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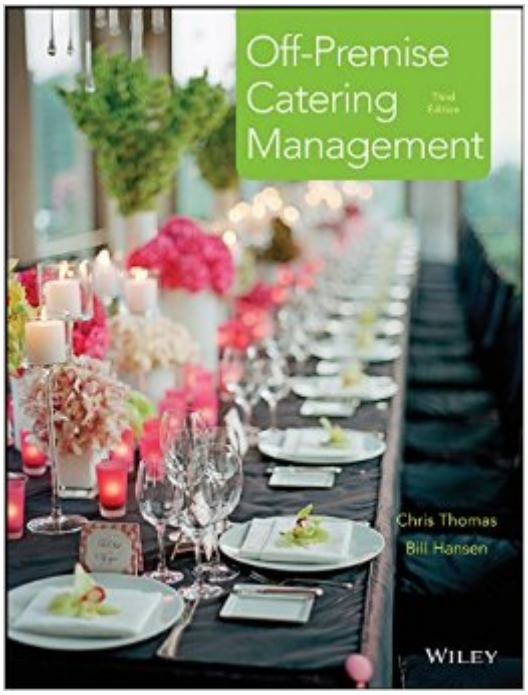
Off-Premise Catering Management



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Synopsis

The most complete, up-to-date guide available to starting and running an off-premise catering business For nearly two decades, Off-Premise Catering Management has been the trusted resource professional and aspiring caterers turn to for guidance on setting up and managing a successful off-premise catering business. This comprehensive reference covers every aspect of the caterer's job, from menu planning, pricing, food and beverage service, equipment, and packing, delivery, and set-up logistics, to legal considerations, financial management, human resources, marketing, sanitation and safety, and more. This new third edition has been completely revised and updated to include the latest industry trends and real-life examples. New content includes information on "green" catering, contemporary food trends, website development, social media marketing, the latest in commercial kitchen equipment and budgeting and accounting software, and much more Throughout the book, sample forms, schedules, and checklists illustrate real-world examples of key catering practices, and Study Questions at the end of each chapter help reinforce key concepts Whether you are just starting out, growing your operation, or working to maintain standards of excellence in an already-successful off-premise catering business, Off-Premise Catering Management, Third Edition is the only guide you'll need.

Book Information

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Customer Reviews

This updated version is one of the best books around on off-premise catering. If you are in catering... you need to read this book and put into practice what's in the book -- you will get better faster. The book is packed with Ideas and methods to improve sales, planning and organizing and

executing events that will increase sales and lower costs! Really the ought to be required reading for anyone in catering operations and planning.

Brand new book for cheaper price. Bookstore and many other sites sold this book for more than 60 bucks. I got it for half the price at textbook rush.com

This book provides an excellent review of issues encountered by caterers and offers lots of solutions and suggestions for improving the operations of a catering business.

The book was brand new and came the next day just like it said it would when I ordered it. I am very pleased with this order.

Great book. Full on necessary information. Step by step information if you want to be a caterer. Very thorough and detailed.

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