

# Private-Party Catering 101

What All Restaurateurs Should Know about Catering

## Why Should my Restaurant Expand into the Catering Market?



Event Catering can be a lucrative way to expand your restaurant.

- Reach more customers
- Strengthen brand recognition and reputation for dependability
- Build sales
- Increase revenue during off-peak times

You can showcase your unique products in an entirely different atmosphere, boosting your brand recognition, reputation, and of course sales. Expanding to this market, however, takes special planning and preparation outside of what your normal restaurant procedures.

## What Food Items Should go on my Catering Menu?

Certain dishes, while they may be popular in your dining room, do not translate well to a catering menu.

- Showcase dishes with flavors and characteristics unique to your restaurant
- Include mainly dishes that can be easily prepped ahead of time
- Consider presentation. Will the dish look appetizing after extended service on a buffet table?
- Choose items that can sustain quality through transportation and time -Brides can be late, after all!

Consider items that will still be good after sitting for a while. French fries may not be the way to go for a catering menu, but veggie plates with a delicious dip make a great substitute.



## How do I Promote our Catering Service?

Many restaurants have a quick “ask about our catering services” blurb on their menus. That’s nice, but not quite enough.

- Create an attractive catering-only menu to distribute to guests
- Advertise the benefits of having the guests’ favorite restaurant supply the food for their parties
- Promote more around holidays, graduation days, and special events happening in your area. Consult a community events calendar for ideas
- Motivate your staff. Hold a contest to see who can generate the most leads

Party planning is stressful. Urge your guests to let their favorite restaurant do all the work!

## How do I Serve the Food to the Client?

### Private-Dining Areas in the Restaurant

- Fill the restaurant during non-peak times by hosting the party in a special section or patio
- Make the guests feel like VIPs with a designated staff and private area away from other guests
- Offer special Party-Packages that include decorations and music

### Customer Pick-Up

- Pack the food in a secure manner. Chances are, the customer is rushing around town for last-minute items, will take a turn too quickly, and your soup with the flimsy lid will not make it to the party.
- Have knowledgeable staff members handing over the food to answer last minute questions and offer advice
- Include a clear instruction packet for handling the food once it arrives to the party.
- Consider a “hotline” to the restaurant to answer emergency questions from clients.

### Delivery

- Be Prompt! Never add more stress to the host
- Confirm dates, times, and addresses before the party to ensure delivery satisfaction
- Ensure delivery staff is well-groomed, professional, and able to offer advice and assist with questions.
- Consider offering a set-up service along with the delivery as added incentive.



### Live-Chef Service

For a higher-end party, the customer may want you to provide a chef to serve the guests. This would be appropriate for carving stations, sushi bars, or other hands-on items.

- Ensure chef has all the necessary supplies to be successful (*sample equipment checklist included on page 3 !*)
- Provide clean uniforms for the chef, establish appearance and conduct standards
- Make sure the chef is an expert on the product. He or she will be a reflection of you and your establishment as a whole.

## What Else can I Offer to Make the Party Unique?

Catering allows your restaurant staff to customize the guests’ experience more than you are able to in the restaurant.

- Offer specialty cakes customize to the theme of the party
- Serve wine that has a special significance for the host
- Offer special decorative services- flowers, specialty linens, lights- the possibilities are endless!

Work with the host of the party to see how you can incorporate the theme into your set up. Clients may be willing to spend the extra cash to have you go that extra mile.



## Basic Equipment Checklist

Make sure your Catering Team is always armed with the essentials!

	<input checked="" type="checkbox"/>
Sturdy, waterproof containers to store supplies	
Towels	
Tablecloths	
Decorative Linens	
Chafing Dishes (and plenty of heating supplies!)	
Container for ice baths	
Portable cook-tops	
Spatulas	
Tongs	
Ladles	
Serving Spoons	
Shears	
Knives	
Cutting Board	
Utensil holders	
Aluminum Foil	
Extension Cord	
Utensils	
Plates	
Napkins	
Cups (various kinds for different beverages)	
Paper Towels	
Gloves	
Sanitizing Wipes	
First-aid Kit	
Table Tents displaying names of food items	
Menus and brochures promoting your restaurant	
Contact information	
Sign-Up sheets for guests to inquire about future catering services	



## Now in Stock at Shamrock

Sample Packs are available! Call **602-243-3700** to request one today.

SPC	Item Name	Item Description	Case Count	Application
2649791	Chorizo Spring Roll	Spicy Chorizo sausage with peppers and black beans wrapped in a crisp Spring Roll wrapper. 1.25oz each.	<b>100</b>	Great for Banquets and Catering Events! Add to Restaurant and Bar Menus.
2649781	Beef Empanada	A Latin American style beef empanada. Delicate pastry with a mildly spiced beef and raisins. 1oz each.	<b>100</b>	Great for Banquets and Catering Events! Add to Restaurant and Bar Menus.
2649771	Chicken Empanada	Shredded Chicken in sweet Prickly Pear Barbeque sauce. Folded in cilantro flavored dough. 1oz each.	<b>100</b>	Great for Banquets and Catering Events! Add to Restaurant and Bar Menus.
2649751 <b>TOP SELLER!</b>	Premium Coconut Crusted Shrimp	Jumbo 16/20 Shrimp tossed in a coconut milk batter and rolled in a coconut crust. 1oz each.	<b>100</b>	Great for Banquets and Catering Events!
2649741	Sonoran Chicken Burritos	Moist chunks of chicken blended with cheese, Southwestern-style vegetables and fiery peppers. Wrapped in a hand-stretched flour tortilla. 1.5oz each.	<b>120</b>	Game-day favorite on the Bar Menu! Great for Banquets and Catering Events.
2649731	Beef Fajita Bites	Strips of marinated Beef Fajita with peppers, onions and Jack cheese rolled in a Hand-Stretched flour tortilla. .8oz each.	<b>100</b>	Game-day favorite on the Bar Menu! Great for Banquets and Catering Events.
2649721	Rocky Road Robusto	Rich chocolate with walnut chunks and Marshmallows. Rolled like a classic Robusto cigar in a flaky tortilla. 1.25oz each.	<b>100</b>	Great addition to dessert menu!
2649411	Cherry Cheesecake Straws	Classic cheesecake with graham crackers and cherry topping. Wrapped in a long Spring Roll Wrapper. 1oz each.	<b>100</b>	Great addition to dessert menu! Try served with ice cream for a special presentation.

