



# trendsetters

A JOY WALLACE CATERING PRODUCTION

## CATERING TO THE UPPER CRUST

In November, Joy Wallace's catering business took over management of the cafe and gift shop at Vizcaya, a Miami museum and gardens. The cafe isn't large but represents a big departure for a woman who's done her best work out of a truck.

Wallace runs one of the nation's stand-out catering businesses, serving top tier corporate clients and providing eats for the last four presidents, Queen Elizabeth II, King Juan Carlos, Pope John Paul II and Sandra Day O'Connor.

All those tea parties as a kid paid off. Raised in Lake Wales and Panama City after her father was killed in World War II, Wallace has a hospitality degree from Florida International University in Miami and founded her company in 1988.

Today, she has a staff of 26 and another 450, mostly college students, she taps as wait staff.

The smallest dinners she's done? Dinners for two (though they still had to meet her \$3,000 minimum. She's not naming names.) The largest? 12,000 people in the corporate tents at the massive McDonald's Air & Sea Show in Fort Lauderdale. "She's always on top of everything," says Diane Sepler, chair of the Vizcayan Ball, the annual fund-raiser for Vizcaya. "They truly are the best."

Demand for catering, and the degree of sumptuousness, fell after Sept. 11. Wallace kept her staff on and raised salaries, saying "God's going to take care of us." Business is returning, she says. And she's added the Vizcaya cafe. □

*7* days  
of opening  
nights

Roy Lichtenstein,  
"Finger Pointing," 1973

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### JOY WALLACE

Founder, president /  
A Joy Wallace Catering  
Production

#### MIAMI

**WHEN NOT ON DUTY SHE EATS:** Hamburgers. There's only so much pulled pork, gazpacho, lobster and sushi a person can stand.

**FAVORITE BEVERAGE:** Any red wine. "I'm not even picky."

**FAVORITE RESTAURANT:** Azul in Miami.

**IF YOU CAN TAKE ONLY ONE MAJOR TRIP, GO TO:** Israel.

**HOT TREND:** Using little, non-sweet cones to serve tuna tartar, salmon tartar or "teeny balls of ice cream."

**HONORS:** A finalist for Best Catered Event (for the Vizcayan Ball) at The Special Event, an industry publication's show.