



**Building a catering channel is smart for your business and feeds your bottom line.**

## *Why?*

- New revenue center
- New customer reach
- Use of facility during low volume hours
- Retain staff year round
- Enables part time staff to have more hours and relieves full time staff of overtime
- Gives the culinary team the ability to flex culinary muscles with a new creative outlet
- Builds relationships with existing customers and strengthens the brand
- A young demographic of diners is familiar with restaurants & will stay within their comfort zone of catering by restaurants.

## *Getting Started*

- What's realistic for your operation
- Evaluate the space which can be dedicated for prep, storage, refrigeration & pack-out
- Types of catering; drop off & full service
- How much projected revenue can this new channel generate
- Research the competition

## *Menu Development & Delivery*

- Create catering items to "travel" well
- Convert recipes for quantity
- Adding appetizers and desserts and finding outsourced vendors to help
- Finished product refrigeration
- Mobile & behind the scenes equipment
- Packing, labeling and delivery
- FOH and BOH equipment needs
- Documenting SOP's for catering

## *Sales & Marketing*

- Develop a sales protocol & strategy
- In-house cross promotional efforts
- Food trucks for catering and branding
- Optimize your website for catering
- Engage in email, blogs, social media, PR etc.
- Network & build relationships in the community and with customers
- Catering software and integration with POS
- Contact management & rewards programs
- Checklists, procedures etc.
- Training, training and more training

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**If you are interested in developing or expanding your catering channel, we can help.**

We've got over 30 years of experience in the catering and foodservice industry. We know catering and we know how to set you up for success with this important and growing sector of the foodservice industry.

Whether you are a full service or fast casual concept, or anything in between, we've got the experience and know-how to feed your bottom line without blowing your mind.

**Please give us a call for a complimentary consultation.**

**847.514.7166**

**[www.caterconsulting.com](http://www.caterconsulting.com)**



**Jody Birnbaum**, is the President of **Caterconsult, Inc.**, a foodservice business management consultancy providing core strategies, methods, resources, training and support to the foodservice industry. Jody spent twenty-five years in the catering business and was the founder and owner of **Pear Tree Catering, Ltd.** Jody is an expert in the development and implementation of catering channels in both full service and fast casual dining establishments.

As an entrepreneur with a shared sense of risk and adventure, Jody knows how challenging it can be to keep a business strong and healthy for the long run. **Caterconsult, Inc.** helps business owners and their management teams create efficient systems, operations and financial management. Inspiring leadership and communication skills help to drive sales, menu development and the creation and implementation of new revenue streams such as catering and food trucks. **Caterconsult, Inc.** also offers an in-house marketing department to its customers with expertise in email, print and social media marketing, website development, search engine optimization, social networking, PR and contact management.

In addition to helping existing business owners, Jody has consulted on and opened several foodservice start-ups. Her experience includes full service restaurants, fast casual concepts, markets, cafes, food trucks, personal and professional chef service companies. Her resources are vast and her affiliate consulting partners at **Caterconsult, Inc.** bring additional experience and talent to each project.

Jody brings a strong and varied skill set to the table as a consultant. She is a focused communicator who listens well and is able to facilitate an effective communication strategy within any organization. Her overall knowledge of the industry and her ability to “look at the big picture” while having an empathic connection to the many members of both the front and back of the house, set her apart in the industry. Jody uses her wicked combination of experience, humor and compassion to build professional and collaborative teams of associate consultants, business owners and their staff.

As an adjunct faculty member at the **Culinary School of Kendall College**, Jody teaches a course she designed exclusively for students to learn the important elements of the “business” of foodservice. Whether planning on starting their own business, buying into one or working for someone else, the course teaches students how to take ownership of the many tools and strategies for success in the industry.

Jody has been an industry speaker and presenter at various catering and restaurant associations, along with local small business and community organizations. Jody has a passion for food & business, and in an ongoing effort to stay on top of the latest trends, she travels frequently, dines out often, and attends many industry-related food shows.