

Madeleine's Petit Paris Caters to Business

By Krysta Venturella, Editorial Assistant

Chef Gaspard Caloz, the winner of more than 40 culinary awards, along with his wife Madeleine, who manages the dining room of Madeleine's Petit Paris, and their son Francois, who manages the business, have been running the Northvale establishment for the last six years.

This French restaurant and banquet facility that caters 60 to 70 parties in a busy month, handles weddings, bar mitzvahs, anniversaries and sweet 16s, but the Calozs hope to attract more businesses for corporate functions.

"We're hoping to grow," says Gaspard. "Since 9/11, all business-related events have dropped."

As Madeleine says, "We have the facilities; we have the big rooms and the smaller rooms."

The Versailles room can seat 140 people with the dance floor open or 150 people if the dance floor is not needed. The Jardin room can accommodate 70 guests, while the restaurant dining area seats 90 people. The facility is not equipped with Internet access and no audio/visual technology is on site, but Madeleine's Petit Paris can rent equipment as needed, or patrons can bring their own.

The cost of a function is discussed on a case-by-case basis. "We make suggestions according to what clients want to eat or to spend," says Gaspard. "Whatever they're spending, we want to give

them the best."

Madeleine's Petit Paris, which has three full bars on the premises, qualifies to cater to businesses because it is dedicated to the customer. As Gaspard says, "We want them to feel very good. We will do our best to accommodate them."

The restaurant, which has annual revenues of close to \$1 million, offers flexible hours for functions. The Calozs can stay open beyond their regular business hours and accommodate functions as early as 7 a.m. or as late as 10 p.m.

"A regular party is four hours," says Madeleine. "I understand that sometimes a seminar can run longer, and that is okay."

The food served at banquets is the same quality and the same preparation as the regular restaurant's menu, except guests have a choice of two appetizers, three main courses and two desserts. All food served is cooked to order and food substitutions can be made if patrons do not like the choices.

Madeleine's Petit Paris, which has an outside patio and gazebo, has two separate kitchen areas for the restaurant and banquet facilities to ensure seamless efficiency.

"Food is a main ingredient in our advertising," says Gaspard. "What we put in the food is what people remember."

Madeline describes the portions as being not too big or

too small, but just right.

"We want our people to feel very comfortable," says Gaspard. "We are looking for them to return. Most of our business is return customers. We make them feel welcome."

Madeleine's Petit Paris has a 70 percent return customer patronage rate. The establishment has been in operation since 2000, but preceding Madeleine's Petit Paris, the Calozs owned the Chez Madeleine restaurant in Bergenfield.

Lunch begins at \$23.50 per person and dinner at \$33.50 per person. ❧



Madeleine and Gaspard Caloz at their Northvale restaurant