

Biographies



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Jeffrey Hettinger, President & CEO, ViVA Restaurants & Catering Group

A native of Berks County, Jeff graduated from Wilson High School and received his Bachelors & Masters of Business Administration from Pennsylvania State University. During his college years he was an avid trumpet player & used his attention to detail with an enthusiastic attitude as a member of the Penn State Blue Band.

From 1975-2002 Jeff was the owner, President & CEO of the prosperous Premium Beverage Packers, Inc. (formerly known as Reading A-Treat Bottling Co., Inc.) which he sold to Cott Beverages in July 2002. Once sold, Jeff focused his attentions on developing real estate & also opening his first restaurant, ViVA Bistro & Lounge, in Wyomissing.

Jeff's entrepreneurial spirit and philosophy of "Dream big & dare to soar in life!" has led him to an established presence within the community. He led as master developer of the Wyomissing Square which now houses his first restaurant ViVA Bistro & Lounge, 100 Park at Wyomissing Upscale Apartments, Courtyard by Marriott hotel, the Berkshire Professional Centre, & the future Promenade at Wyomissing Square.

In 2012, Jeff acquired the Green Valley Country Club (now known as the Green Valley Chateau & Tent) and founded the catering division of ViVA. This division caters to many venues throughout Berks County and in 2015 ViVA became the exclusive caterer & operator of the Reading Country Club's castle event spaces. ViVA also renovated and reopened the new ViVA Castle Pub, the second restaurant for Jeff, on November 16th.

In early 2015 Jeff also partnered with the Reading Public Museum to offer exclusive catering to their venues. From this partnership Masterpiece Events, sister company to ViVA Catering, was conceptualized and now offers an upscale catering service to Berks County's most unique venues at the Reading Public Museum.

Jeff volunteers his time at his alma mater Penn State University and offers business advice to students through interactive classroom speeches. Philanthropy is also close to his heart and he supports many organizations in Berks County. He believes that "you can accomplish amazing things in life with a strong positive attitude, big dreams, effective preparation, hard work, & surrounding yourself with excellent people while also helping them grow & develop to realize their full potentials".

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Richard Bender, Executive Chef, ViVA Restaurants & Catering Group

Chef Richard Bender came to ViVA with over 30 years of Hospitality/Food Industry experience ranging from casual dining to off-site formal catering. As an apprentice under award-winning Certified European Chef Gerfreid Hentschl, Chef Richard trained & perfected his culinary techniques during his 2000 hours spent with Chef "Gerd". Chef Richard also brings his talents of menu development to ViVA, showcasing Weekly Chef's Specials for all ViVA guests to enjoy at both restaurants as well as for events both small and large at all of ViVA's venues and partner venues.

Chef Richard has catered to lieutenant governors, senators & dignitaries from all over the world and was integral in providing fine-dining catering to over 500 guests for the Fort Indiantown Gap unveiling of their new training center. Chef Richard also had the opportunity to aid in opening a new restaurant, Hill Top Inn, and was vital in the menu creation, staffing, training, and operating of the front & back of house and took full control of high volume inventory.

The talents of Chef Richard have been showcased at ViVA Bistro & Lounge, the ViVA Castle Pub, and through the chefs that he works with on a daily basis. With him in the lead, ViVA has a restaurant & catering staff that is second-to-none.

Zachary Trumbauer, General Manager, Reading Country Club

Zach will always tell you his favorite restaurant is ViVA, and that it always has been and always will be. As a graduate from Penn State University with a Hospitality Management degree, "service DNA" was always with Zach, and when he decided where he wanted to work ViVA was his top choice.

Zach started with ViVA in 2012 as a server at ViVA Bistro & Lounge. His attentive and warm nature was the perfect addition to the ViVA team and within a few months he rose to the position of Front of House Manager. It was in this role that he was able to define his catering, service & etiquette under a ViVA manager that in the past had managed upscale banquets and events in the Philadelphia area and also at one time served royalty in Europe.

When his mentor left ViVA Zach was prepared to take the role of ViVA Bistro & Lounge's General Manager. Months later ViVA assumed the catering activities & restaurant of the Reading Country Club and Zach's impressive resume throughout ViVA made him the top choice of General Manager for the new ViVA Castle Pub restaurant and castle's event spaces. Zach currently oversees all restaurant operations as well as manages the event spaces of the Reading Country Club castle. It was the general consensus that he was ready & perfect for the new role.

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