



CRIÚ HOSPITALITY PROFESSIONALS
Event & Wedding Staffing

You Don't Know You Need Us Yet — But You Will

6 MISTAKES THAT RUIN WEDDINGS

criuhospitality.com

A NOTE BEFORE WE BEGIN

The one thing almost every wedding is missing

You've spent months planning every detail of your wedding. The florals, the music, the menu, the dress. But there's one piece of the puzzle that almost every couple — and even many experienced event planners — overlooks until it's too late.

Staffing.

Not because they don't care. Because they assumed someone else had it covered. The rental company. The caterer. A few helpful relatives. A cousin who "knows how to bartend."

We've seen what happens when those assumptions don't hold. And we've seen what a flawlessly staffed event looks like — where everything runs invisibly, guests are cared for, and the couple actually gets to enjoy their day.

Here are the 6 most common staffing mistakes we see — and exactly how to avoid every one.

THE 6 MISTAKES

1. "The rental company will handle setup."
2. "The caterer handles all the service."
3. "Friends and family can help out."
4. "My cousin can bartend."
5. The invisible tasks nobody assigned.
6. "We'll figure it out day-of."

MISTAKE 1 OF 6

“The Rental Company Will Handle Setup”

This is the most common assumption we hear — and one of the most costly. Rental companies deliver tables, chairs, linens, and equipment. Once it's off the truck, their responsibility ends.

Who actually sets it up? That question is often unanswered until the morning of the wedding. Setting up chairs and tables, arranging linens, and placing centerpieces per your floor plan takes a trained, dedicated team.

And breakdown? At the end of the night, someone has to break it all down and have it ready for pickup. That someone needs to be professional — and not your family.



This Is Exactly What We Do

Criú's Muscle Team handles every aspect of setup and full breakdown so your venue is guest-ready on time and you leave without lifting a finger.

MISTAKE 2 OF 6

“The Caterer Handles All the Service”

Some caterers include full-service staffing. Many do not. And the difference isn't always clear until the week of the wedding.

A caterer's team is focused on the food — preparation, plating, and execution. Table setting, decor placement, ongoing service, bussing, and cleanup are often outside their scope — or come with an additional fee you didn't budget for.

The gap looks like this: food arrives beautifully, but dirty plates pile up, glasses go unfilled, and the cake table sits unattended. Guests wonder if something went wrong.



Here's Where We Come In

Criú's Waitstaff works alongside your caterer — not instead of them. We handle the service layer from table setting to cleanup. When you book Criú, the gap disappears.

MISTAKE 3 OF 6

“Friends and Family Can Help Out”

This comes from a loving place — but it’s one of the most reliable ways to create stress for everyone involved.

Your loved ones are guests. They want to celebrate, take photos, and be present with you. When you put them to work, you rob them of that — and carry the guilt of watching them bus tables in their nice clothes.

Practically speaking: untrained help doesn’t know the timeline, the floor plan, or the venue’s rules. Things get missed. People disappear when you need them most.



The Criú Difference

Our team arrives briefed and works without you managing a single thing. Your family gets to be your family. Your friends get to celebrate with you. Everyone wins.

MISTAKE 4 OF 6

“My Cousin Can Bartend”

We understand the impulse — it feels personal and saves money. But serving alcohol at a licensed event requires certification. Without it, you assume personal liability for anything that follows.

A professional bartender manages pace, identifies guests who've had too much, handles setup and breakdown, and keeps the line moving. A well-run bar is invisible. A poorly run one becomes the story everyone remembers.



What Criú Handles For You

Every Criú bartender is certified and experienced in beer, wine, cocktails, mocktails, and non-alcoholic service. They manage everything from setup to last call. You're protected. Your guests are in good hands.

MISTAKE 5 OF 6

The Invisible Tasks Nobody Assigned

There are tasks that need to happen at every wedding that never appear on any vendor's checklist. Ask yourself — who is handling these?

- Cutting and plating the wedding cake
- Setting up and managing coffee service
- Restroom checks and supply restocking
- Trash monitoring and removal
- Gift organization and security
- Returning personal belongings to the bridal suite
- Packing up leftover food

If you can't name a specific person for each — the answer is nobody. And on your wedding day, nobody is a problem.



This Is Exactly What We Do

These aren't extras at Criú — they're standard. Our waitstaff handles every one without being asked. The tasks nobody thought to assign?

MISTAKE 6 OF 6

“We’ll Figure It Out Day-Of”

Weddings don’t leave room for figuring things out. Everything is interconnected — when staffing is improvised, setup runs late, the ceremony is delayed, photos get rushed, and cocktail hour is shortened.

A coordinator plans the day. A staffing team executes it. Both need to be in place — with clear roles — before the morning of.



The Criú Difference

We coordinate directly with your planner, venue, and vendors before the event so our team arrives fully briefed. On the day itself, we disappear into the background. The only thing you’ll notice is that your wedding was flawless.



Ready to Make Sure Your Day Is Flawless?

Criú Hospitality Professionals fills every gap, handles every detail,
and makes sure your wedding runs exactly as you imagined —
without you lifting a finger.

MUSCLE TEAM · WAITSTAFF · CERTIFIED BARTENDERS · LIGHT CONCIERGE

Get in touch today.
criuhospitality.com



Pati Coelho

FOUNDER & LEAD
CRIÚ HOSPITALITY
PROFESSIONALS

MEET YOUR TEAM LEAD

Leading With Love

It all started with a busy Wine Fest weekend at my previous winery job. I found myself short-handed with no backup staff to call — and I wasn't the only one. That gap became the open door that led to Criú.

What I quickly discovered was that the need was even greater in the wedding world. Couples spend months — sometimes years — planning the most important day of their lives, only to realize too late that nobody assigned the setup, the service, the bar, or the hundred invisible tasks that make a reception run flawlessly. That's where Criú comes in.

Today, weddings are at the heart of everything we do. We provide certified, experienced, and insured staff to couples, planners, venues, and caterers across San Luis Obispo and Santa Barbara Counties — a Muscle Team for setup and breakdown, professional Waitstaff, certified Bartenders, and Light Concierge services for those special finishing touches.

With over 25 years of hospitality management experience, I built Criú on a simple belief: every client deserves to experience their event exactly as they imagined it — without managing a single detail. That's our job, and we take it seriously.

My husband and I live in Templeton, California, with our two goldendoodles, Max and Abbey. I adore my family, my friends, and the beautiful weddings and events I get to be part of here on the Central Coast.

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