

M CULINARY CONCEPTS

LOAN HELPS CATERING AND FOODSERVICE COMPANY FOCUS ON EMERGING OPPORTUNITIES

From preparing food for the College Football National Championship’s official tailgating party to Barrett-Jackson’s Collector Car Auction with more than 270,000 guests, Arizona-based M Culinary Concepts has just about done it all when it comes to catering. For more than 20 years, the company’s founders, Michael DeMaria, chief culinary officer, and Brandon Maxwell, CEO and president, have grown the catering and foodservice company into what it is today.

DeMaria and Maxwell both have a passion for the food and beverage industry and began their careers at a young age. DeMaria passed on a college baseball scholarship to pursue a cooking career. He went on to become a popular celebrity chef, hosting his own television cooking show and making frequent media appearances. Meanwhile, his partner Maxwell grew up in the food and beverage industry. One of his favorite memories is stealing cherries from under the bar of his family’s pizza place as a young boy. The two men’s love for the industry and many years of experience helped them build a prosperous business before COVID-19 put the brakes on everything.

“COVID-19 broke out in our peak season,” explains Maxwell. “Our business went from going 100 mph to zero in almost an instant.”

CONTINUES INSIDE ▶



“

COVID-19 broke out in our peak season. Our business went from going 100 mph to zero in almost an instant.

”

M Culinary Concepts' family of brands includes hospitality consulting, corporate catering and a variety of other offerings, but COVID-19 caused an onslaught of cancellations. The outbreak led to the need for more stringent cleaning and sanitizing requirements that significantly increased costs. The company is now requiring staff to take a health screening before working at events, which adds more cost.

As a result, they reduced staff pay to help prevent the need for furloughs. But eventually, they were forced to lay off many hard working members of their team. The company turned to Enterprise for guidance.

Enterprise helped DeMaria and Maxwell secure a Paycheck Protection Program (PPP) loan. PPP is a government-backed loan designed to provide a direct incentive for small businesses to keep their workers on the payroll. The loan enabled DeMaria and Maxwell to bring back 50% of their staff, which allowed them to get creative and develop and market some new products.

CONTINUES ON NEXT PAGE ▶



“ We reduced staff pay to help prevent the need for furloughs. But eventually, we were forced to lay off many hard working members of our team.

”

“

Enterprise gives me peace of mind and allows me to focus on running my business — not be a banker, too.

”

The company saw a need for high-quality food and service for drive-thru and social distancing celebrations at clients' homes, such as graduations, Mother's Day and Easter. A key feature of its celebratory events program is that it includes everything a client needs to host a successful gathering — activities, food, gift boxes, on-site staff (if desired) and more.

“Working with Enterprise gives me peace of mind and allows me to focus on running my catering and foodservice business — not be a banker, too,” Maxwell says.

The company is bringing back staff now and is preparing for when Arizona opens up non-essential businesses.

To learn more about M Culinary Concepts, visit www.mculinary2go.com. If you own a business or run a nonprofit organization and are in need of help, contact your banker for guidance.



Together,
There's No
Stopping You.



WELCOME NEWS | PPP SUCCESS STORIES



Together, There's No Stopping You.

enterprisebank.com

MEMBER FDIC