



ABOVE Pictured with Crocker at her direct right is Anne Priebe and to her left is sous chef Greg Codde. In the left front with glasses is one of Crocker's top clients Carrie Plennes with Sub Zero-Wolf and Linda Scherck is to her right.

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LOVE WHAT YOU DO

Jenerations creates artfully inspired events

BY **KATHY BRYANT**
PHOTOGRAPHY BY **JAMES BRADY**

"I STARTED MY BUSINESS IN 2014 because of my passion for cooking and throwing innovative parties," says Jennifer Crocker, owner/chef of Jenerations. She has loved food and entertaining her whole life but enjoyed being a stay-home mom. However, after a year of coaxing from Subzero Wolf to work an outdoor BBQ event, Crocker caved in and from that experience started her business.

"I don't consider us caterers," says Crocker. "We are an event and culinary service company. We take the burden off of the client's shoulders because their event becomes our event." Crocker gives her all to each happening since she believes it's the details that matter and make an event successful whether it's serving her signature JSalad or Tomato Basil Soup or serving Champagne and crudities.

Crocker's staff are multitaskers whose priority is taking care of the guests. "That's why we aren't caterers. We are a culinary crew. We don't stop moving until all the guests are gone," she says. "I don't do it for the money. I do it because this stuff makes me happy. I believe the old saying: 'If you do what you love, you'll never work another day in your life.'" **CH**

ABOVE This typical charcuterie is assembled on a board hand-crafted by Jenerations sous chef Greg Codde who owns a cabinet shop.

BELOW Jennifer Crocker loves creating specialized events.



This colorful vignette represents an event customized for her clients.