV market create a rewarding work environment that attracts top-level talent and simultaneously builds a positive reputation for our company.

What makes Picasso's credible?

Picasso's is a professional corporate catering company and restaurant celebrating over 20 years of service throughout Los Angeles, Orange, Riverside, San Fernando, Ventura and San Bernardino Counties. Our expertise is high quality gourmet corporate catering services and sophisticated casual café restaurant dining. We have many years of qualified experience in corporate catering to several large and small businesses with an extensive corporate client reference list, as well as celebrity and non-partisan political affiliations, and hundreds of other high profile companies. Southern California's number one food critic and talk show host, Merrill Shindler, stated that Picasso's is a "prime example of culinary serendipity, where every dish is a work of art." Most importantly, we understand the importance of giving back to our local economy and have strong ethic for community outreach. Our high level of involvement has given us the fortuity of receiving numerous accolades throughout the years. Recently, we had the great honor of being awarded the 57th Congressional District "Small Business of the Year" being selected from over 3.7 million companies in California.



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MANAGEMENT BIOGRAPHIES



Vincent DeRosa

Owner & Chef de Cuisine

Vincent DeRosa is the Founder and Chairman of the award-winning restaurant and catering company Picasso's Café, Bakery & Catering Co. Mr. DeRosa started the company after successful careers in the corporate and educational fields. Before entering the culinary world, Vincent studied classical Piano Performance under the direction of the world-renowned Julliard School of Music instructor, Madam Rosina Lhevinne. After excelling as a concert pianist, Mr. DeRosa began pursuing his culinary dreams by founding Picasso's Café, Bakery & Catering Co., as well as Picasso's Produce Company and Masterpiece Cigar Company.

Vincent has served as an Officer, Director, Member, and Volunteer of many Non-Profit Mutual Benefits Corporations and Organizations including: Mt. San Antonio College Educational Foundation; President of the Irwindale Chamber of Commerce; Trustee of Citrus Valley Health Foundation, which is charged with the development of philanthropic support through charitable contributions and community awareness for Inter-Community Medical Center, Queen of the Valley Hospital, and Citrus Valley Hospice. He is also a Charter Member of the San Gabriel Valley Economic Partnership and is an Officer and Director of several Homeowner Associations in California and Hawaii. Mr. DeRosa is affiliated with the Baldwin Park Community Schools, Maui Culinary Academy, and the University of Hawaii Vitec Continuing Adult Education Program.

Some of the significant awards Mr. DeRosa and Picasso's Café have received include: Jo DiShanni Business of the Year Awards; multiple Irwindale Chamber of Commerce Awards; Best Salad Award; "Best of Cheers" San Gabriel Valley Tribune and the Chairman's Award for Special Recognition; and Covina Chamber of Commerce for Annual Cuisine's of Covina. Mr. DeRosa is also affiliated as Director and Member of several organizations including: The California Restaurant Association; The National Restaurant Association; The International Caterer's Association; Member of Irwindale Chamber of Commerce; Member of Covina Chamber of Commerce; and the San Gabriel Valley Economical Partnership.

Vincent DeRosa, along with his family organization, was selected and featured in a television documentary entitled, "Making It" which highlights minority business owners' successes in highly competitive industries in Southern California.

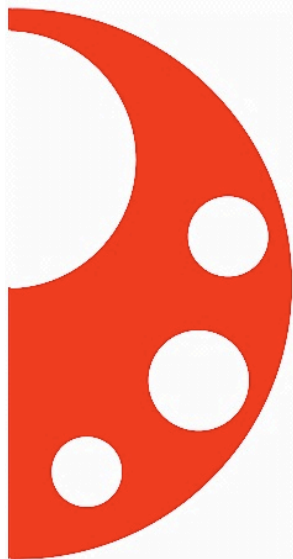


Maria DeRosa

Owner & Head Pastry Chef

The first of six children, Maria DeRosa was born on Christmas Day in Los Angeles. Attending USC and Cal State Los Angeles, Maria graduated with a BA in Education with an emphasis on bi-lingual and bi-cultural studies. Maria immediately began to fulfill her lifelong goal by teaching at Holy Family High School in Glendale, CA and Bishop Amat High School in La Puente, CA. Maria married Vincent DeRosa in 1973 and they were blessed with two children, Marissa and Christopher. In 1989, after successful careers in both corporate and educational fields, she helped her husband fulfill his lifelong dream of owning and operating a restaurant. For the first five years, Maria was known to "do anything and everything needed to keep Picasso's running smoothly." Maria finally settled into her role as President and maintains HR, operations, payroll, and some accounting for the business. Maria has currently been blogging through Picasso's website about her culinary adventures and findings while creating fresh unique pastry recipes that can be picked up in the café.

As a well respected member of the community, some of Maria's awards and achievements include: Teacher Mentor Program for West Covina/Covina; Business Woman of the Year, Irwindale Chamber of Commerce; Irwindale Restaurant Advisory Board, San Gabriel Valley; Member of the California Restaurant Association; Vice President of the Irwindale Library Foundation; Member of Wellness Center, San Gabriel Valley; Master of Ceremonies for the Irwindale Educational Youth Leadership Program; and Receiver of the 2011 Soroptimist of Irwindale Ruby Award.



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MANAGEMENT BIOGRAPHIES

continued



Marissa DeRosa

Owner & Executive Vice-President

A Marketing Graduate of the University of LaVerne, Marissa is Picasso's Executive Vice President, overseeing all marketing and sales, special events, corporate accounts, and daily general operations. Marissa has been with the company since 1993. She works alongside the founders of the business, her parents, Vincent and Maria DeRosa, and their 25+ employees.

Marissa is very involved in the local community and volunteer business leadership positions, having served on three Chamber boards: Past President of Covina Chamber of Commerce; Past President of Irwindale Chamber of Commerce; and past Board Member of the San Dimas Chamber of Commerce. Marissa is a member of the American Association of Senior Executives and was recently selected to hold the youngest female business owner seat in the AASE Orange County CEO Group. Marissa is also actively involved in local chapters of the California Restaurant Association, National Restaurant Association, International Catering Association, and National Association of Catering Executives.

Marissa is the recipient of an Irwindale Chamber of Commerce Business Person of the Year Award (2010) and a San Gabriel Valley Chapter YWCA Women of Achievement Award: being recognized for eliminating racism and empowering women in the Business Category (2007). Throughout her creative career at Picasso's, she has also been awarded Upper San Gabriel Valley Municipal Water District's Business Person of the Year Award, Irwindale Business Person of the Year Award, and Covina Chamber of Commerce Director of the Year Award. Marissa's leadership and marketing efforts attributed to Picasso's recognition as the San Gabriel Valley's Small Business of the Year, selected among 3.7 million businesses in California. Recently Marissa was awarded by Congress woman Judy Chu's Entrepreneurs of the Year 2010 at the 32nd Congressional District 1st Annual Diver-cities Reception. Marissa is frequently asked to air on TV and on Radio shows that highlight Restaurant Marketing and can be found on the Robin Hardy Radio Show.



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Paul Vincent Vigil

Executive Chef

Paul Vigil was born and raised in the greater Los Angeles area. Chef Paul has been working in the restaurant food industry since he was nineteen years old. He began his culinary journey as a kitchen manager for a steakhouse in Rock Springs, Wyoming. Upon his return to California, he began his classical training at the Four Star restaurant in the Pasadena Hilton Hotel, eventually becoming a renowned exhibition chef. As his quest for sweet and savory progressed, Paul became a general manager for Russell's Kitchens in Pasadena and later for national chain Marie's Calendar's in West Covina. Chef Paul has many astounding achievements and has not only opened and managed his own establishment in Alhambra, but has also assisted in opening six other successful restaurants. He came to Picasso's Café in 2007 and is now honoring Picasso's kitchen as the Executive Chef. His responsibilities include developing and preparing the seasonal gastronomy masterpieces and overseeing his kitchen team in production of all café and catering dishes. Chef Paul also assists in ordering of vendor products for Picasso's foodservice operations and oversees the kitchen management of his culinary team and Picasso's cleaning crew. Paul is a certified ServSafe Food Protection Manager, which is recognized by the International Food Safety Council and the National Restaurant Association Educational Foundation.

MANAGEMENT BIOGRAPHIES

continued



Angelina Munguia

Kitchen Manager & Head Sous Chef

Born in Santa Ana, El Salvador, Angelina moved to Los Angeles, CA in 1987. During her teen years, Angelina developed a passion for food and decided to further her education at the California School of Culinary Arts where she graduated with honors in Le Cordon Blue Program. Angelina was personally trained in food preparation and safety by her then boss, Off Citrus owner, Shelley Doonan, a highly respected top chef. After earning the position of primary chef and manager, Angelina continued at Off Citrus in Covina, CA for six years. Angelina's knowledge of high-class cuisine brought her to Picasso's Café, Bakery & Catering Co. in 2005. Currently at Picasso's, Angelina deals mostly with the cold-food line, gourmet catering trays and garnishes. She also specializes in ethnic menus from the Central American Regions. Angelina is a certified ServSafe Food Protection Manager which is recognized by the International Food Safety Council and the National Restaurant Association Educational Foundation.



Matthew Valdivia

Kitchen Manager & Pastry Chef

Born in West Covina, CA, Matt started his culinary career at Madeleine's Restaurant & Wine Bistro in Pasadena, California as an Assistant Pastry Chef. As an Assistant Pastry Chef, Matthew was responsible for creating unique designs for pastries and cakes. Turning food into a work of art became his passion, and it led him to the California School of Culinary Arts. Soon after his work at Madeleine's, he graduated from Le Cordon Bleu Program. Matthew started at Picasso's Café, Bakery & Catering Co. in 2010 and was quickly accepted by our team of chefs as a talented, motivated young man. Matthew is one of our leading pastry chefs who has worked alongside Maria DeRosa, creating elegant and interesting pastries. Matthew's vision of creating food into a work of art matches the vision of Picasso's, which makes him a perfect fit within the culinary team. Matthew's responsibility is to make sure the kitchen runs smoothly by checking inventory daily, communicating catering orders with the rest of the kitchen, preparing catering trays alongside Paul Vigil, and leading the cleaning and closing staff with their duties.



Mylene Neufarth

Café Manager

Born in the Philippines, Mylene moved to California in 1976 and grew up in the Orange County, CA area. She has been working in the restaurant industry since 2004 with Picasso's Café, Bakery & Catering Co., and three years as Café Manager for Picasso's. Mylene comes from a family of foodservice industry manufacturers of Pilipino foods and her knowledge contributes to our catering menu design of south pacific islander, and Asian dishes. She organizes "Team Picasso" events relating to "Opertaion P.A.I.N.T.", Picasso's Assistance in Necessary Things. She is often referred to the "mom" of the café, because of her warm, loving heart and desire to serve. Mylene is a certified ServSafe Food Protection Manager, which is recognized by the International Food Safety Council and the National Restaurant Association Educational Foundation.



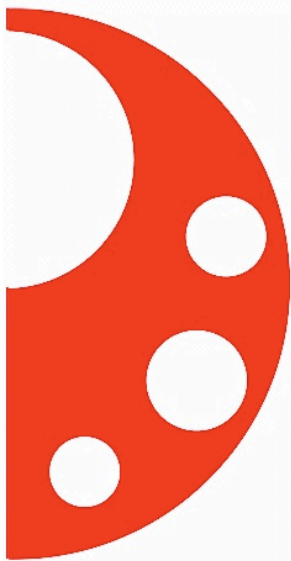
Windy Sanchez

Catering Manager

Born in Covina, California, Windy now resides in Baldwin Park, CA. She has been with Picasso's since 2006, starting as a kitchen assistant in the cold sandwich station. Windy quickly moved her way up, being able to work in all parts of Picasso's operations. She has mastered exhibition display cooking on special off-site events.

Windy graduated in 2006 from the California School of Culinary Arts in Pasadena from Le Cordon Bleu Program. While in school, she worked at the Pasadena Baking Company and La Blanquita as a specialty cake decorator.

Windy currently works in the catering department as the catering manager and director where she oversees the special events and all the daily catering events held off-site catering for Picasso's and for Edison's Energy Education Center (EEC), previously known as Edison CTAC.

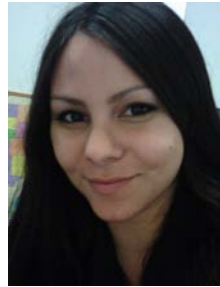


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MANAGEMENT BIOGRAPHIES

continued



Christy Suarez

Office & Operations Manager

Christy was born in Montebello, CA, and currently resides in Azusa, CA. Christy started working at Picasso's in 2008. Her main passion is writing, having gone to Pasadena Community College to study screen writing.

At Picasso's Café, Bakery & Catering Co., Christy is the office and operations manager. She excels at organizing the busyness of every day work at Picasso's. Her light-hearted, worry-free disposition influences everyone around her to smile, including the customers she works with on a daily basis.

Some of Christy's responsibilities include scheduling, payroll, accounts payable and billing, and inventory purchasing.

Christy is also big part of Picasso's Marketing team. She strengthens the future of Picasso's Café by insuring and developing close relationships with catering clients and café customers alike.



Chelse Serrano

Marketing Manager

Born in Santa Ana, California, Chelse now resides in Rancho Cucamonga, CA. Chelse received her Bachelor's Degree in English with an emphasis on Teaching from Azusa Pacific University. Chelse has received her Single-Subject Teaching Credential, also through Azusa Pacific University. She is currently working on her Master's Degree in Educational Technology, which she expects to receive in January of 2012. Chelse started at Picasso's in the fall of 2009 as a front staff server. She quickly worked her way up using her fresh and innovative marketing style and ideas.

At Picasso's Café, Bakery & Catering Co., Chelse is responsible for creating and designing flyers and marketing promotions for the café, updating Picasso's website, photographing Picasso's daily award-winning specials as well as all catering events and catering trays, and she is currently learning new ways to better reach Picasso's customers through the use of upcoming technology and communicational tools.

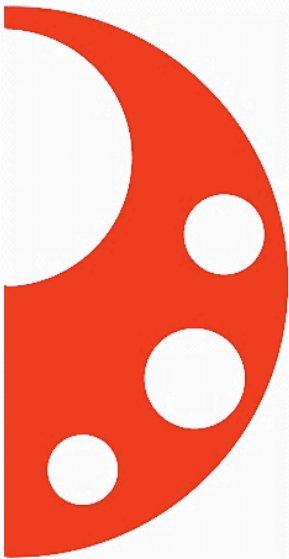


Sandy Huerta

Office Assistant Manager

Born in Southern California, Sandy now lives in Ontario, CA. Before finding Picasso's Café, Bakery & Catering Co, Sandy was studying Criminal Justice at Citrus Community College located in Azusa, CA. She started at Picasso's in the fall of 2010. With her spunky, up beat attitude, Sandy adds a fresh new flavor to the Picasso's office team.

A few of Sandy's responsibilities at Picasso's includes: billing and accounts payable, catering, and interacting face-to-face with our valued catering clients and café customers. She acts as Christy's right hand, keeps the owners organized, and is always there to help with the next project. Sandy's hard work and dedication has made the office transition smooth and flawless.



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IN THE COMMUNITY

Picasso's Operation PAINT at work in our community...

At Picasso's, we believe in giving right back to our local communities. We show our appreciation to our customers and the community by sponsoring special events and participating in charitable events. As such, we created Picasso's Operation PAINT programs – "Picasso's Assistance in Necessary Things."

Picasso's Operation PAINT Programs:

Since the beginning, Picasso's and our founders have been active in our communities. Operation PAINT began in order to formalize our commitment to community involvement. All of us at Picasso's are committed to be active responsible leaders in the community and to support the personal and professional growth of the underprivileged of all ages locally. In addition, Picasso's commitment is to express our gratitude daily by being a shining example of the restaurant industry through our catering donations, monetary sponsorships, volunteer work and support of local non-profit groups and organizations and nationwide relief efforts.

Operation PAINT is forever growing and some of our works over the years include:

- Picasso's is a proud sponsor of the Bill Emerson Good Samaritan Food Donation Act, which promotes and encourages the donation of food, and proudly donates back catering and café food through our official arrangement with Pacific Clinics, Irwindale, feeding the homeless in the San Gabriel Valley.
- Picasso's is the Platinum Sponsor of the Irwindale Chamber of Commerce, in-kind sponsoring over fifteen thousand annually into the business community of Irwindale through our sponsorship of local chamber events.
- Official Caterer & Food Service Sponsor of the Irwindale Educational Foundation, donating services to their annual fundraising BBQ program to benefit scholarships for the students of employees and families in Irwindale.
- Official Caterer for Fiesta Parade Floats in accordance with the Pasadena Tournament of Roses.
- Picasso's is a Charter Member of Soroptomist of Irwindale and active sponsor in support of our local communities' efforts in finding solutions to issues that affect women, children and families of the Valley.
- Picasso's is actively involved with the Irwindale Public Library Foundation, and founder of "Reading Between the Vines," donating back 10% of Café specials purchases to the Foundation for a week each Spring.
- Proud participating restaurant of Dining Out for LifeLA, donating back 25% of Café proceeds to Project Angel Food, providing free meals to people with HIV/AIDS, cancer, and other life-threatening illnesses.
- Annual Sponsor for Covina Police Department & Irwindale Police Department for their Baker to Vegas Spring Run Event.
- Annual Host and Official Sponsor of the Annual Thanksgiving Food Distribution, donating over one hundred turkeys, pies, and complete dinners to select non-profits in the 57th District, San Gabriel Valley. In addition, Picasso's selects Pacific Clinics, Irwindale, each Thanksgiving and our staff serves, cooks, and donates all food products for a complete Thanksgiving Dinner for 100 homeless in the San Gabriel Valley.
- Strong supporter of the San Gabriel Valley YWCA and their efforts to empower women and eliminate racism.
- Strong supporter of the Citrus Valley Health Foundation in educating our local community of the importance of the health care crisis and how that impacts the Valley with our local hospitals.
- Proud supporter of "Dine America" days, a national restaurant industry fundraising efforts to support disaster relief funds to help those affected by such things as Hurricane Katrina and Tsunami Relief Aid. In January and May of 2005, Picasso's donated one full day of pay and one full day of catering and café profits to help both causes.
- Weekly food donations to local churches – Our Lady of Guadalupe, Irwindale & Azusa.
- Supporter of the Covina Women's Club
- Supporter of the Hear Center of Pasadena
- Supporter of the Citrus College Foundation
- Supporter of various local middle schools and high schools including Merwin, Charter Oak, Bishop Amat and St. Lucy's



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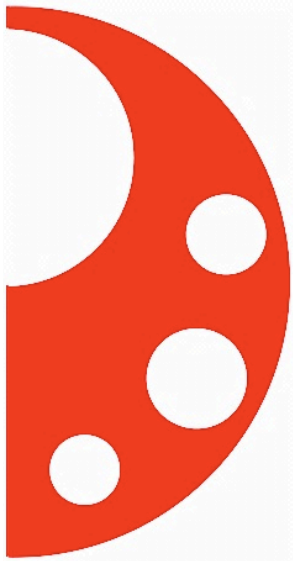
CORPORATE MISSION & COMMITMENT STATEMENTS

Our Mission:

To serve seasonally-driven, artfully presented menu items with friendly smiles and sincerity in a contemporary atmosphere maintaining competitive prices while providing exemplary service and the freshest produce, sustainable seafood, hormone-free meats, top quality ingredients and expert detail. Picasso's is committed to sustaining local growers and is guided by ecologically – and socially – responsible food choices and continues to be a conscientious industry leader in the community by giving back through our charitable initiatives.

Our Commitment:

Daily, we act responsibly as an advocate on behalf of our industry as well as our community. We are committed to act aggressively in our efforts to build and secure long-term relationships with our community at large. We take this commitment seriously and invest in people, programs and services that help build a positive influence and encourage volunteerism and philanthropy in the communities we serve. Our sponsorship of and continued involvement with several non-profit organizations including Pacific Clinics, Azusa Homework House, City of Hope, several local Chambers of Commerce, Habitat for Humanity, among others, demonstrate our commitment to the community as a whole.



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PICASSO'S - GOING GREEN

dine green. think green. eat green.

Picasso's Café, Bakery & Catering Co. is located in Irwindale's Gateway Business Center, newly renovated with all-natural sustainable landscape design architectures. Our outside dining has a sustainable design that allows the influence of the local foothill and river ecology to express itself in imagery and ecological systems. The result is a renewed connection of Picasso's guests and customers to the natural world and a sustainable site design. Throughout our outside dining and the Gateway Business Center, you will find Southern California Native trees, shrubs, grasses, and flowers that enhance the sustainability of the soil and environment. The elements used within the Center are all local stones, recycled steel and recycled wood. Our patio has been designed to collect rainfall, use solar powered energy, and allow for bio infiltration spaces.

Since Picasso's Café is located in such an environmentally powered atmosphere, it's almost impossible for us not to stay as environmentally safe as possible. We have such great partners such as Southern California Edison and all of our friends at Edison's Energy Education Center-Irwindale, who oversee our energy use and intake. In our partnership, Edison has made sure we use only the best energy efficient utilities and equipment, such as energy saving light bulbs, sensory light systems, and our main dining room cooling systems.

At Picasso's, we do a lot of all these things, and other activities such as buying dishwashers and food making equipment that use less water and energy, and using energy efficient light bulbs throughout our facility. Our latest energy saving project is our brand new Air Conditioning system for our main dining restaurant area. This project (debuted in January 2011) is part of SCE's Emerging Technologies program and was offered to Picasso's Cafe, Irwindale with the goal of assessing a new cooling technology to evaluate energy savings potential in a real world application. If proven successful at Picasso's, this innovative cooling technology will potentially save energy and operating costs for SCE customers in the future. The unit offers an environmentally responsible choice because it uses a considerably less amount of energy to run. This technology takes advantage of evaporative cooling effects of water, but it cools without raising indoor humidity. This approach has the potential to save energy consumption and peak demand at commercial facilities.

So what does that mean for Picasso's Café? For us, it's being committed to using organic and sustainable products. Picasso's Café uses only the freshest, organically grown ingredients from local farmers. And, it's using recycled and recyclable materials. And further still, it's finding food and other catering essentials within our region, thus reducing their carbon footprint by eliminating the need to transport products over long distances. Declaring Picasso's Café as a green or environmentally conscious caterer is a plus because it's become sustainable for the future. Our clients want and expect "green" and it is our pleasure to deliver their expectations.

Green Awards and Recognitions:

2011 – Picasso's Café, Bakery & Catering Co., **Certificate of Recognition: Environmental Preservation**, 24th Senate District

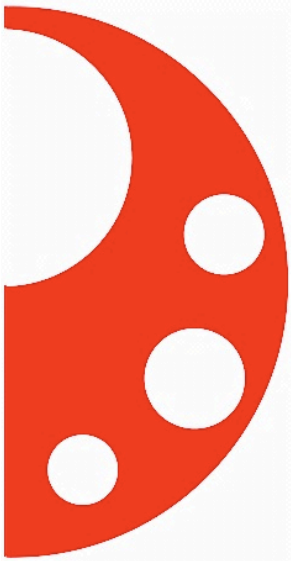
2011 – Picasso's Café, Bakery & Catering Co., **Certificate of Recognition: Environmental Protection and Resource Conservation**, 32nd Congressional District

We are proud to introduce to our Café customers, "Drive Green. Think Green. Eat Green." This latest promotion in partnership with Southern California Edison's Energy Education Center, Irwindale has premiered solar-powered charging stations on-site for Plug-in Electric Vehicles (PEVs). What is Picasso's doing about it? Show your Hybrid or PEV car keys and receive a bundle of discounts when dining at Picasso's Café:

- 5% off Vegetarian, Vegan, and Gluten Free Entrées
- Free Tall Cup of Fair Trade Coffee
- Free Picasso's Eco Bag
- Dine While You Charge!

Coming Soon to Picasso's Going Green Initiative:

- On Site Herb Garden
- Composting Facility for Left Over Food and Waste



PICASSO'S
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6070 N. Irwindale Ave.
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PICASSO'S AWARDS, MEMBERSHIPS & AFFILIATIONS

Awards:

- 2011 – Picasso's Café, Bakery & Catering Co., **Certificate of Recognition: Environmental Preservation**, 24th Senate District
2011 – Picasso's Café, Bakery & Catering Co., **Certificate of Recognition: Environmental Protection and Resource Conservation**, 32nd Congressional District
2010 – Picasso's Café, Bakery & Catering Co., **Entrepreneurs of the Year**, 32nd Congressional District 1st Annual DiverCITIES Reception
2010 – Marissa DeRosa, **Business Person of the Year**, Irwindale Chamber of Commerce
2009 – Awarded Highest Honor "**Platinum Award**" in Advanced Media, Time Warner Cable, Picasso's Chef Artist Commercial Series
2009 – Certificate of Recognition, **Environmental Committee**, Irwindale Chamber of Commerce
2009 – Certificate of Recognition, **Environmental Protection and Conservation Resource**, California State Assembly
2009 – Certificate of Recognition, **Environment Committee**, City of Irwindale
2009 – Mylene Newfarth, **Employee of the Year**, City of Irwindale
2008 – Picasso's Café, Bakery & Catering Co., **San Gabriel Valley's Small Business of the Year**, 57th District, CA.
2007 – Marissa DeRosa, **Woman of Achievement for Business**, YWCA San Gabriel Valley
2004 – Picasso's Café, Bakery & Catering Co., **Business of the Year**, Irwindale Chamber of Commerce
2003 – Maria DeRosa, **Business Woman of the Year**, Irwindale Chamber of Commerce
2001 – Marissa DeRosa, **Chairman's Award for Special Recognition**, Covina Chamber of Commerce
1999 – Picasso's Café, Bakery & Catering Co., **Business of the Year**, Irwindale Chamber of Commerce
1995 – Picasso's Café, **Best Salad "Best of Cheers"**, San Gabriel Valley Tribune

Picasso's Industry Memberships & Community Affiliations:

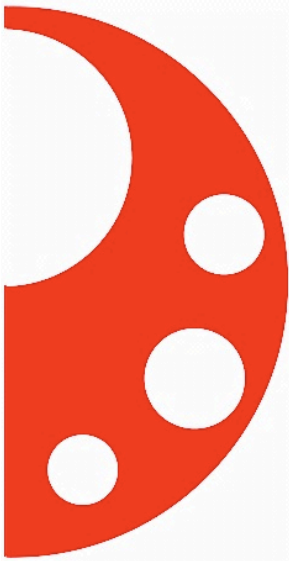
- Member Leading Caterers of America
- Member California Restaurant Association
- Member National Restaurant Association
- Member National Association of Catering Executives
- Member International Caterer's Association
- Member International Special Events Council
- Member United States Chamber of Commerce
- Member Irwindale Chamber of Commerce
- Board Member Irwindale Chamber of Commerce
- Member Covina Chamber of Commerce
- Member Duarte Chamber of Commerce
- Member Pasadena Chamber of Commerce
- Member Azusa Chamber of Commerce
- Board Member Irwindale Public Library Foundation
- Official Caterer of Irwindale Educational Foundation Annual Fundraiser BBQ
- Official Caterer of Southern California Edison's Energy Education Center (EEC), Irwindale
- Official Caterer for Fiesta Parade Floats in Association with the Pasadena Tournament of Roses

Please direct all press inquiries to:

Marissa DeRosa – Executive Vice President: Marketing & General Manager

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MENU

Varietal Wines & World Class Beers

Chardonnay – Calina & Camelot
Pinot Grigio – Pepi
Sauvignon Blanc – Calina & Camelot
Merlot – Calina & Camelot
Pinot Noir – Calina & Camelot
Cabernet Sauvignon – Calina & Camelot

Picasso's Proudly Pours

Luna di Luna Italian Wines:

Pinot Grigio/Pinot Bianco Blend
Chardonnay/Pinot Grigio Blend
Merlot/Cabernet Blend
Moscato – Frizzante Style

Peroni
Miller Lite
Miller Genuine Draft
Blue Moon
Coors Light
MGD64

Garden Landscapes

All served with Picasso's signature fresh grown Italian herbs and parmesan breadsticks. Picasso's offers nine different dressings, one for every palate: Crumbled Bleu Cheese; Honey Dijon; Italian; Fat Free Roasted Red Pepper; Creamy Ranch; Extra Virgin Olive Oil & Red Wine Vinegar; Housemade Balsamic Vinaigrette; Thousand Island; and Caesar. *Addition of fresh grilled breast of chicken to any salad.*

Vincenzo's Iceberg Wedge

Vincenzo's fresh crisp, cool Iceberg lettuce drizzled with Bleu Cheese dressing and garnished with Maytag Bleu Cheese crumbles, fresh-diced tomatoes, Kalamata Olives, sliced green onions and fresh cracked pepper. Topped with perfectly rendered Pancetta bacon.

Classic Chef

Garden fresh mixed greens topped with Danish ham, fresh breast of turkey, smoked provolone cheese, hard boiled egg, tomatoes, cucumbers and olives.

Napoli Anitpasto

4th generation Antipasto salad from Naples, Italy. Crisp mixed greens topped with julienne Molanari salami, fresh breast of turkey, imported Danish ham, smoked provolone cheese, a perfect blend of marinated mushrooms and artichoke hearts, tomatoes and cucumbers. Served with Italian dressing.

Pablo's Trio

Generous scoops of white Albacore Tuna (dolphin-safe) salad, California fresh egg salad, and low-fat cottage cheese atop our piled-high bed of mixed greens garnished with tomatoes, cucumbers and olives.

Insalata Tonno

Two generous scoops of delicious, dolphin-safe white Albacore Tuna salad atop a bed of mixed greens garnished with tomatoes, cucumbers and olives.

Classic Caesar

Zesty Caesar salad made with Picasso's own Caesar dressing and fresh home-style garlic herb croutons. Topped with Reggiano Parmesan and Pecorino Romano cheese and fresh cracked black pepper. *Gourmet filet of Anchovy available upon request.*

Chinese Chicken

Asian inspired fresh breast of chicken atop a bed of Napa cabbage, red cabbage and shredded carrots. Tossed in our Asian Sesame Ginger dressing. Garnished with diced sweet red bell peppers, mandarin orange segments, water chestnuts and crispy rice noodles.

Mario's Chopped Italian

Diced Molanari salami, diced smoked provolone, sliced pepperoni, red onions, artichokes, and roasted red peppers atop a generous bed of romaine lettuce. Garnished with grated Reggiano Parmesan and Pecorino Romano cheeses and drizzled in our Homemade Sweet Fat Free Roasted Red Pepper dressing.

Seared Ahi Tuna

Fresh seared Ahi Tuna atop a bed of shredded Napa cabbage, red cabbage, carrots, red onions and scallions. Tossed in our Homemade Sweet Soy Wasabi dressing topped with crispy rice noodles. *Seared rare unless specified.*

Daily Homemade Soup Kettles cup/bowl
Fresh Organic Garden Salad small/large

Side Specialties half-pint/pint/quart

Red Rose & Dill Potato Salad

Tomato, Cucumber, Feta Cheese & Kalamata Olives Salad

Picasso's Signature Cold Pasta Salad

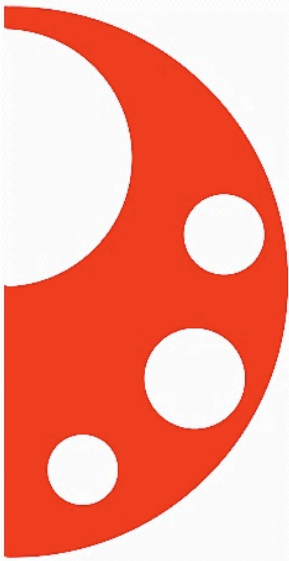
Fresh Seasonal Fruit Salad

Marinated Mushroom Salad

Roasted & Marinated Red Pepper Salad

Marinated Artichoke Salad

Pickles, Pepperoncini or Roasted Peppers



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MENU

Sandwich Sculptures

All sandwiches are served with complimentary crisp Claussen Kosher Dill spears and pepperoncinis. Choice of: French Roll, Wheat, Rye, Sourdough or Squaw breads, and assorted wraps. *Addition of Fresh Avocado to any sandwich.*

Regular 8" | Large 12"

Imported Danish Ham & Smoked Provolone

97% Fat Free
Hot or Cold

Sliced Breast of Turkey & Smoked Provolone

Hot or Cold

Sweet Italian Sausage & Melted Mozzarella

Fresh Meatball & Melted Mozzarella

Pastrami Sandwich

Choice grade pastrami extra lean local Kruse and son pastrami, hand rubbed with custom blend of locally grown spices and hard wood smoked.
Hot or Cold

Choice Grade Roast Beef & Smoked Provolone

Hot or Cold

Italian Submarine

Salami, imported capicola, mortadella, smoked provolone, lettuce, tomato, oil & vinegar.

Imported Molinari Salami & Smoked Provolone

White Albacore Tuna (dolphin-safe)

Hot or Cold

The Premiere

Choice of imported Danish Ham & Smoked Provolone, Roast Beef & Smoked Provolone, or Turkey & Swiss on freshly baked all butter croissant with seasonal fruit garnish. Hot or Cold

Secretary Sandwich

Choice of White Albacore Tuna Salad or Housemade Chicken Salad on freshly baked all butter croissant with choice of cottage cheese or fresh fruit salad.

The Duet

Any regular sandwich* and large bowl of Soup of the Day.

Picasso's Due a Piatto

Choice of half an Imported Danish Ham & Smoked Provolone, Roast Beef & Smoked Provolone, or Turkey & Swiss on freshly baked French roll with garden salad and choice of dressing.
Hot or Cold

Garden Duet

Large garden salad and large bowl of Soup of the Day.

*Extra charge for: capicola, salami, tuna, submarine, vegetarian, chicken, wrap or croissant.

Quintet of Wraps

Generously filled and with your choice of Pasta Salad, Potato Salad, Fresh Fruit Salad, Feta & Kalamata Tomato-Cucumber Salad, Marinated Mushroom, Marinated Artichoke, or Roasted Red Pepper. *Low-carb whole wheat wrap available upon request.*

California Turkey Wrap

Sliced breast of turkey, smoked provolone, fresh avocado, vine-ripened tomatoes, olives, and sun-dried Tomato Aioli rolled in our sun-dried Tomato Basil Wrap.

Southwestern Chicken Wrap

Grilled breast of chicken with Peppered Jack cheese, Mojo BBQ sauce, vine-ripened tomatoes, and tumbleweed of sprouts rolled in our Jalapeño Wrap.

Chicken Caesar Wrap

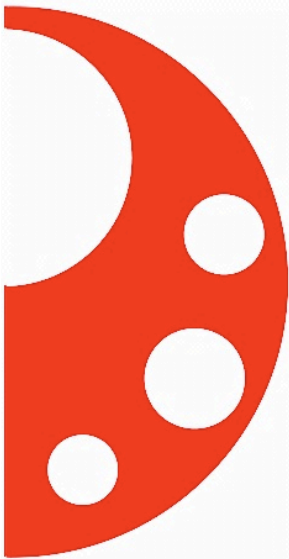
Classic chicken Caesar Salad, Reggiano Parmesan and Pecorino Romano cheeses rolled in our sun-dried Tomato Basil Wrap.

White Albacore Tuna Wrap (dolphin-safe)

Solid white Albacore Tuna salad, smoked provolone, lettuce and vine-ripened tomatoes rolled in our Whole Wheat Wrap.

The Perfect Philly Cheesesteak Wrap

Gourmet choice shaved Midwestern Steak, caramelized onions, colorful sautéed bell peppers and blended Sharp, American and smoked provolone cheeses rolled in our Jalapeño Wrap.



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Picasso Paninis

Pressed hot with your choice of Pasta Salad, Potato Salad, Fresh Fruit Salad, Feta & Kalamata Tomato-Cucumber Salad, Marinated Mushroom, Marinated Artichoke, or Roasted Red Pepper.

Trieste Turkey Pesto Panini

Inspired by the famous Trieste region of Italy, we take fresh breast of turkey, smoked provolone cheese, sun-dried tomato, and Pesto Aioli pressed on an Italian Panini roll.

Danish Ham & French Brie Panini

Imported Danish ham (97% fat free), triple cream French Brie, and vine-ripened tomatoes pressed on an Italian Panini roll.

Panini Italiano

3 imported meats, grilled to order: mortadella, capicola, and molanari salami topped with shredded mozzarella and chopped pepperoncini pressed on an Italian Panini roll.

Signature Sandwiches

Stacked high with your choice of Pasta Salad, Potato Salad, Fresh Fruit Salad, Feta & Kalamata Tomato-Cucumber Salad, Marinated Mushroom, Marinated Artichoke, or Roasted Red Pepper.

Angelina's Tri-Level Club

Sliced breast of turkey, double smoked Applewood bacon, smoked provolone and American cheeses, lettuce, and vine-ripened tomatoes on Sourdough and Squaw breads.

Vegetarian Works

Vegetarian Sandwich

Artichokes, mushrooms, tomato, avocado, and sprouts with provolone cheese on a French roll.

Lite & Low-Cal Creations

Picasso's alla Luce

Fresh seasonal fruit and low-fat Yoplait Yogurt Parfait coupled with Picasso's traditional small Green Salad with choice of dressing.

Three Cheese Panini

Imported Fontina and Gouda cheeses, layered with Wisconsin Sharp Cheddar cheese, topped with fresh vine-ripened tomatoes and Pesto, pressed on an Italian Panini roll.

Maria's Grilled Tuscan Chicken Panini

Fresh breast of chicken with smoked provolone and housemade sun-dried Tomato Aioli pressed on an Italian Panini roll.

Midwestern Choice BBQ Beef Panini

Midwestern choice roast beef smothered in our Mojo BBQ sauce and melted smoked provolone cheese, pressed on an Italian Panini roll.

Sizzling Chicken on Ciabatta

Grilled breast of chicken, melted Swiss cheese, lettuce, vine-ripened tomatoes, red onion, and housemade sun-dried Tomato Aioli on our freshly baked Italian Ciabatta roll.

Fresh Seared Ahi Tuna on Ciabatta

Seared rare unless specified
Fresh Ahi tuna with Wasabi Aioli, vine-ripened tomatoes, and Dikon sprouts on our freshly baked Italian Ciabatta roll.

Hot Melted Cheese, Roasted Peppers & Tomato Sandwich

Sautéed bell peppers, onions and garlic with melted American cheese and tomato on a French roll.

Pollo di Maria

Mouthwatering gilled breast of chicken over fresh locally grown vegetables, sautéed to perfection in your choice of our World Famous Sauces: Mezzo-Mezzo™, Ponzu Picatta™, Arrabiata, or Alio Olio.



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MENU

Pasta Palette

All Picasso's imported pasta dishes are finished with Pecorino Romano and Reggiano Parmesan cheeses, and topped with our fresh Italian locally grown organic herbs. Served with homemade freshly baked warm garlic bread. *Add fresh grilled breast of chicken to any pasta dish.*

Spaghetti Marinara

Spaghetti with Picasso's traditional housemade Marinara sauce, Pecorino Romano and Reggiano Parmesan cheeses.

Penne Arrabiata

Imported Penne pasta tubes, with our Famous Arrabiata spicy red pepper Marinara sauce and roasted garlic.

Penne al Pomodoro

Imported Penne pasta tubes, chopped fresh sautéed tomatoes, Chardonnay wine sauce, fresh basil, garlic and extra virgin olive oil.

Tortellini Mezzo Mezzo™

Seven cheese Tortellini filled with imported blend of Ricotta, Asiago, Fontina, shredded Parmesan, Mozzarella, and Swiss cheeses in our famous original Mezzo Mezzo Sauce™, a spicy masterpiece blend of Marinara and Alfredo sauces.

Lasagna alla Picasso

Housemade Lasagna, a Picasso specialty, filled with fresh Ricotta cheese, fresh ground sirloin, sweet & spicy Italian sausage, and garlic layered with our housemade traditional tomato Marinara sauce and fresh Italian locally grown organic herbs.

Spaghetti Manzo Rustico

Spaghetti with Picasso's traditional housemade Marinara, one large mouthwatering gourmet homemade meatball and one sweet & spicy Italian sausage.

Ravioli alla Picasso

Housemade ravioli filled with three imported cheeses and layered atop a choice of our housemade traditional Marinara sauce, creamy Alfredo sauce, or Pesto sauce.

Linguine Ponzu Picatta™ di Pollo

Thin, flat pasta strands with fresh breast of chicken in our famous "original" Picasso's Ponzu Picatta™ Sauce, an Asian citrus flavored Ponzu married to a Classic French Picatta wine sauce. Fusion Cuisine at it's best!

Penne Vincenzo

Chef de Cuisine, Vincent DeRosa's fresh Penne pasta layered sun-dried tomatoes, artichokes, extra virgin olive oil, fresh garlic, Chardonnay wine sauce, toasted pine nuts and organic locally grown Italian herbs.

Fettuccini Alfredo Picasso (di Pollo)

Original recipe from Rome. Thin, flat pasta spiraled with or without fresh filled breast of chicken in our famous Alfredo cream sauce.

Rigatoni alla Bolognese

Original recipe from the Northern Italian City of Bologna, Italy. Wide pasta tubes with traditional meat Ragu, garlic, and fresh mushrooms.

Create Your Own Pasta!

Choice of imported Penne, Spaghetti, Rigatoni, Linguine, or Fettuccini Pasta; sautéed with your choice of one of our Famous Sauces: Marinara Sauce, Arrabiata, Mezzo Mezzo™, Ponzu Picatta™, or Creamy Alfredo.

Pastries & Desserts

Assorted Cheesecakes

Manhattan | Strawberry | Seasonal Specialty

European Pastries

Dessert of the Week

Fruit Tarts

Lemon | Key Lime | Fresh Fruit

Bars

Lemon | Mocha | Seasonal | Apricot | Raspberry Almond

Freshly Baked Cookies

Over 25 Varieties

Brownies

Regular | Low-fat

Picasso's Gourmet Cakes

Seasonal | German Chocolate | Carrot | Chocolate Symphony

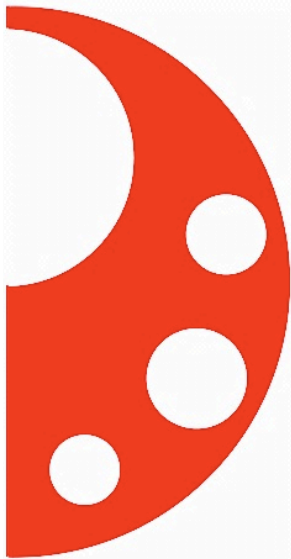
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MENU

Shop Our Sauces

Mezzo Mezzo™ Pasta Sauce 24 oz.
Arrabiata Pasta Sauce 24 oz.
Ponzu Picatta™ Sauce 24 oz.

Earlyriser Renderings Served All Day

Classic Continental

Tall Starbucks coffee, Yoplait yogurt, fresh fruit & gourmet muffin or toast.

Continental Crescendo

Tall Starbucks coffee & choice of gourmet muffin

Assorted Freshly Baked Danish

Blueberry | Apple | Apricot | Cherry
Cheese | Beardclaws

Freshly Baked Gourmet Muffins

Blueberry | Honey Bran | Low-fat Bran
Lemon Poppy | Banana Nut | Orange
Apple Cinnamon | Chocolate Chip | Seasonal

Freshly Baked Bagels

Whole Wheat | Onion | Cinnamon Raisin
Sesame | Plain | Seasonal

Butter Croissants

Chocolate | Almond | Cream Cheese | All Butter

Assorted Scones

Blueberry | Seasonal | Chocolate Chip | Raisin

Café Beverages

Picasso's Bottled Water
San Pelligrino or Acqua Panna Water
San Pelligrino Limonata & Aranciata
Arnold Palmer
Henry Weinhard's Premium Bottled Sodas
Non-Fat or Whole Milk
Assorted Snapples

Eye Openers Served Until 10:00 a.m.

Yoplait Yogurt Parfait with Fresh Seasonal Fruit and Granola

Two Extra Lg. California Fresh "AA" Ranch Eggs*

Two Extra Lg. California Fresh "AA" Ranch Eggs with Thick
Cut Double-Smoked Applewood Bacon (4)*

Two Extra Lg. California Fresh "AA" Ranch Eggs with Extra
Thick Club Link Sausage (2)*

Hot Danish Ham & Cheese Croissant

Hot Danish ham (97% fat-free) and smoked melted provolone
cheese on freshly baked all butter croissant, finished with
fresh fruit garnish.

Grilled Sourdough Breakfast Sandwich

Eggs your way, melted American cheese and choice of
sausage, double-smoked Applewood bacon or Danish ham,
grilled to perfection on Sourdough and finished with fresh fruit
garnish.

Pablo's Breakfast Wrap

Two extra lg. California fresh "AA" ranch eggs, potatoes,
double-smoked Applewood bacon, Colby cheese, and fresh
salsa in our sun-dried Tomato Basil Wrap, served with fresh
fruit garnish. *Low-carb whole wheat wrap available
upon request.*

* All served with fresh fruit garnish, home roasted Picasso's potatoes, and
choice of toast.



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CAFÉ CATERING TRAYS

Assorted Large Gourmet Bagel, Cream Cheese & Preserves Tray

Mini Danish & Small Muffin Tray

Mini Danish, Small Muffin & Mini Bagel Tray

Deluxe Continental Tray

Mini danishes, small muffins, mini bagels, and mini croissants

Picasso's Assorted Bambino Sandwich Tray

Includes roast beef, ham, and turkey on assorted Ciabatta rolls.

Picasso's Box Lunch

Custom made and includes choice of sandwich, wrap, or signature sandwich with whole fruit, chips, cookies, and condiments complete.

Picasso's Assorted Sandwich Tray

Custom made with your selection of cold 8" sandwiches from Picasso's Deli Sandwich Sculptures list.

Meat & Cheese Tray

Choice of 4 meats and 3 cheese, sliced rolls, tomatoes, lettuce, onions, pickles, pepperoncinis, olives, mayonnaise, yellow mustard, and Dijon mustard. Minimum order 10 guests.

Signature Sandwich Tray

Upscale assortment of our gourmet signature sandwiches including: Tri-Level Club, Sizzling Chicken on Ciabatta and Fresh Seared Ahi on Ciabatta. Minimum order 10 guests.

Gourmet Wrap Tray

Elegant assortment of our Philly Cheesesteak Wrap, Chicken Caesar Wrap, Southwestern Chicken Wrap, California Turkey Wrap, Vegetarian Wrap and Tuna Wrap Sandwiches. Low-carb whole wheat wrap available upon request. Minimum order 10 guests.

Picasso's Panini Tray

Classy Italian panini sandwich tray of: Grilled Tuscan Chicken Panini, BBQ Beef Panini, Turkey Pesto Panini, Ham & Brie Panini, Panini Italiano and Three Cheese Panini sandwiches. Minimum order 10 guests.

Freshly Baked Gourmet Cookie Tray

Gourmet Fruit Bar Tray

Freshly Baked Gourmet Cookie & Brownie Tray

Freshly Baked Gourmet Brownie & Fruit Bar Tray

Gourmet Mini Petit Four Tray

Gourmet European Mini Pastry Tray

Sliced Seasonal Fresh Fruit Tray

Fresh Vegetable Crudite

Accompanied with dressing

Imported & Domestic Cheese, Baguette & Cracker Tray

Picasso's Gourmet Relish Tray

Pickles, pepperoncini, marinated mushrooms, artichokes, baby corn and olives.

Fresh Gourmet Catered Side Salads

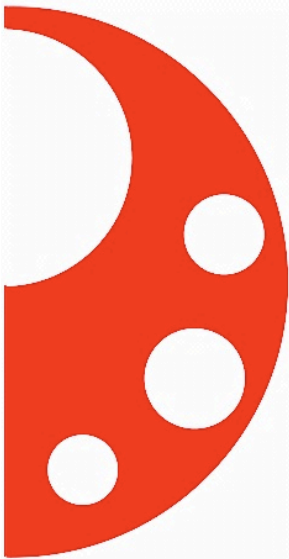
Fresh Fruit Salad | Fresh Garden Salad | Artichoke Salad
Marinated Mushroom Salad | Tomato-Cucumber Salad
Roasted Red Pepper Salad | Red Rose & Dill Potato Salad
Picasso's Signature Cold Pasta Salad | Fresh Seafood Salad*
Crab Salad*

*Requires 48 hours notice

Hot & Cold Catered Beverages

Assorted Knudsen Bottled Juices
Assorted Can Soft Drinks
Assorted Still & Mineral Bottled Waters
Single Air Pot Starbucks Coffee (10 cups)
Single Air Pot Starbucks Decaf Coffee (10 cups)
Full Urn Starbucks Coffee (25 cups)
Full Urn Starbucks Decaf Coffee (25 cups)
Single Air Pot Hot Water- Tazo Teas (8 total)

Please allow 48 hours for your catering tray orders. Prices are quoted for pickup. Extra charges apply for delivery and set-up. Orders accommodated under 24 hours notice will be subject to a minimum \$25 additional special handling charge. An 18.5% service charge will be added for orders of 5 or more. Admin charges will be added where applicable. We reserve the right to substitute any products listed for equal or greater value without notice.



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