

Executing Catering Orders

Your goal is to drive sales volume by servicing large group orders. With sales taking shape, you need to efficiently manage the production side.

Let's talk about effective order execution.

Join Erle Dardick, CEO of MonkeyMedia Software, for a brown bag lunch session dedicated to sustaining successful catering production.

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Discussion Points

1. *Limit your menu.*

Making your catering menu smaller than your in-store menu delivers internal efficiencies and better customer satisfaction.

Establish a "staple menu" for the year, and revolve 4 seasonal menus around it.

2. *Eliminate hot food from your lunch menu.*

Hot food can be part of your catering program, but limiting hot choices, or reserving them for the dinner menu, will eliminate trouble in lunchtime preparation, delivery and setup.

Instead, stick with room temperature or chilled items for lunch, such as platters, sandwiches, wraps, salads, desserts .

3. *Encourage 'bulk' menu choices.*

Encourage your clients to order by the group. A platter of sandwiches for 10 people is much easier to execute than 10 individual, modified and labeled sandwiches. A 5 Lb bowl of pasta salad is easier to execute than 15 individual portions. Etcetera.

4. *Prepare as much as you can the day before.*

Rationalize production to assembly and packaging. Package & stage all of your non-perishable items the day before delivery.

Most perishable non-sandwich menu items can also be prepared, packaged and staged a day in advance. Prep and portion sandwich ingredients for quick assembly.

5. *Hire and train a dedicated catering production crew.*

Your goal: to bring together a well-oiled production machine, a dedicated group of people who can handle the intensity of getting large orders ready for delivery.

Start your main production crew at 5AM. Their focus: get the orders onto the trucks in time for deliveries. Once they've finished the breakfast and lunch rushes, they begin to prep the dinner orders.

Your regular evening crew executes these orders, and prepares for the next day's breakfast and lunch.

