



# Align your brand with the taste of GFG

while supporting your community through Game Changer a partnership between Wades World Foundation & Sandals Foundation



About

# Gourmet Food on the go Inc.

Originally started over 30 years ago. Since then the motto has remained the same. Cooking fresh natural food with the most important ingredient, love. Its simple, we believe no recipe can be cooked without it. That is why we bring our most heartfelt recipes to your door step. The original founder Joyce Louis has a very straightforward approach "If you deliver great food with even better service you can not loose!" Marie's formula has since then proved to be a recipe for success. Now teaming up with her daughters, G.F.G (Gourmet Food On The Go Inc.) brings you a modernistic and innovative concept for delivery and catering services.

Passionate and innovative Chef Jovito A. Robledo has been designing dishes in Florida for over 13 years. Born and raised in Northern California of Puerto Rican decent, Chef Robledo started cooking alongside his family at the early age of 8. Gaining professional experience from Le Cordon Bleu College of Culinary Arts – it's usually Le Cordon Bleu Culinary School, Chef Robledo has developed and enhanced many menus from the Wine Vault Miami and Good Eat Dinner in Parkland, Florida, to Sweet Nectar Charcoal Grill & Spirits in Fort Lauderdale. Now Gourmet Food On The Go, Inc. (GFG) is delighted to team up with Chef Robledo as the co-creator of their menus.

[gourmetfoodgo.com](http://gourmetfoodgo.com)



**The Event**

# Exclusively Held At The Chop House Miami

YOU ARE CORDIALLY INVITED TO  
EXPERIENCE OUR TASTE

FINE DINING AT YOUR DOOR STEP

## INTIMATE CATERING LAUNCH PARTY

TASTING OF THE GFG MENU  
DRINKS BY MORENO FINE CALIFORNIA SPARKLING WINE  
SATURDAY OCTOBER 4TH  
NOON - FOUR PM

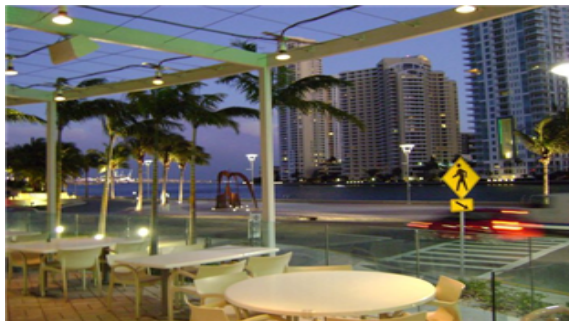
HOSTED BY  
**STEPHIE LECOR**

**SOUNDS BY DJ AFFECT**

SILENT AUCTION TO BENEFIT GAME CHANGER  
A PARTNERSHIP CHARITY FORMED BY WADES  
WORLD FOUNDATION AND SANDALS FOUNDATION

EXCLUSIVELY HELD AT PRIVATE  
RESTAURANT LOCATION

TO RSVP VISIT [GOURMETFOODGO.COM](http://GOURMETFOODGO.COM)  
[NG@THENEALAGROUP.COM](mailto:NG@THENEALAGROUP.COM)



About

# The Launch Party

Walk the carpet and mingle with Miami's finest on Saturday October 4th held from 12 - 4pm at The Chop House Miami 300 S. Biscayne Blvd, Miami, Fl 33132. This will be a private affair for Miami tastemakers, socialites and media to taste the GFG (Gourmet Food On The Go Inc.) catering menu while indulging in live art, music and supporting raffle. Including autographed items from the Miami Dolphins, Dwyane Wade Sneakers and recording artist Marc Anthony. Complimentary Bottle Service at Passion Nightclub at the Hard Rock Casino, Complimentary catering for 12 people provided by GFG and two Miami Heat home game Box Seats. Footwear from fashion designer Alessandra Gold, Painting by *CITA*, Photography by Bryan Almedia and much more.

As our customers and the community is important to the GFG family we are pleased to align our brand with other organizations possessing the same values. The Sandals Foundation, the philanthropic arm of Sandals Resorts International, has partnered with Dwyane Wade and Wade's World Foundation, to launch Game Changer – an integrated sports program to benefit youth in underserved communities in South Florida and The Caribbean. Wade's World Foundation is dedicated to providing support to various educational, health and family service programs, in particular those that benefit underserved communities. The Sandals Foundation funds sustainable projects across the Caribbean in Education, Environment and Community, which improve people's, lives and preserve our natural surroundings. We are pleased to announce that the GFG launch party will be the first event that both organizations do as a co-partnership. GFG would be pleased to align product from established or new brands looking to gain exposure. Invite your alisters on our dime, align your brand with the taste of GFG.

[gourmetfoodgo.com](http://gourmetfoodgo.com)





# Live Art & Entertainment

# AFFECT



**Miami's own DJ Affect will hit the one's and two's while Artist CITA, will paint live during the event her piece than will be gifted for the silent auction.**

Melissa Abreu. Call me *CITA*. South Floridian, in Miami to be exact. Currently residing in Miramar. One of 3 artistic sisters with dreams beyond horizons. You may be familiar with one: well known graphic designer (@MissLadyMillz). She ranges from mixtape covers to Business Logo's, the list goes on. When it comes down to my childhood, I always had some kind of sketch book or doodling pad super glued to my hands. Didn't take an art class till it was mandatory in grade school to be honest. That's what really helps me be creative. No limits, self made. If I could describe my art work to the world, I would say it's exclusive. One of a kind, with a touch of modern day pop art. I love to mesh the mess Picasso spilled on a canvas with the creativity in Dali's work. Making sense of no sense is beautiful through this art. I love my art because it is the one thing that I have created out of nothing. It's has become more than what I was born to do. It's what I was born to share with the world. To paint freely, have no boundaries, no walls, that's beautiful. I LOVE what I do.

DJ Affect got his first gig at the young age of 15 after standing outside Club Cream begging, as he often did, for a chance to get a set. One night, the owner, in a bind after a DJ failed to show, grabbed Affect and let him spin for an hour...AND HE KILLED IT! From then on, Affect was hailed on the club circuit as the "DJ prodigy" and, while working around his sophomore high school schedule, landed his first residency on Friday nights at the height of one of South Beach's premiere clubs. Over the years as the "hot" clubs in South Beach came and went, one thing remained the same...Affect was spinning. Known for mixing and mashing unsuspecting genres and ultimately rocking every crowd he touched, Affect earned the respect of club owners, promoters and partygoers, making himself a permanent fixture in the Miami nightlife and landing him gigs in Vegas, New York, Austin, Los Angeles, and abroad.

Affect also performed with icons such as the late Notorious B.I.G., Big Pun, Diddy, Mobb Deep, DJ Clue and Funkmaster Flex. He recently produced the Pitbull record "Pause" which has become an Internet smash thanks in part to the fitness craze, Zumba. Needless to say, Affect has become one of the most sought after talents whether it's rocking the biggest night clubs or producing the next big hit.

# Press Release



**MORENO BHLV.**  
Beverly Hills · Las Vegas  
FINE CALIFORNIA SPARKLING WINE



Wade's World  
FOUNDATION



## FOR IMMEDIATE RELEASE:

**EXCLUSIVE GFG LAUNCH PARTY HELD AT CHOP HOUSE MIAMI | GOURMET FOOD AT YOUR DOORSTEP**  
**MIAMI, FLORIDA September 26, 2014** – GFG team powered by partner **Stephie Lecor** and Event Coordinator **Neala Gershkowitz** of "The Neala Group" along with **Game Changer** a partnership charity formed by Wade's World Foundation and Sandals Foundation have come together to produce the launch party for catering company **G.F.G. (Gourmet Food On The Go Inc.)** at Chop House Miami on Saturday October 4, 2014.

We are pleased to announce participating sponsors **L'Alpina Artesian** water endorsed via international recording artist **Flo Rida** and **MORENO FINE WINE CALIFORNIA SPARKLING** endorsed by multi-platinum musical producer **Drumma Boy**. Guests will indulge in Hors d'Oeuvres sampling the G.F.G menu and have the opportunity to indulge silent auction to benefit **Game Changer**, including autographed items from the **Miami Dolphins, Dwayne Wade Sneakers** and recording artist **Marc Anthony**. Complimentary Bottle Service at **Passion Nightclub at the Hard Rock Casino**, Complimentary catering for 12 people provided by **G.F.G.** and two **Miami Heat** home game Box Seats. Footwear from fashion designer **Alessandra Gold** and **Strength Systems** training sneakers, **South Florida Skin Care Systems** gift certificate, **Painting by CITA**, **Photography by Bryan Almeida**.

The Launch Party will be held at **Chop House Miami 300 S Biscayne Blvd, Miami, FL** from **12:00 PM until 4:00 PM** with **Red Carpet** arrivals from **12:30 PM - 1:30 PM**. Live art and entertainment via **Miami's own DJ Affect** on the decks and **artist CITA** painting on the spot. **Celebrity** guests in attendance among **Miami's A-list** crowd.

### ABOUT G.F.G.

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### ABOUT GAME CHANGER

**The Sandals Foundation**, the philanthropic arm of **Sandals Resorts International**, has partnered with **Dwayne Wade** and **Wade's World Foundation** to launch **Game Changer** – an integrated sports program to benefit youth in underserved communities in South Florida and The Caribbean. Through a three-year iconic relationship, both non-profit organizations will work closely together to help raise needed funding to provide underprivileged youth with access to planned sports, recreation, healthy lifestyles and family engagement. The program will also provide upgrading and refurbishing of 11 sports courts in the Caribbean and Miami, FL, plus afternoon training and coaching sessions, sports equipment and apparel, and mentoring.

### ABOUT THE NEALA GROUP

**The Neala Group** brings an integrated approach to branding, marketing, promotion and celebrity management for its clients in the entertainment industry. **The Neala Group** handles all branding and brand development needs. With a national network of resources, and relationships ranging from Miami and New York to Los Angeles and beyond, **The Neala Group** creates strategies that deliver measurable results. Varying from one-time red carpet charity benefits to multi-city tours, **The Neala Group** will coordinate events in their entirety and deliver energized promotion by creating customized press kits and providing media services to generate high visibility with effective placements. With artist management and talent procurement as its primary areas of expertise, **The Neala Group** will also negotiate brand endorsements, merchandising and product placements when servicing **DJ, musician, broadcast journalist, culinary and TV personality** clients.

### ABOUT MORENO FINE CALIFORNIA SPARKLING WINE

**MORENO BHLV Award Winning California Sparkling Wine** is the creation of **Luins** and **Maureen Williams** of **Premier Label Water Co**; pioneers and innovators of custom label bottled water since 1992. **PLWC** was the first to apply **Swarovski Crystals** to a beverage bottle; that package won the 2007 **Glass Package Institute of America Award** for the non alcoholic category. It was at the urging and request of their **Las Vegas Casino** and **California** customers that they expanded their line to include the beverage of celebration; **MORENO BHLV California Sparkling Wine** was born. Six months of research and tasting of **California Sparkling Wine** brought them to an exclusive vineyard, which is a grower and viticulturist since 1936. Working together with the vineyard two formulas for **MORENO BHLV** were created, **BRUT** and **ROSE PRIVÉ** which launched in **October of 2010** at the **West Hollywood, California Pavilions**.

**PRESS/MEDIA INQUIRIES: [ng@thenealagroup.com](mailto:ng@thenealagroup.com) ###**



# Get Involved

- ❖ **Title Sponsor:** logo placement on event invitation and step and repeat, coverage on all media alerts, ability to sample/showcase product during event and product gifting  
\$5,000.00
- ❖ **Presenting Sponsor:** logo placement on step and repeat, coverage on all media alerts and product gifting  
\$3,000.00
- ❖ **Giftng Sponsor:** product gifting and coverage on media alerts  
\$1,500.00

sponsorship fees include production costs only

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Neala Group

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