The Catering Institute™

5 Pillars of Successful Restaurant Catering

Partners in Education:

MONKEYMEDIA™ SOFTWARE

PEPSICO

CATERING INSIGHTS™
Driving Relevant Catering Data to Restaurants

The 5 Pillars of Successful Restaurant Catering

Leadership

- Organizational Chart
- Program Leader
- Sales Leadership
- Job roles and responsibilities
- Job descriptions

Centralized Services

- "Taking heat out of the store"
- Convenience and customer service for guests
- How a customer places an order
- CSR training manual - phone scripts, selling and service

Sales & Marketing

- Positioning Statement
- Budgets
- Internal marketing within 4 walls (sales goals, motivation, training)
- External marketing – customer facing
- Collateral dissemination
- Store level marketing

Operations

- Rate catering stores
- Packaging
- Menu
- Execution Plan
- Manufacturing, assembly and job aids
- BOH & FOH training manuals

Delivery

- Hiring Program – candidate, pay, uniform, training
- Order minimums, delivery radius, delivery charges
- Delivery Equipment
- Driver training manual – roles and responsibilities, vehicle, scripts, sales
- Canvassing techniques

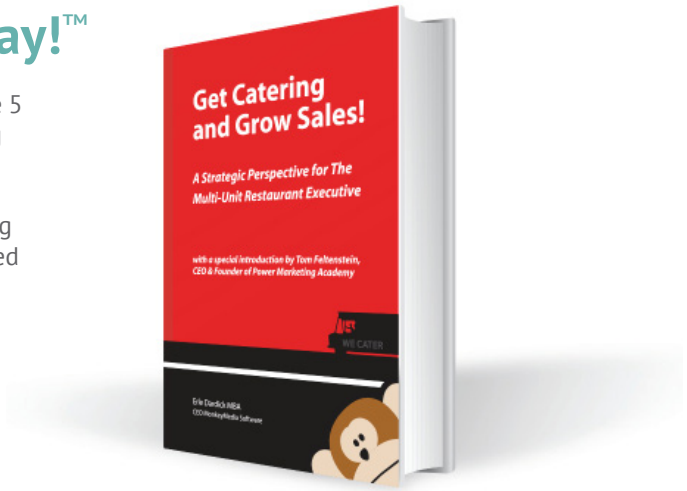
Feed Your Customers Where They Live, Work and Play!™

As an operator, you know that improving your current business is all about strategy and execution. Using the 5 Pillars of Successful Restaurant Catering as a foundation for discussion, you can assess your current catering operations and make meaningful changes to improve sales and profits for longterm sustainability.

Catering is more than online ordering. It's about building brand loyalty outside of your 4 Walls and delivering exceptional customer experiences in predicable and scalable fashion, time and again. Have questions, or need help? Contact us anytime.

Let's talk catering.

info@thecateringinstitute.com



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www.cateringinstitute.com

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About The Catering Institute

The Catering Institute is a leading educator in takeout, delivery and catering, providing training, certification and consulting to restaurant operators and their teams.

The Catering Institute is a private, independent academic institution. Led by founder and CEO Erle Dardick, the faculty at the Catering Institute is passionate about helping brands excel at feeding their customers where they Live, Work & Play™.

Learn more:
www.cateringinstitute.com

About Erle Dardick

Erle Dardick is a 17-year catering veteran, business turn-around expert and author, best known for helping multi-unit restaurant executives create successful catering revenue channels. Erle founded both MonkeyMedia Software and The Catering Institute. He is also the Author of "Get Catering and Grow Sales! A Strategic Perspective for The Multi-Unit Restaurant Executive."

Get Catering and Grow Sales!™

A Strategic Perspective for the Multi-Unit Restaurant Executive

By **Erle Dardick**

Partners in Education

MonkeyMedia Software | PepsiCo FoodService | Catering Insights

As Partners in Education, MonkeyMedia Software, PepsiCo Foodservice, and Catering Insights work with the Catering Institute, to help restaurant operators grow sales and increase profits by educating them to become experts at feeding their customers where They Live, Work and Play™.

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