

“It’s just Soup and Sandwiches”

Are you looking to add Catering Services?

Presented by dk Foodservice Solutions, LLC

Catering Services, Special Functions, and Events are terms for meal and food services you provide at a time or place that is not the normal setting. Every facility does some kind of service, the quest becomes “At what cost?” and “Should you do more?”

Objectives

- ▣ Identify 3 reasons for a structured catering program
- ▣ List the characteristics of a successful catering program
- ▣ Calculate the cost benefit analysis for a catering service
- ▣ Create a marketing plan for your catering service

Why Structure a Catering Program?

- ▣ Provides control of food costs
- ▣ Provides control of labor
- ▣ Provides control of expectations
- ▣ Defines who can request what types of services



Start with a written policy

- What can be ordered?
- What is included?
- What is the lead time?
- What are the charges?
- Who can request a catering?
- How are off-campus services provided?
- What outside catering services are available

Get support from Administration

- ▣ You need to know what they want - You need Administration backing for the changes
- ▣ ***Have the Administrator sign your policy***

Know Your Costs – How much does it really cost?

Food Cost
+ Supply Cost
+ Labor Cost
+ Benefits Cost
Total Costs

***Is the cost in Food, Supplies and
your Labor worth the Return?
What Benefits do you get?***

Divided by Number Attended = **Cost per Person**

Presentation with Style

- Jazz up the uniforms
- Dress up the tables
- Use printed menu
- Add your logo - branding
- Add linens and flowers
- Decorative packaging
- Train staff on serving etiquette
- Garnish

Sources for Menu Ideas

- 📖 Online, Magazines, Cookbooks, Vendors
- 📖 Manufacturers flood the market with new concepts every season
- 📖 Keep in mind:
 - How much labor & the skill set is needed
 - Is it “Ready to Serve”
 - What is the real Cost & best application for this item



Market Your Catering

- 📖 Develop a brand or style
- 📖 Create a logo
- 📖 Develop a Catering Brochure
- 📖 Print all of your materials with logos
 - Uniforms
 - Menus
 - Request forms...
 - Brochures
- 📖 Use the “online” capabilities of your facility
- 📖 Have a Catering Service specific phone number
- 📖 Educate your staff to provide memorable service

Evaluate your Service

- 📖 Talk with your patrons
- 📖 Survey your customers
- 📖 Track what they request
- 📖 Know if they are **always** asking for “Special Menus”
- 📖 Listen to their complaints
- 📖 Celebrate their complements

Controlling Their Expectations will Control your Costs

When your customers know what to expect from your service you will be better able to execute the service with flair

The Handouts of the Menu & Request Forms are for ideas and concept only

Customize the concepts to your facility. Price the menu consistent with your food and labor expense

Where to look for menu ideas and catering concepts

- 📖 <http://www.foodchannel.com/beyondtheplate>
- 📖 <http://www.tablespoon.com/registration/welcome/>
- 📖 <http://www.southernliving.com/>
- 📖 <http://www.thenibble.com/reviews/main/garnish-glamour.asp#tips>
- 📖 <http://www.wisegeek.com/what-is-proper-serving-etiquette.htm>
- 📖 <http://didyouknow.org/tablesettings/>
- 📖 <http://www.wholesale-table-linens.com/napkin-folding.html>
- 📖 <http://food-management.com/>
- 📖 <http://www.fsdmag.com/>