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HOME DESIGN

First Look: The Serving Trays Are the Stars

By Wendy Goodman

Pinch Food Design is a newly launched catering company co-owned by a chef, Bob Spiegel, and a designer, TJ Girard. Befitting its parentage, the company is a bit of a culinary-design hybrid, with Bob overseeing its array of bite-size "mini-foods" and TJ coming up with innovative ways to display and serve everything. I dropped by their first event last week, a party for a business client in Grand Central's Vanderbilt Hall. The first thing I saw was this hedge of hors d'oeuvre standing straight up like an edible picket fence.

I spied Bob getting ready at the Chef's Table, which is covered with a thin, easy-to-clean silicone cloth. TJ designed the table herself, modeling it after a typical sawhorse worktable and adding flourishes like a flowing molded base.

TJ took me around to the back area, where her team was preparing mini-foods. I loved these trays outfitted with repurposed drawer pulls that would act as little food pedestals. So clever!

The wood and ceramic Spoke Tray is ideal for serving mini-doughnuts.

These stands are devised for easy access to hors d'oeuvres on the floor.

The Honey Comb Tray is made of white acrylic and fitted with a removable honeycomb-cutout lining that helps food stay in place.

Solving the classic cocktail-party conundrum, they designed this glass-plate combo so that the former easily fits atop the latter.