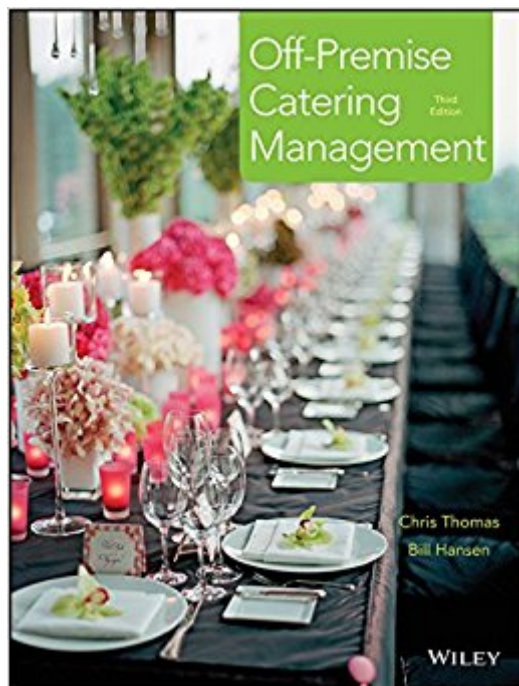The book was found

Off-Premise Catering Management

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.

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Customer Reviews

A revised and updated edition of your practical guide to starting and running an off-premise catering business For nearly two decades, Off-Premise Catering Management has been the most trusted resource for professional and aspiring caterers who want practical, real-world guidance on setting

up and operating their own business. This comprehensive resource covers every aspect of the off-premise caterer's job—including menu planning, pricing, food and beverage service, equipment, packing, delivery, and set-up logistics. It also covers wider business considerations such as legal issues, finances, human resources, marketing, and health and safety regulations. This newly updated Third Edition includes new content and coverage on "green" practices, current food trends, the latest equipment, website development, and social media marketing. It also features an entirely new chapter on beverage service that includes off-premise bar set-up, contemporary cocktail ingredients, and guidance on selecting the right beers and wines for events. With a wealth of practical forms, schedules, and checklists to illustrate examples and reinforce key concepts, Off-Premise Catering Management, Third Edition is an excellent study resource, as well as an on-the-job reference for practicing caterers. Whether you're already in the business or just starting out, this comprehensive, trustworthy guide offers everything you need to succeed.

Chris Thomas has been a writer for more than 30 years, specializing in food and wine topics. A former restaurant critic, she is the coauthor of 15 books, including The Bar and Beverage Book and Design and Equipment for Restaurants and Foodservice. Bill Hansen is a 40-year veteran of the catering industry and the CEO of Bill Hansen Catering in Miami, Florida.

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The book was in perfect condition and is beginning to be very informative.

lot of information

Great condition, Excellent Price!

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.

I used this for a class. It is very complete in what is involved.

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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