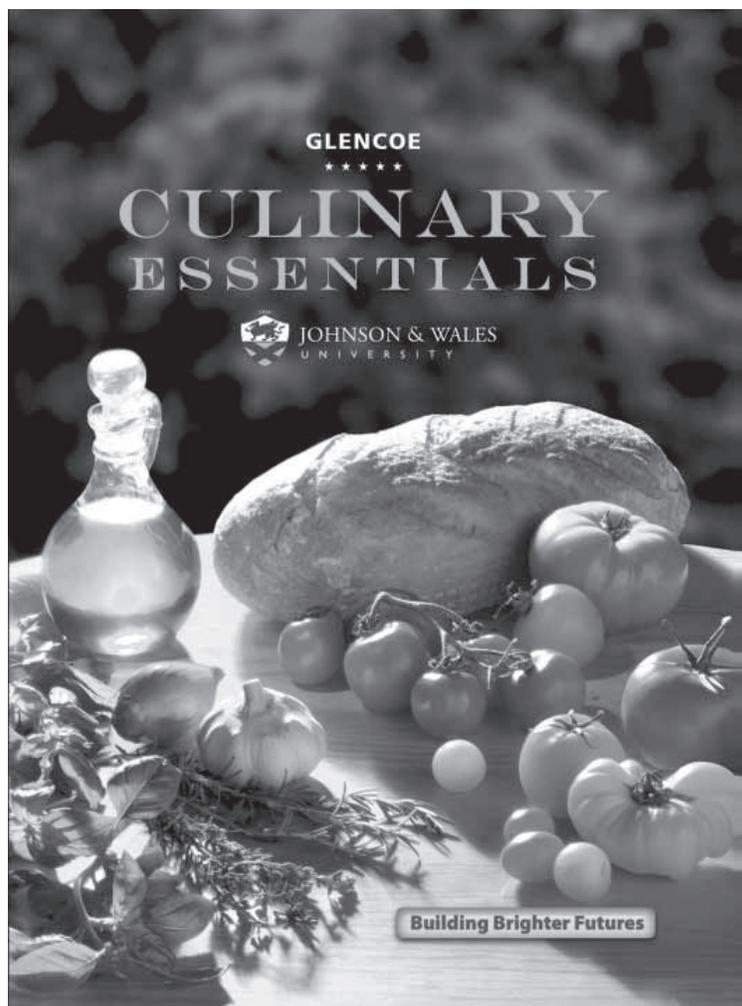


CULINARY ESSENTIALS

Culinary Catering Activities





The McGraw-Hill Companies

Copyright © by The McGraw-Hill Companies, Inc. All rights reserved. Permission is granted to reproduce the material contained herein on the condition that such materials be reproduced only for classroom use; be provided to students, teachers, and families without charge; and be used solely in conjunction with the *Culinary Essentials* program. Any other reproduction, for sale or other use, is expressly prohibited.

Printed in the United States of America.

Send all inquiries to:
Glencoe/McGraw-Hill
21600 Oxnard Street, Suite 500
Woodland Hills, California 91367

Contents

Catering Banquets and Parties	4
---	---

INFORMATION AND SKILL SHEETS

PAGE

C-1 Food Event Planning Guide	12
C-2 Catering Client Interview.	15
C-3 Catering Manager Interview	18
C-4 Layout and Room Design Guide	20
C-5 Creating a Room Arrangement	24
C-6 Catering Site Evaluation	25
C-7 Menu Planning Guide	26
C-8 Catering Menu Worksheet	27
C-9 Catering Food Planning Worksheet	28
C-10 Food Presentation Guide	29
C-11 Party Platter and Plate Design	31
C-12 Party Platter and Plate Evaluation	33
C-13 Catering Contract	35
C-14 Catering Equipment Checklist	37
C-15 Catering Work Schedule	38

CATERING PROJECTS

Catering Project 1—Buffet	39
Catering Project 1—Buffet Evaluation	40
Catering Project 2—Sit-Down Banquet	41
Catering Project 2—Sit-Down Banquet Evaluation	42
Catering Project 3—Developing a Catering Business	43

Catering Banquets and Parties

Who Is a Caterer?

A caterer is someone who is highly organized and possesses executive skills in the areas of planning, organizing, directing, and management of catered events. This person pays attention to details and understands how to control costs while supervising both the front- and back-of-the-house production. He or she provides top-notch service for the customer's event. The attitude of a caterer must reflect kindness, patience, sensitivity, and professionalism at all times when dealing with clients, staff, and management. The opportunities for a caterer cover a wide range of events from a simple continental breakfast to an elegant, gourmet sit-down dinner.

Who Are the Customers?

Caterers must be able to work with all people and have ideas and tips for the kinds of events their customers request. Events may include celebrations such as anniversaries, birthdays, graduations, weddings, religious events, or bridal/baby showers. In professional settings, events such as sales meetings, conferences or conventions, school events and fundraisers, or benefit functions may require catering services. Caterers must know their customers and what they are looking for in the way of foodservice. A good caterer will work hard to meet the needs, budget, and style of service a customer requires.

Catering Locations

Catering can be done almost anywhere a customer wants the event. Many caterers work at on-site and off-site locations.

Restaurant Catering

Restaurants may cater different types of events on-site. They often use small banquet rooms or executive dining rooms to handle special parties. Banquet menus are often based on the regular restaurant menu to offer more customer choices. Restaurant catering requires additional servers to ensure adequate staff to cover the event and the regular dining room during standard operation hours. Some restaurants accommodate events by dividing the dining room or closing at the time of the event.

Banquet Rooms and Banquet Halls

Separate banquet halls offer the caterer more flexibility to hold an array of functions. These halls include a full production and service kitchen, storage for tables and chairs, audio-visual room, stage area, dance floor, restrooms, greeting area, and/or equipment room. Many banquet halls have sectioned areas and entrances to handle multiple functions at the same time.

Off-Site Catering

Off-site catering functions may be any type of event. A caterer must be knowledgeable about the following before taking food off-site to other businesses, halls, or personal homes:

- Laws for handling food during transport.
- Requirements for hand-washing, dishwashing, and holding food for service before the food leaves the site.
- Checkpoints and log charts of time and temperature need to be in place with a corrective action plan.

Standard operating procedures for taking food off-site are important to ensure serving safe food. The caterer must have a working knowledge of local health department rules and regulations for off-site catering.

(Continued on next page)

The caterer must visit the location before signing a contract to make sure the setting, on-site equipment, water and electrical service, and waste removal are adequate for the event to run smoothly and efficiently.

The caterer will check the facilities for the following:

- Adequate restroom facilities with a hand-washing sink, single use towels, hot and cold water, soap, trash container, and toilet
- Appropriate refrigeration for cold food regarding size and proper temperature
- Adequate electrical and/or gas source for cooking and reheating, does the service allow the use of multiple, hot units at the same time?
- Convenient set-up area or staging area for food prep; some sites may have extra tables for the staging area
- Easy access to serving area
- Centrally located trash containers
- Bug and pest control for outside events
- Potable (drinkable) water supply
- Additional staff for loading, unloading, and set-up of food and beverages
- Adequate staff parking
- Bad weather plans for outdoor events

In addition to checking out the off-site location, the caterer will also make sure that he or she has the appropriate transport equipment to hold hot and cold food properly. In addition, most caterers

have a mobile van or truck that is equipped with hot and cold holding units. These mobile units use various power sources to keep foods hot or cold. The caterer will also create an equipment list for efficient packing before leaving the commissary or food preparation site.

Catering from Mobile Units

Mobile units are specially designed vehicles that offer foodservice on wheels. Cooking is done at a central kitchen and the food is sold from the mobile units that stop at predetermined sites like factories and job sites.

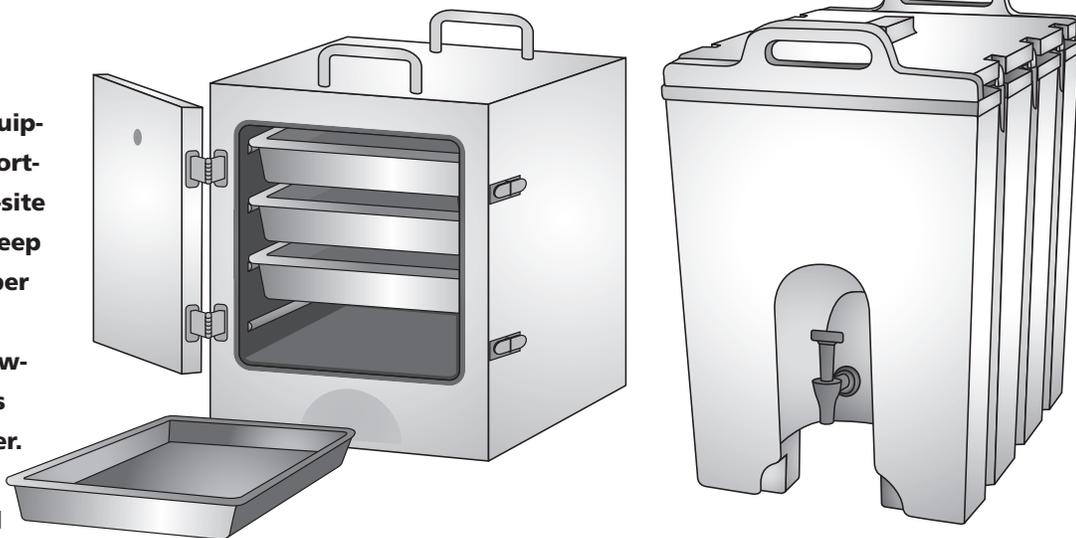
Event Planning

Effective planning is the key to success for any event. A well-developed plan ensures that all of the event details are carried out to the customer's satisfaction. A good plan begins with the catering contract.

A catering contract is a guide the caterer uses to request necessary information from the customer. A catering contract may include the following information:

- **Customer Information** This includes the customer name; contact person; address; telephone number; optional cell phone number; fax number; e-mail address; and event date, time schedule, and location.

Using proper equipment for transporting food for off-site catering helps keep food at the proper temperature for serving. The drawing on the left is a hot-food carrier. The drawing on the right is used to transport beverages.



(Continued on next page)

- **Guest Count** Initial planning may involve a guest count estimate. A date will be set in the contract by which the final guest count is given.
- **Theme** Themes may include birthdays, graduations, anniversaries, weddings, baby showers, business meetings, awards banquets, fundraisers, or charity auctions. Understanding the desires of customers and their guests is crucial to providing food, service, and entertainment to make the function memorable.
- **Menu** Menu styles can vary. A caterer may offer a set menu for a specific per-plate charge. Or, the client can select a certain quantity of a food item (e.g., a 50-piece chicken wing platter, potato or pasta salad by the pound, or crab dip by the quart). Custom menus offer simple to elegant food choices and as many courses as required. Menus may include appetizers, main course, beverage service, and dessert service. Food choices may impact the style of service and the total cost of the event.
- **Style of Service** The customer will choose the type of service he or she desires for the event. The style of meal service for a sit-down meal may include modern American plated service, classical French service, Russian/English service. A caterer may use butler service to serve hors d'oeuvres before a meal. Buffet service requires less catering staff. The type of service a customer chooses impacts the staffing, food costs, and total costs for the event.
- **Special Details** The customer may require a stage for music and entertainment. Audiovisual, computer, and microphone equipment or hook-ups may need to be made available for a meeting presenter. Beverage service may require portable stations around the room for easy customer access. Ice sculptures need a secure table with electricity and water drainage. Extra special linen requirements may include chair covers or multiple-color table linen to match with the event theme. The caterer may offer valet parking at an additional charge to cover the extra staff and insurance necessary for this service. Other specialty items include dance floor, flags, coatroom check, tents, and specialty decorations. All of these items may be priced separately, charged at a flat rate, or require a separate contract.
- **Floor Plan** Once the caterer secures the general event information, he or she can prepare diagrams for table and seating arrangements to meet customer approval.
- **Charges** The caterer must include the charges for foods, beverages, and specialty services in the catering contract. Once the final count has been given, the caterer can prepare the final contract for the customer to sign. Food charges may be per plate for a sit-down meal, or per piece or platter for grazing-style hors d'oeuvres. Beverage costs will vary with the type and service of beverages. Additional costs may include fees for specialty services, travel expenses, extra staffing, gratuities, and tax. Whatever the case, the caterer must secure a deposit and outline details regarding cancellation fees and time lines. It is usual for a caterer to require a 25 percent deposit at signing, an additional 25 percent at least 7 to 14 days before the event, with the balance due at the conclusion of the services.
- **Gratuities** Gratuities are added to the final bill to reward the service staff at the event. The percentage ranges from 15 percent to 25 percent of the total bill depending on the style of food and beverage service and extra amenities the caterer offers. (See *Costing the Event* on page 7.)
- **Signing the Contract** Signatures on the contract protect both the caterer and the customer. It is especially important to have as much in writing as possible to be sure all special instructions are clear and meet the customer's satisfaction. Some caterers offer a sampling of the menu items before the contract signing to ensure that the customer knows the food quality to expect at the event.

(Continued on next page)

Costing the Event

Pricing for an event depends upon several factors. These factors include the costs of labor, food, style of service, on- or off-site event, overhead, and competition. The charges are based on the customer-guaranteed count plus additional costs for add-ons such as special services and specialty items. Large group functions may have a lower cost-per-person than a small group because food prices are better for large quantities of food.

Competition among local caterers for a specific style of catering influences the mark-up of food cost for an event. When there are a limited number of caterers offering upscale food and service, a company may be able to charge an additional fee due to a high demand and an outstanding reputation. Whatever the situation, the customer's budget and needs must be foremost in arriving at a menu and level of service that offers the customer a fair value for the amount charged.

The catering company must be able to make a profit to stay in business. Typically a 25 to 30 percent food cost percentage is used when pricing a menu item. A good reputation goes a long way in attracting accounts and repeat business.

Catering Correspondence

Along with developing an effective operational plan and catering contract, the caterer will correspond regularly with the customer about the event. Typical correspondence may include confirmation letters before the event and thank-you letters after the event. As well as encouraging repeat business, effective correspondence shows good business manners.

Kitchen Production

After the menu has been set, the caterer must order the food for the event. Amounts will vary depending on the style of service and the guaranteed count. A certain percentage over that count is planned to cover extra guests who may attend the event. The actual percentage depends upon the size of group. The range is from 20 percent for a small group to five percent for a large group. The number should be listed in the contract. The smaller the guaranteed count, the larger the percentage of extra meals for which a caterer must plan.

The chef can plan more closely for a plated meal versus a buffet because portion control is set in the kitchen and not by the guest. Standardized recipes help keep costs down by providing strict portion control, consistent quality products, and an efficient tool for ordering food. Portion control is especially important when planning for a large crowd.

The catering staff will use food production charts to record the menu items, quantities to prepare, portion sizes, and amounts leftover. These records help the chef plan the food supplies more precisely for each event.

Scheduling Staff

Scheduling kitchen staff for preparation, production, service, and clean-up varies with the menu, type of service, whether the event is on-site or off-site, and the facility features. A work schedule identifies the name of the party, date, final head count, time of meal service, location, travel directions if off-site, and the menu. The schedule lists the foods that can be prepared ahead of time with the date and time.

On the day of the event, a detailed work schedule outlines the food items and quantities to prepare. The chef records special notes for the staff or catering manager outlining specific customer requests. This work schedule determines the number of kitchen staff, beverage servers, servers, and bussers that are needed to work the event.

(Continued on next page)

Sanitation and Food Safety

All catering employees must understand how to keep food safe from the time it is received, through production, service, cooling, and storage. Foodhandlers must use proper sanitation and food safety techniques to prevent foodborne illnesses. Proper grooming and safe food handling are the responsibility of all catering staff.

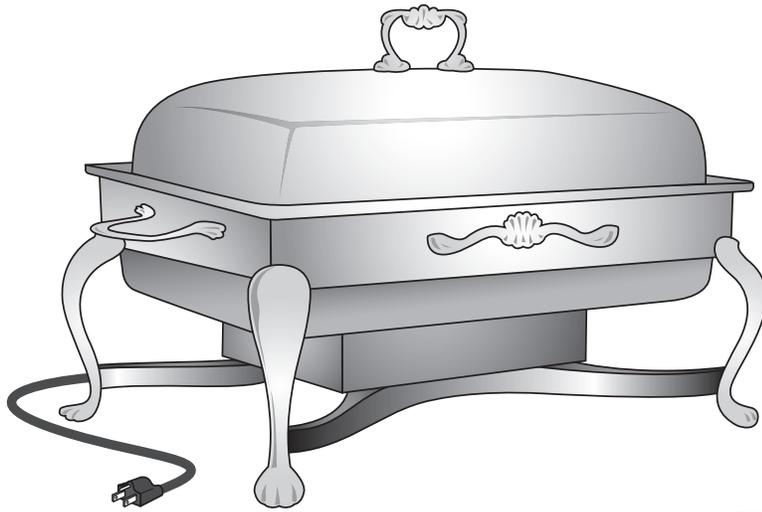
In most states, the food regulations that restaurants and other foodservice operations follow are written at the state level. The states decide which part of the federal Food Code to adopt. Local, county, and sometimes state inspectors enforce foodservice regulations on routine health inspections. Always check your individual state Food Code requirements because they are not all the same.

Key sanitation practices that may differ for off-site catering include:

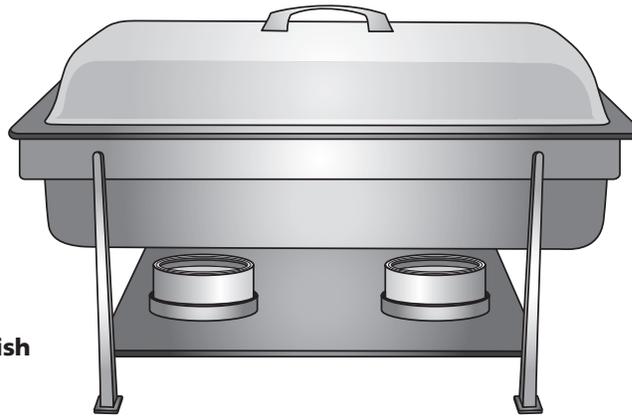
- **Hand-Washing**—Arrange for potable hot and cold water, soap, single-use hand towels, and a trash container.
- **Hot Holding**—Electricity needs to be available for electric hot-holding units. This equipment cannot be used to heat foods. A minimum of 135°F (57°C) or above is required for hot holding of potentially hazardous foods.
- **Cold Holding**—Do not store food directly on ice. Check the operation of cold-holding units before departure to an off-site location to verify if a temperature of 41°F (5°C) or below can be maintained. Use gel-filled containers to help keep food cold for transport and service.
- **Service Equipment**—Portable sneeze guards and prepackaged serving utensils may be a requirement for service.
- **Reheating**—Have an action plan for reheating food if the need arises. Hot-holding units cannot be used to reheat food.
- **Refrigeration**—If there is no refrigeration for ready-to-eat, potentially hazardous food, you can serve it for up to four hours without a temperature control. You *must* label the food with a discard time.
- **Documentation**—Use a Time and Temperature Records book to log the food temperatures before departure, upon arrival, and during off-site service. This helps to identify any food item that may have fallen into the temperature danger zone (41°F–135°F, or 5°C–57°C). Corrective action listed in the log book can be instituted to ensure proper handling and service of the food.
- **Leftovers**—Potentially hazardous foods that have been properly handled and cooled to 41°F (5°C) may be given to a customer with directions for proper reheating and storage.
- **Special Equipment for Transport**—Use the following to transport food to an off-site location: thermometers, ice-only containers, ice scoops, and rigid, insulated food containers that can hold food at 135°F (57°C) or above or 41°F (5°C) or below. The transport vehicle must be clean and sanitary.
- **Cleaning**—Potable (suitable for drinking) water must be available for dishwashing and cooking. Provide garbage containers away from the food-service area.
- **Single-Use Items**—These items, if prepackaged, can be helpful in reducing contamination from customers.

Verify all of the above guidelines with your local regulatory agency to ensure clarification of requirements for your area.

(Continued on next page)

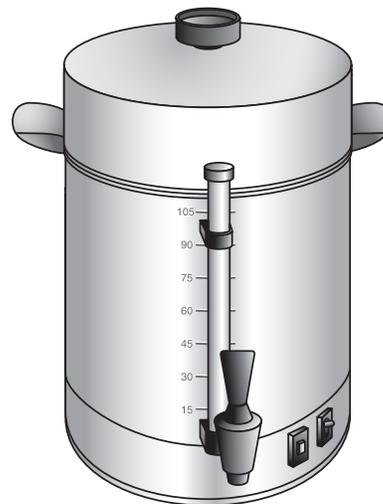


Electric Chafing Dish



Solid-Fuel Chafing Dish

Electric Coffeemaker



Using proper serving equipment helps maintain the desired hot- and cold-holding temperatures of food.

(Continued on next page)

Temperature Chart

Food Item	Minimum Internal Cooking Temperature	Time
Poultry	165°F (74°C)	15 seconds
Stuffed Meats	165°F (74°C)	15 seconds
Reheated Food	165°F (74°C)	15 seconds within 2 hours
Eggs Held for Service	155°F (68°C)	15 seconds
Ground Beef Patties	155°F (68°C)	15 seconds
Eggs for Immediate Service	145°F (63°C)	15 seconds
Beef Roast	145°F (63°C)	4 minutes
Fish	145°F (63°C)	15 seconds
Pork Roast	145°F (63°C)	15 seconds
Hot Holding	135°F (57°C) or above	
Cold Holding	41°F (5°C) or below	

Serving Food

There are several styles of serving food offered by a caterer. They include buffet, table service, butler, and grazing. Each has its own method and basic rules for serving food. The caterer should help guide the customer to choose a style which best suits the theme and budget for the event.

Buffet Service Foods are attractively displayed as the guests proceed through a self-serve line or with the assistance of a food server behind the buffet table. This service can be used for any meal. Each type of buffet service lends itself to a variety of different-size crowds.

- *Grazing* is a term that refers to guests walking from one buffet station to the next; each station features an array of food choices from appetizers through dessert.
- Self-serve buffets are set up with pre-cut and portioned food for easy service. No serving assistance is needed. This type of service does not require as many service staff and is good for a smaller group.
- Partially served buffets may have a chef or sous chef to serve the entrée, such as carved

Steamship Round of Beef, with a server plating the starch and vegetable. Customers then help themselves to salad, rolls or bread, and relishes.

Banquet Service Banquet service can range from a simple sit-down birthday party to a lavish wedding. The menu is predetermined with all guests receiving the same meal. The exceptions may be if a few guests require an alternate choice because of special diets or meals for young children. All meals are served in the same manner. This helps the caterer more closely watch food purchases, staffing, and other amenities to control costs. The menu the client selects influences the style of service. Banquet service may involve modern American plated service, Russian/English service, or classical French service. (See Section 6.1 of *Culinary Essentials* for more information.)

Butler Service Caterers will often use this style of service for serving hors d'oeuvres before a meal. Servers pass trays of one- or two-bite hors d'oeuvres as the guests socialize before dinner.

(Continued on next page)

Server Etiquette

Etiquette for table service includes the order for serving food and from which side of the guest to serve foods and beverages. The order of food service is linked to the style of service. For example, modern American service offers the appetizer, followed by the bread basket, salad course, dinner course, and dessert last. The server offers beverages several times throughout the meal. He or she serves solid foods to the left of the guest with the left hand and beverages and soup to the right of the guest with the right hand. The server clears plates from the right of the guest with the right hand. It is customary to serve women before the men at a table. The server clears dishes from the right of the guest with the right hand between courses. Servers are careful not to stack dishes in front of the guest and should wait until all guests finish eating to remove dishes.

Handling Leftovers

The caterer should establish a policy for providing leftovers to the customer. Food must be properly cooled, wrapped, labeled, and chilled until the customer is ready to leave the event. Directions for reheating must accompany the food. Customers need to take the food directly home in a safe manner. Some catering companies donate the leftover food to a local food bank, which feeds the needy and homeless. Others do not allow the guest to take the food home the night of the event. They must return the next day with a cooler to take home the leftovers to ensure that the food has reached the proper internal temperature before cold transport.

How You Will Use this Book

This book contains Skill Sheets that are designed to help you develop the skills you would need to start a catering business. You will use some of the Skill Sheets for two of the Catering Projects at the end of this book. You may need to fill out more than one copy of a Skill Sheet, depending on the Catering Project. Think about how answers on previous Skill Sheets might affect your answers on the current Skill Sheet.

Two of the Catering Projects at the end of this book will use the following Skill and Information Sheets:

Catering Project 1—Buffet

- Information Sheet C-4: Layout and Room Design Guide
- Skill Sheet C-5: Creating a Room Arrangement
- Skill Sheet C-8: Catering Menu Worksheet
- Skill Sheet C-13: Catering Contract
- Skill Sheet C-14: Catering Equipment Checklist
- Skill Sheet C-15: Catering Work Schedule

Catering Project 2—Sit-Down Banquet

- Information Sheet C-4: Layout and Room Design Guide
- Skill Sheet C-5: Creating a Room Arrangement
- Skill Sheet C-8: Catering Menu Worksheet
- Skill Sheet C-13: Catering Contract
- Skill Sheet C-14: Catering Equipment Checklist
- Skill Sheet C-15: Catering Work Schedule

Food Event Planning Guide

Directions Planning the correct amount of food for an event is very important. You must ask the client many questions before determining the quantity to plan per person. Questions may include:

- What is the theme of the event?
- What is the age and gender of the group?
- Will hors d'oeuvres precede the meal?
- What is the occasion?
- What time will the meal be served?
- How long will the event last?
- How many guests are expected?
- What is the budget for the event?
- Will there be entertainment?
- Does he or she want special centerpieces or ice sculptures?
- If an off-site event, what are the travel directions?

Planning Hors d'Oeuvres When planning hors d'oeuvres for guests, base the amount per person on the time of day, length of the event, and whether the hors d'oeuvres will precede a dinner. A generous serving for a four-hour event is 12 pieces per guest. For a reception prior to a dinner, plan at least four pieces per guest. For all other events, plan four pieces per guest per hour for the first two hours and two per hour for the remainder of the event.

Guests Age and gender need to be considered when planning portions and/or quantity of food to order. Young children need smaller portions than teenagers. Plan approximately 2 ounces more per person than for young children. Men tend to eat larger serving sizes than teenagers.

Time Schedule The time of day a meal is served impacts the serving size. For a morning brunch, plan 1.5 ounces of meat. Plan 4 ounces of meat for lunch and 6 ounces of meat for dinner. These figures are based on an average eater.

Off-Site Catering If the event is to be served off-site, you must be able to transport the planned menu without loss of quality. Special considerations outlined in *Catering Banquets and Parties* on pages 4–11 can act as a guide in menu planning.

Experience will help you develop your own guidelines as you get to know your clientele. The Portion Planning Guide on pages 13–14 of this skill sheet will help you determine how much food to plan per person for an average diner. You may need to adjust quantities and portions when planning for a buffet that has several different selections in each category. Guests will not need a full portion of each item in an elaborate menu.

(Continued on next page)

PORTION PLANNING GUIDE

Item	Quantity	Portion Size	Portions/Quantity
Ham	12 lbs. avg.	6 oz.	32 servings
Ham	12 lbs. avg.	4 oz.	48 servings
Prime rib, beef	12 lbs. avg.	10 oz.	19 servings
Roast beef, top round	8 lbs.	6 oz.	21 servings
Cooked turkey breast	8 lbs. avg.	6 oz.	21 servings
Chicken wings	5 lbs.	4 ct.	15–20 servings
Chicken Cordon Bleu	24 6 oz./case	1 ct.	1 serving
Cocktail franks	3.5 lbs.	4 ct.	About 30 servings
Meatballs, no sauce	10 lbs.	5 ct.	50–60 servings
Cheese, sliced	10 lbs.	1 oz.	80 servings
Cheese, cubed	1 lb.	1 oz.	15 servings
Meat, sliced	3 lbs.	4 oz.	12 servings
Rice pilaf, mix	36 oz. dry	½ c. prepared	Yields 4.25 qts. 34 servings
Fresh baby carrots	12 2 lbs.	3 oz.	About 128 servings
Fresh green beans	2 5 lbs.	4 oz.	About 40 servings
Potato salad, ready made	10 lbs.	½ c.	28 servings
Pasta salad, ready made	10 lbs.	½ c.	37 servings
Mayonnaise	1 gal.	2 oz.	64 servings
Vinaigrette dressing	1 gal.	1½ oz.	About 85 servings
Gourmet garden greens	3 lbs.	1 oz.	About 48 servings
Lettuce salad mix	3 lbs.	2 oz.	About 21 servings
Spinach dip	2/5 lbs.	1 oz.	160 servings
Dinner rolls	24 2½ in.	2½ in. roll	24 servings
Butter pats	1 lb.	1 pat	About 32 servings
Cheesecake	4.5 lbs.	1 slice	24 servings
Pies	10 in.	1 slice	8 servings
Sheet cake, 18 × 26 × 2 in.	Cut 6 × 10 rows	1 piece	60 servings
Nacho chips	3 lbs.	1 oz.	48 servings
Pretzels	2 lbs.	1 oz.	33 servings
Potato chips	3 lbs.	1 oz.	48 servings
Punch	6 gal.	6 oz.	128 servings
Coffee	3 lbs. dry	8 oz. brewed	300 servings
Layer Cake, 9 in.	Cut 16 slices	1 slice	16 servings
Cauliflower, fresh	16 lbs.	3 oz.	50 servings
Whole kernel corn, frozen	5 lbs.	3 oz.	25 servings
Carrots, fresh	14 lbs.	3 oz.	50 servings

(Continued on next page)

PORTION PLANNING GUIDE *continued*

Item	Quantity	Portion Size	Portions/Quantity
Broccoli, fresh	About 18 lbs.	3 oz.	50 servings
Soup, cream style	2 gal.	1 c.	32 servings
Soup, stock style	2 gal.	½ c.	64 servings
Dessert sauce for topping	1 gal.	1 oz.	128 servings
Tuna fish for tuna salad	4 lbs.	2 oz. filling	50 servings
Assorted fresh fruit, cut up for fruit salad	12–14 lbs.	½ c.	50 servings
Turkey Tetrazzini	12 × 20 × 2 in. pan	8 oz.	20–24 servings
Baked pork chop	1 lb.	5 oz.	3 servings
Ground beef for meatballs	6–7 lbs.	2–3 oz.	25 servings
New red potatoes	15 lbs. AP	3 oz.	45–50 servings
Lobster tail	8 lbs.	½ lb.	16 servings
Thin-sliced white bread	22 oz.	2 slices	12–13 servings
Rye bread for sandwiches	32 oz.	2 slices	13–14 servings
Shrimp, 21 25 ct. per lb. cooked, tail on	5 lbs.	5 shrimp	20–25 servings
Baked beans	7 lbs.	3 oz.	About 35 servings
Frankfurters–5 lbs.	8 per lb.	1 each	40 servings
Hot dog buns–6 in.	12 per pkg.	1 each	12 servings
Beef patty–5 lbs.	4 per lb.	1 each	20 servings
Hamburger buns–4 in.	12 per pkg.	1 each	12 servings
Dill pickle slices	1 gal.	3 count	About 300 servings
Cracker, assorted wrapped	24 oz. box	3 each	40 servings
Coffee	39 oz. dry	8 oz. liquid	240 servings
Fruit punch, (9+1) concentrate	½ gal. concentrate	8 oz. liquid	75–80 servings
Tri-colored stuffed tortellini	3 lb. bag = 285 ct.	3 oz. or 17 pieces	16 servings
Prepared strawberry mousse	1 gal.	½ c.	32 servings
Chocolate cup 3 in. × 1 in.	90/case	1 individual	90 servings
Bow-tie pasta, dry	10 lb. bag	2½ oz.	64 servings
Stuffed, twice-baked sweet potato	20 lbs. potatoes	1 each	24 servings
Marinara sauce, luncheon	#10 can = 6.5 lbs.	4 oz.	26 servings
Marinara sauce, dinner	#10 can = 6.5 lbs.	6 oz.	17 servings
Dessert bar	8 × 12 in. sheet	1 sq. cut 2 × 4 in.	12 servings

Catering Client Interview

Directions Choose one of the following case scenarios to use as a sample for the catering interview questions that follow.

A. An Early Childhood Education class of 15 would like to host a light lunch for 10 preschool children and their parents to celebrate preschool graduation.

B. The high school Student Council officers would like to host a luncheon meeting in the school-operated restaurant.

C. A local Kiwanis group would like dinner served at 6:00 p.m. in the school-operated restaurant with a business meeting to follow.

D. Your school is planning an awards program to honor graduating seniors. You are asked to plan a one-hour reception for 150 people to be held in the school cafeteria.

E. Box lunches have been ordered for 25 people and will be picked up at noon. The client age group ranges from 35–45.

F. A continental breakfast will be served in the school-operated restaurant from 7:30 a.m. to 9:00 a.m. for a party of 30. The group is on an average-size budget.

G. The community Senior Center would like to host a spring luncheon. The age group starts at 60 years and goes up.

H. You have been asked to plan a buffet for a wedding reception to be served off-site. The guests are all adults, age 21 and over. The client requests a gourmet-style event.

(Continued on next page)

Directions Read each of the following interview questions. These questions should be asked when meeting with a client to set up a catered event. Use these questions to gain the necessary information to plan a successful event for the client. Write any additional questions you can think of in the space provided. Imagine that you are catering an event from the previous page. Write appropriate answers in the space provided.

1. What is the occasion? _____

2. What is the theme? _____

3. What is the age and gender of the group? _____

4. What time will the event begin and end? _____

5. What time will the meal be served? _____

6. Will hors d'oeuvres precede the meal? _____

7. How many guests does the customer expect? _____

8. What is the budget for the event? _____

9. What serving style does the customer prefer? _____

(Continued on next page)

10. Are there any food restrictions? _____

11. Is the event on- or off-site? _____

12. What special services will the customer need? _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

Catering Manager Interview

Directions During the presentation, record the information for each of the following questions. Write any additional questions you have in the space provided. If possible, have a catering manager visit your class. You might also ask your school cafeteria manager to make a presentation on how to run a catering business.

1. What pieces of equipment are special to catering? _____

2. How do you create menus to offer to clients? _____

3. Do you need a special permit for off-site catering? _____

4. What things must you consider when planning the room arrangement for a buffet? _____

5. What things must you consider when planning the room arrangement for a sit-down dinner? _____

6. How is travel time figured for off-site events? _____

(Continued on next page)

7. What differences are there in staffing for a catered banquet versus a buffet? _____

8. How do you order food for an event? _____

9. How many hors d'oeuvres per person do you plan if they are to be served before a meal? _____

10. How many hors d'oeuvres per person do you plan for a reception? _____

11. What types of questions do you ask a client at the first meeting? _____

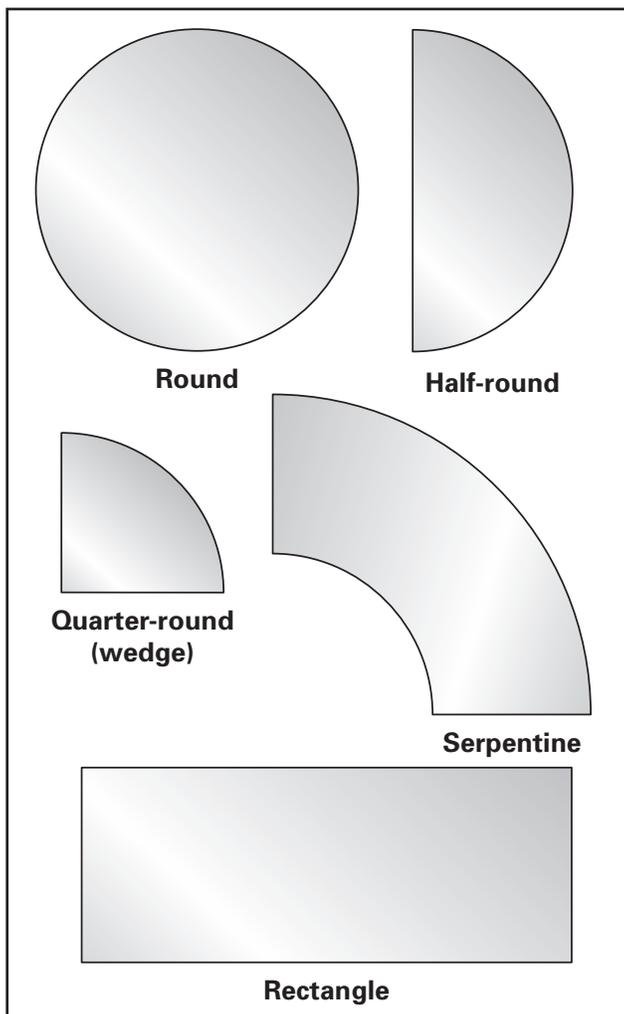
12. Additional student questions: _____

Layout and Room Design Guide

The layout and design of the banquet room is the responsibility of the catering manager. This should be done in conjunction with the customer. There are special considerations that need to be addressed by the catering manager to efficiently lay out and design the room for easy traffic flow and foodservice.

Tables

Tables are generally collapsible and come in a variety of shapes, heights, and sizes. Common table shapes include square, oval, serpentine, round, and half- or quarter-round. See the diagram below. The tables are used to create an arrangement in a room that dictates the flow of traffic to and from a food or beverage station.



Tables can be configured using several sizes and shapes to help merchandise the food that is presented to the guests. No matter which tables you choose, be sure that they are sturdy and that the legs are locked in place for guest safety. Here are some additional table tips:

- The arrangement of tables depends upon the type of foodservice being provided. A rule of thumb for a buffet is to allow 10 feet for buffet tables to serve 60–75 guests. Space the buffet covers 18–20 inches apart. For plate service, allow 20–24 inches between people.
- Serpentine tables can be used to add to the character and flow of a buffet line. They are shaped like a semicircle. They can be laid out as a half-circle, or in an “S” pattern to give interest to the buffet line.
- Utility tables (usually covered) have special purposes in a banquet room, such as for gifts, place cards, check-in and seat assignment, beverage service, dessert service, bussing station, or any other specialty use a customer may have during the event.
- Seating tables come in rounds, rectangles, or squares. Know the size of each so you can determine how many guests will fit comfortably at the table.
- Theater-style seating is a term referred to as lines of tables and chairs in neat rows from front to back of the room. This is appropriate for a business meeting.

Various table shapes can be used at a catered event to enhance traffic flow and create interest in the room.

(Continued on next page)

Room Arrangement

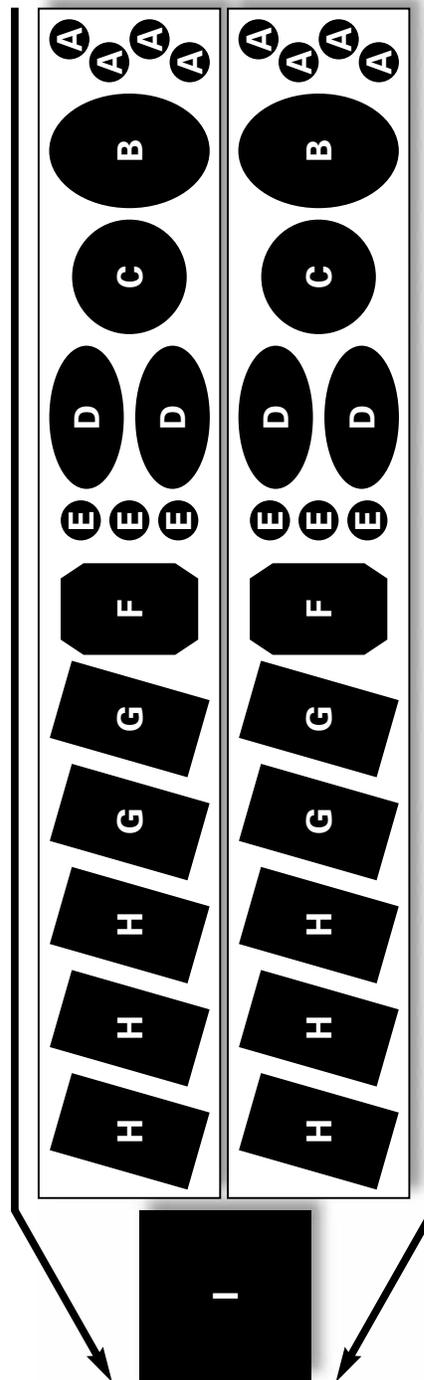
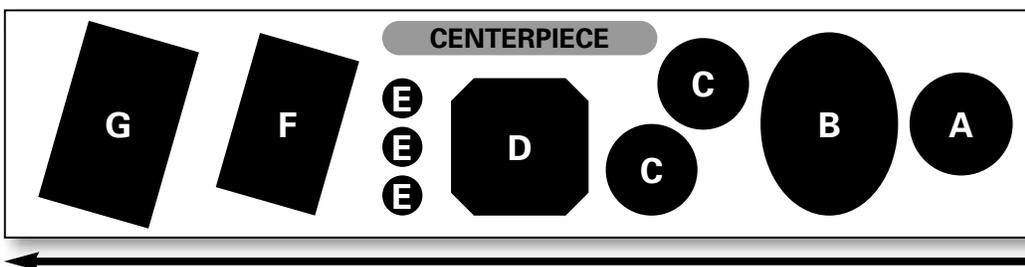
The arrangement of tables in a room depends upon the theme and type of foodservice that is being provided. Arrange the tables and chairs to allow for convenient seating and serving. Plan about 70 inches of space between guest tables to accommodate seated guests (chairs extend about 20 inches when guests are seated) and room for moving between tables. Angle the guest tables toward the head table when one is used so that guests can easily see the speaker or guest(s) of honor. Here are some additional tips for room arrangement:

- Allow 10 feet for buffet tables to serve 50–75 guests. A single buffet line can handle the guest flow in 15–20 minutes. Twice as many guests can be served in this timeframe with a two-line buffet. The speed at which the guests move through the line will vary depending on the number of food items and how attractively they are displayed.
- Plan for a podium, microphone stand, or floral arrangement for the head table.
- Buffet lines can be set up in three ways: Self service—customers serve themselves. Partial service—a server asks the customer for his or her food choice and then puts it on the plate. The customer proceeds down the line and finishes filling his or her own plate. Complete service—servers behind the buffet line serve all foods to guests.

- Double-Line Buffet**
- | | |
|-----------------------------|---------------------------|
| A. Plates | E. Salad Dressings |
| B. Rolls & Bread | F. Centerpieces |
| C. Salads | G. Hot Vegetables |
| D. Fruit Salads | H. Hot Entrées |
| | I. Desserts |

Single-Line Buffet

- | |
|-----------------------------|
| A. Plates |
| B. Rolls & Bread |
| C. Salads |
| D. Fruit Salad |
| E. Salad Dressings |
| F. Hot Vegetable |
| G. Hot Entrée |



(Continued on next page)

Linens and Decorations

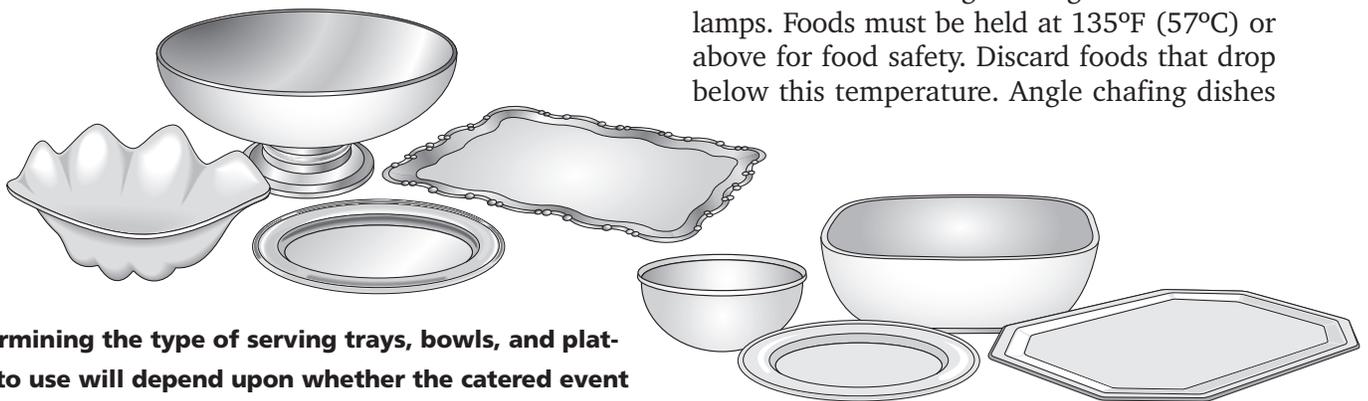
Linens for tables, chairs, food, beverage, and dessert or sweet stations come in an array of colors and fabrics. The caterer chooses colors and fabrics that appropriately complement the theme of an event, the food, and customer preference. For example, a caterer may use red, green, and white for an event with an Italian theme—the colors in the flag of Italy. Linen napkins can be folded in a variety of ways to highlight a table. Colorful tablecloths, netting, light, and decorations can add interest to a buffet table.

- Table decorations should not interfere with the meal or meal service. They should follow the event theme.
- Room decorations should be safe, attractively displayed, and secured so that they do not cause a potential hazard to the guests.

Tableware

Tableware for a dinner banquet set-up includes the napkin, salad fork, dinner fork, dinner knife, teaspoon, cup and saucer, dessert spoon and fork, water goblet or glass, and bread-and-butter plate. Additional flatware may include a bread-and-butter knife or flatware for an appetizer, seafood course, or soup.

Flatware is placed to the left and the right of the dinner plate with the first pieces to be used placed to the outside of the place setting, or cover. Dessert flatware may be placed above the dinner plate. Place salt and pepper shakers, sugar racks, salad dressings, and other condiment items within reach of the guest. On large tables, you may need condiment set-ups on each end of the table.



Determining the type of serving trays, bowls, and platters to use will depend upon whether the catered event is formal or casual. (Continued on next page)

Buffet and Beverage Service

Buffet and beverage serviceware come in a variety of shapes, sizes, and materials. Elegant events may require the use of glass and polished silver platters for serving foods and beverages. Less-formal events may use attractive plastic bowls and trays along with stainless steel platters.

Here are some additional service tips:

- The focal point at the buffet table is usually the highest point. This does not necessarily have to be at the center of the table. Varying heights can be achieved by using small table risers, inverted boxes, cake stands, or other devices to support and lift a tray or platter. It depends upon the event theme and what you are doing with the food. Make sure that whatever you use is secure!
- A buffet table centerpiece can be set out of reach if the buffet food line runs along one side of the table. If the buffet is accessed from both sides, the centerpiece may be part of the food display. One-sided buffet food lines are good for smaller parties.
- Service utensils should be placed in front of each food dish on a buffet line. Place each utensil on a clean underliner plate so that customers have a place to set the utensil when they are done serving themselves.
- Set the buffet foods up from least expensive to most expensive in cost. Most lines are set up in the following way: dinner plates, bread basket with butter, salad selections, hot vegetables, starches, and main entrée. Flatware and napkins can be preset on the dining tables or can be placed at the end of the buffet line.
- Serve hot foods using chafing dishes or heat lamps. Foods must be held at 135°F (57°C) or above for food safety. Discard foods that drop below this temperature. Angle chafing dishes

on the serving table to make it easier for guests to serve themselves.

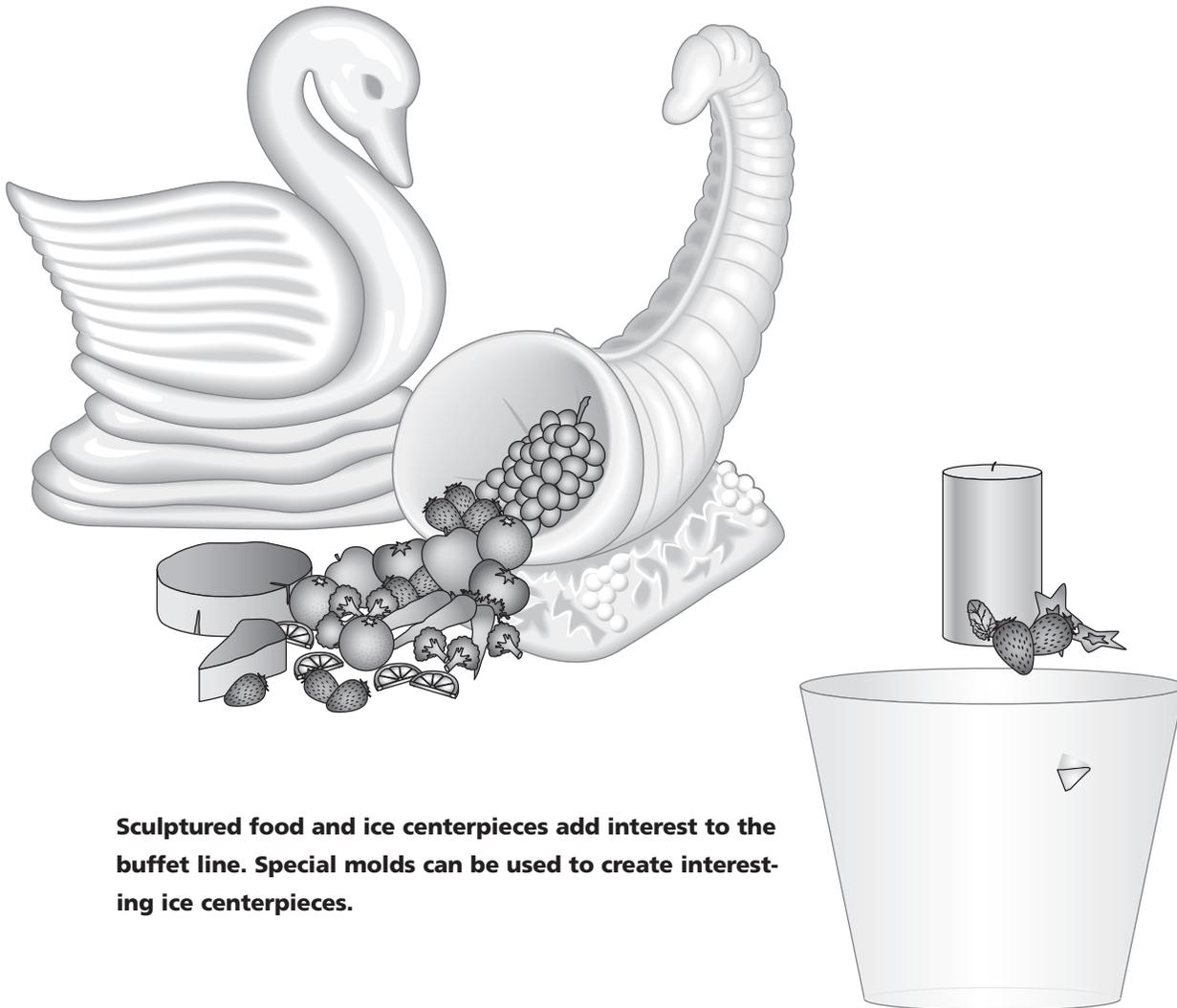
- Serve cold foods on ice or from a refrigerated buffet unit. Include a sneeze guard that is 14 inches above the table and extends seven inches beyond the food. Self-service buffet lines may also use portable steam tables or free-standing cold units. These units can be positioned around the room to improve the traffic flow.

Sculptured Food and Ice Centerpieces

Sculptured food and ice centerpieces provide an impressive presentation on a buffet. Each can be edible or nonedible as part of the food presentation.

Ice sculptures can be made by filling molds with water, freezing them, and removing them from the molds when ready to use. Professional ice carvers and many chefs who are ice sculptors will contract to carve the ice into spectacular sculptures if a customer is willing to pay an extra amount for this service.

Food centerpieces that are edible are often made from fruits or vegetables. Delicate sugar and pastry forms can be prepared by a pastry chef and must be handled with care due to their fragile nature. Edible flowers require special handling, but offer a visual accent to a table or dish. Make sure that all flowers used are not only edible, but pesticide free for safety.



Sculptured food and ice centerpieces add interest to the buffet line. Special molds can be used to create interesting ice centerpieces.

Creating a Room Arrangement

Directions For each scenario assigned, draw the layout of the room to accommodate the event. Be sure to label each item so that a set-up crew could follow the diagram with a minimum of questions. Include the following items as applicable: head, dinner, service, and work tables; exits; kitchen; coat area; chair position; and the buffet line showing how customers flow through the room. If the room and table dimensions are available, draw the room arrangement to scale. You will use this Skill Sheet for Catering Projects 1 and 2.



Catering Site Evaluation

Directions During a visit to a catering facility, answer these questions.

1. Catering company name: _____
2. Name of catering manager: _____
3. List any menu ideas that you find interesting. Could any of these be incorporated into your school-based catering program? _____
4. Identify pieces of equipment that are unfamiliar to you. Explain their use(s). _____

5. List the types of functions held at this site. _____

6. What forms need to be completed by the catering manager? What information is included in the forms? _____

7. What techniques does this site use to set the mood for each event? _____

8. What sanitation practices are necessary to ensure customer food safety? _____

9. How does this company hire and maintain staff for small and large events? _____

10. List three things you learned on this field trip. _____

11. List one new idea that can be used in a school-based catering program. _____

12. List two things to include in a thank-you note to the catering company/catering manager. _____

Menu Planning Guide

Menu construction is the key to success in the catering business. Customers want their guests to have a good dining experience and feel comfortable at the event. Designing a menu package that meets the customer's needs and produces a profit is essential. Here are some points to consider as menus are created for the customer.

✓ Menus Should Reflect Variety

Be sure that your menus reflect variety in the following areas:

- Color
- Flavor
- Cooking methods
- Texture
- Shape
- Balance

✓ Theme Planning

The right theme for an event can stimulate good memories for customers and their guests. It allows the chef another way to be creative with food. Food can be displayed using specialty items that reflect the theme. Food should be fresh and attract the customer's eye. A unique menu can be very successful in promoting the catering company. Use of theme-related costumes, props, decorations, and music will add to the atmosphere of the event.

✓ Plan Seasonal Menus

Menus need to vary with the season of the year and be holiday-specific when necessary. A simple banquet menu includes salads (possibly preset), entrée, starch, vegetable, dessert (possibly preset), and beverage. Food costs will be lower when you select seasonal food items.

Buffets can range from simple to fancy to gourmet in style. Each one needs to be artistically designed to entice the customer's appetite. Sanitation needs to be monitored carefully since the guests may be helping themselves to the food. Remember to keep cold food and hot food out of the temperature danger zone during service by providing the necessary holding and serving equipment. Customers may ask to sample food items to help determine which food items will best fit the theme, budget, and personal preference.

✓ Type of Service

The type of service for a buffet or banquet will influence the food items the caterer offers to the customer. Some foods are not heat stable or may require excessive labor costs to offer to catering customers at a reasonable rate.

✓ Equipment

Keep the type of kitchen equipment on hand in mind when planning a menu. Some menu items require special equipment which a caterer may not have or may need to rent to prepare a special dish. If a menu item is labor intensive to prepare, additional cost for labor must be factored in to the final cost. The number of service pieces needs to be planned with space arrangement on the serving line to ensure that equipment is on hand.

✓ Informal Receptions

Receptions often have some buffet tables set up around the room for the guests to help themselves at their leisure. These tables are set up so that food can be obtained from any direction—sometimes this is known as the grazing style. Tabletop cooking may be an added feature to this type of buffet; however, be sure that this set-up does not delay the flow of guests.

Catering Menu Worksheet

Directions Fill out this sheet as part of Catering Projects 1 and 2.

Today's Date: _____ Estimated Guest Count: _____
 Organization: _____
 Contact Person: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: Business _____ Home _____
 E-mail Address: _____

Event Day: _____ Date: _____ Time of Event: _____
 Date for Guaranteed Count: _____ Final Guaranteed Count: _____
 Delivery Instructions: _____

Plate Service or Buffet: _____ Type of Beverage Service: _____

MENU REQUEST	PORTION COST	EQUIPMENT COST
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

SUBTOTAL: _____

 (NUMBER OF PEOPLE)
 × _____ (SUBTOTAL OF PORTION COST)
 + _____ (TOTAL EQUIPMENT COST)
 = _____ (TOTAL FOOD/EQUIPMENT COST)

SPECIAL INSTRUCTIONS: _____

NOTE: The catering manager will attach the Catering Menu Worksheet to the catering contract.

Catering Food Planning Worksheet

Directions After reading Skill Sheet C-1: Food Event Planning Guide, determine the amount of food to order for each situation described below. (**Note:** Guests may not need a full-size portion of each item when two or more of the same food type will be served on a buffet.)

1. The following menu will be served after school to a group of 24 people in your school-based restaurant. The event will last 2 hours. The group consists of men and women, ages 25 to 40.

Chicken Wings _____

Cocktail Franks _____

Meatballs _____

Cheese Cubes _____

Potato Chips _____

Pretzels _____

3. The following sit-down menu will be served to 100 people, ages 15 to 25.

Chicken Cordon Bleu _____

Rice Pilaf _____

Fresh Green Beans _____

Gourmet Garden Greens _____

Vinaigrette Dressing _____

Dinner Roll _____

Butter Pat _____

Chocolate Chip Cheesecake _____

2. The following dinner menu will be served to a party of 50 people in your school-based restaurant. Dinner will be served at 6:00 p.m. and will be buffet style.

Meat, Sliced _____

Cheese, Sliced _____

Relish Pack _____

Vegetable Dip _____

Ready-Made Potato Salad _____

Sheet Cake _____

Coffee _____

4. The following rehearsal dinner buffet menu will be served to 35 people, ages 25 to 50, at 5:00 p.m. without appetizers.

Prime Rib _____

Baked Pork Chops _____

Fresh Steamed Broccoli _____

Fresh Buttered Carrots _____

Garden Salad _____

Salad Dressing _____

Fruit Salad _____

Dinner Rolls _____

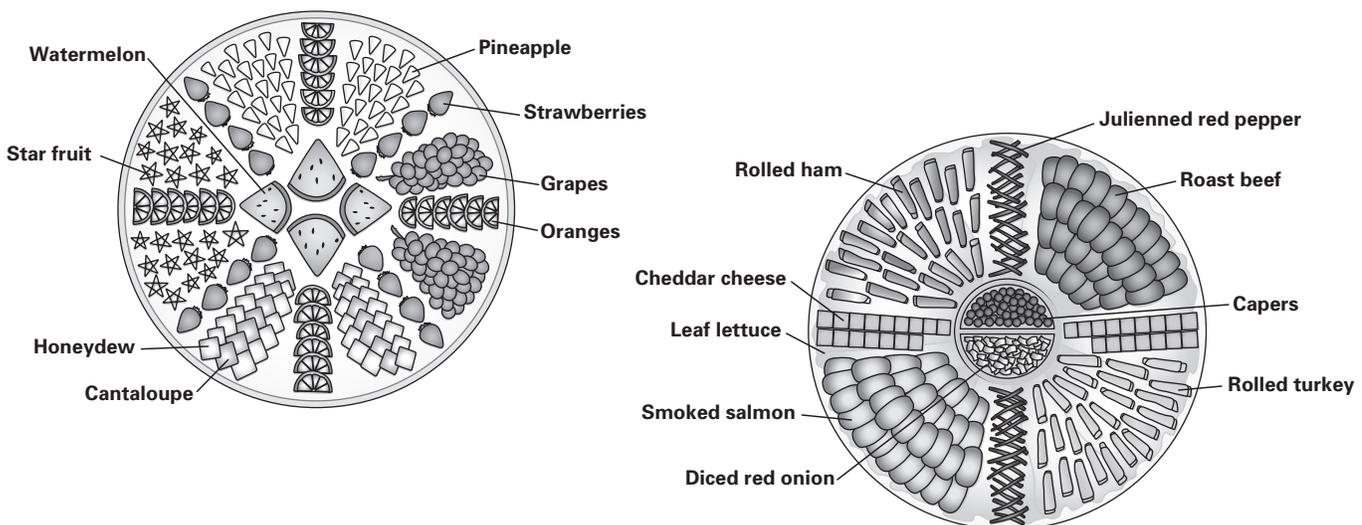
Layer Cake _____

Food Presentation Guide

Designing the plate and platter presentation ahead of time, along with the accompanying garnishes, is an important part of planning a catered event. Properly cooking the food to fully develop flavors is as essential as presentation. A good chef tries to use the food on the plate to make a full, artistic presentation. Garnishes are added only when they can add function to the plate and food. Create an artistic presentation of each food plate and platter. Remember to keep your presentations simple.

Tray and Platter Design Tips

- The focal point is the location to which the eye is drawn. This is often the centerpiece of a tray or platter. The dominance of its height increases the visual appeal of the overall design.
- Food can be molded or sliced.
- Creating height on a plate helps develop a focal point.
- Arranging slices of food in a cascade with the best side facing up also adds interest to the plate or platter.
- The lines created on the platter by the food arrangement can be straight or curved, but be sure they are clean and illustrate a strong line. This makes the food on the platter more appealing.
- Edible centerpieces can be beautiful on the table. Be aware that as guests dine off the centerpiece it will lose some of its beauty.
- Plates and platters of different shapes, colors, and styles can add appeal without adding food cost to a menu.
- Food may also be served in baskets, pots and pans, ice buckets, and hollowed-out foods such as melons to use as containers and to carry out the theme of the event. Use your imagination!
- Prevent overcrowding on food trays. Leave a border on a tray and some space within clusters of food on a platter.
- Spirals, contrasting shapes, colors, and textures add interest to trays and platters. Arrange food items with height toward the back of a tray with sliced items cascading down from the larger pieces.
- Choose hot foods that hold well and keep their color.
- Choose cold foods that can be easily molded and shaped to give the platter more character.

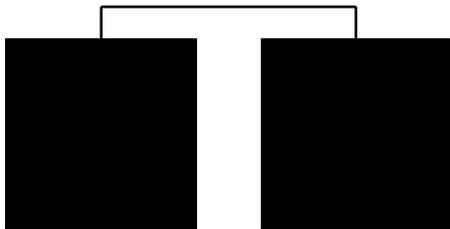


(Continued on next page)

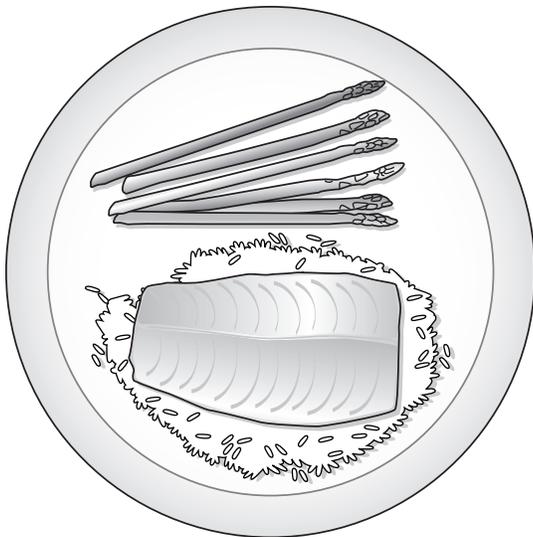
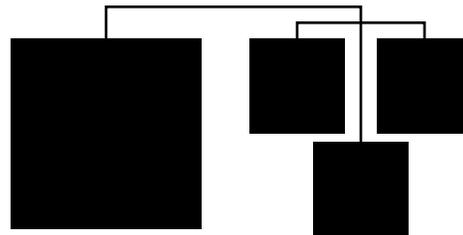
Plate Design Tips

- Plates need more balance since they have a smaller area to display food than do trays or platters.
- Dark colors come off looking heavier on a plate, so a balance is needed. Consider using a variety of sizes, shapes, and textures.
- Plates can be designed with symmetrical balance. With this type of balance, each side of the plate contains like items in the same positions on both sides of the center point.
- Plates can also be designed with asymmetrical balance. With this type of balance, dissimilar items are placed at unequal distances from the center point. For example, you might have a large steak on one side of a plate with a small amount of new red potatoes and green asparagus spears on the other side.
- Both symmetrical and asymmetrical balance require food placement to be unified. There must be a clear focal point.
- Garnishes are considered functional if they complement food and have a real purpose other than color. All should be edible. Nonfunctional garnishes do not contribute to taste or texture of the dish. These should be used only on a very limited basis. It is up to the chef to design an artistic creation with food for the plate.
- The eye is naturally drawn toward the highest point on a plate. Position foods with more height on the back of the plate.
- Plates and platters of different shapes, colors, and styles can add appeal without adding food cost to a menu. Select the pieces that best complement the food you are serving.

SYMMETRICAL



ASYMMETRICAL

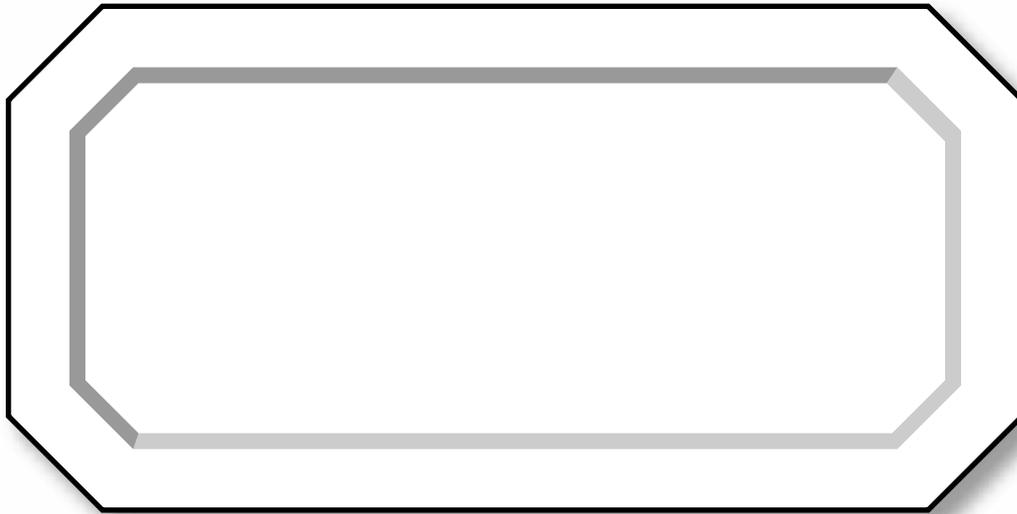


Using symmetrical or asymmetrical balance in plate design can create dramatic interest for the food you serve.

Party Platter and Plate Design

Directions Draw each of the following party platter and plate set-ups in the space provided. Use colored pencils or markers to illustrate the color, texture, and size of the food and garnishes. Label the style of platter or plate, food selection, focal point, and garnish. Prepare the foods for your platter if assigned by your instructor. Evaluate your designs by using Skill Sheet C-12: Party Platter and Plate Evaluation on pages 33 and 34.

1. Draw a cheese and cracker plate. The plate should contain at least four kinds of cheese of different shapes and two kinds of crackers. The centerpiece should be the focal point.



2. Draw a vegetable and relish platter. The platter should include at least six items and a dip.

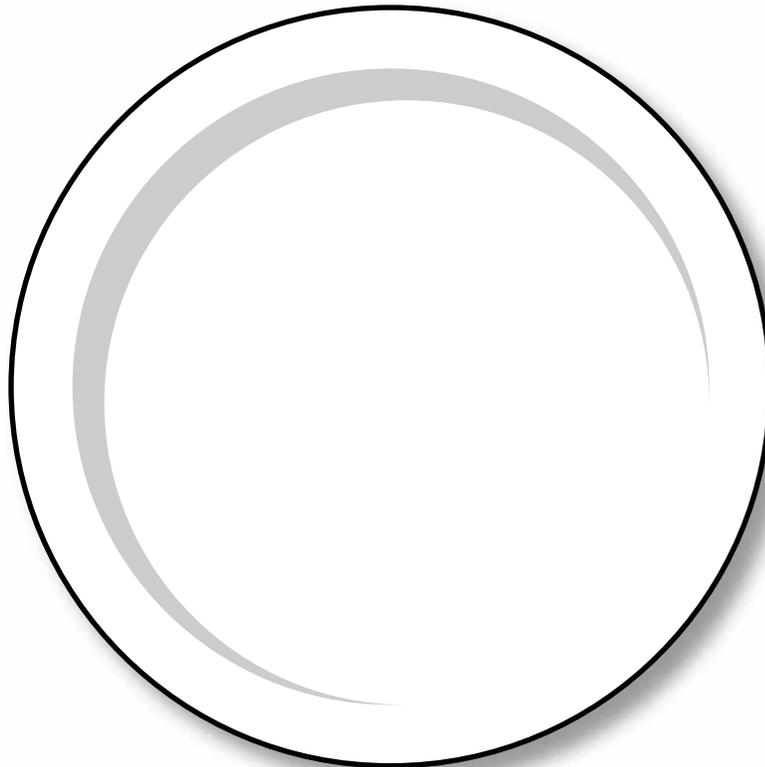


(Continued on next page)

3. Draw a cold fruit platter. The platter should include at least three kinds of fruit and one dip.



4. Create a dinner plate for a gourmet meal. Draw the dinner plate set-up including the entrée, a starch, and a vegetable.



Party Platter and Plate Evaluation

Directions Have your instructor use the Performance Checklists on this page and page 34 to evaluate your party platter and plate designs. (If you are evaluating a drawing, do not evaluate for proper cooking.)

Party Platter Evaluation

Platter Description: _____

Performance ✓ Checklist

Performance Standards

Level 4—Performs skill without supervision and adapts to problem situations.

Level 3—Performs skill satisfactorily without assistance or supervision.

Level 2—Performs skill satisfactorily, but requires assistance or supervision.

Level 1—Performs parts of skill satisfactorily, but requires considerable assistance or supervision.

Level 0—Cannot perform skill.

Attempt (circle one): 1 2 3 4

Comments: _____

Performance Level Achieved: _____

- _____ 1. Follows safety and sanitation practices at all times during this job.
- _____ 2. Makes effective use of size and shape, including ovals, circles, squares, and triangles.
- _____ 3. Creates an effective focal point.
- _____ 4. Uses layout techniques effectively, including symmetrical or asymmetrical balance.
- _____ 5. Chooses foods that blend well together in flavor, color, and texture.

- _____ 6. Chooses functional garnishes that add flavor, color, and texture.
- _____ 7. Presents food arrangements that are neat and artistically garnished.
- _____ 8. Suggests using at least two different cooking methods.
- _____ 9. Prepares foods to proper flavor, color, texture, and doneness. (If preparation is assigned by instructor.)
- _____ 10. Explains any problems encountered in the quality of product.

Instructor's Signature: _____ **Date:** _____

(Continued on next page)

Party Plate Evaluation

Plate Description: _____

Performance ✓ Checklist

Performance Standards

Level 4—Performs skill without supervision and adapts to problem situations.

Level 3—Performs skill satisfactorily without assistance or supervision.

Level 2—Performs skill satisfactorily, but requires assistance or supervision.

Level 1—Performs parts of skill satisfactorily, but requires considerable assistance or supervision.

Level 0—Cannot perform skill.

Attempt (circle one): 1 2 3 4

Comments: _____

Performance Level Achieved: _____

- | | |
|---|--|
| <p>_____ 1. Follows safety and sanitation practices at all times during this job.</p> <p>_____ 2. Makes effective use of size and shape, including ovals, circles, squares, and triangles.</p> <p>_____ 3. Creates an effective focal point.</p> <p>_____ 4. Uses layout techniques effectively, including symmetrical or asymmetrical balance.</p> <p>_____ 5. Chooses foods that blend well together in flavor, color, and texture.</p> | <p>_____ 6. Chooses functional garnishes that add flavor, color, and texture.</p> <p>_____ 7. Presents food arrangements that are neat and artistically garnished.</p> <p>_____ 8. Suggests using at least two different cooking methods.</p> <p>_____ 9. Prepares foods to proper flavor, color, texture, and doneness. (If preparation is assigned by instructor.)</p> <p>_____ 10. Explains any problems encountered in the quality of product.</p> |
|---|--|

Instructor's Signature: _____ **Date:** _____

(Continued on next page)

Catering Contract

Directions Fill out this sheet as part of Catering Projects 1 and 2.

Catering Business Name: _____

Address: _____

Telephone: _____

E-mail Address: _____

Today's Date: _____ Estimated Count: _____

Customer Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ ZIP: _____

Business Telephone: _____ Home Telephone: _____

E-mail Address: _____

Event Day: _____

Date: _____ Travel Time: _____ Set-Up Time: _____

Time Event Begins: _____ Serving Time: _____ Time Event Ends: _____

Delivery Instructions: _____

Date of Guaranteed Count: _____ Guaranteed Count: _____

Final Count: _____ *Guaranteed count due 14 days prior to event.*

TOTAL FOOD COST	
+ Total Beverage Cost	
+ Total Equipment Cost	
+ Delivery Charges	
+ Additional Service Cost	
+ Gratuity	
+ Tax (Check state/local laws for percentage)	
= FINAL COST	
– *25% DEPOSIT	
BALANCE DUE	

*A 25% deposit is due upon proposal acceptance. The balance due is required 5 days before the event.

Customer Signature: _____

Cash Payment: _____ **Check Payment:** _____ **Credit Card Payment:** _____ **Date:** _____

Billing Address (if different): _____

Event Consultant: _____

Date Billed: _____ **Date Paid:** _____

Cancellation Policy: Cancellation of the event may be made 14 days prior to the event without penalty.

Caterer must attach the Menu Planning Worksheet. Attach copies of all receipts to Catering Contract.

Catering Equipment Checklist

Directions To the left of each item listed, record the number of items needed for set-up for the event. If an item should be disposable, place an asterisk next to the number. You will use this Skill Sheet for Catering Projects 1 and 2.

Chairs and Tables

- _____ Dining Chairs
- _____ Dinner Tables—Round
- _____ Dinner Tables—Banquet
- _____ Dinner Tables—Other
- _____ Service Table—Gift
- _____ Service Table—Dessert
- _____ Service Table—Buffet
- _____ Service Table—Serpentine
- _____ Service Table—Beverage

Table Linen and Napkins

- _____ Buffet Skirting
- _____ Dinner Tablecloths—Round
- _____ Dinner Tablecloths—Banquet
- _____ Dinner Tablecloths—Square
- _____ Dinner Napkins
- _____ Luncheon Napkins
- _____ Cocktail Napkins

Service Equipment

- _____ Chafing Dishes and Fuel
- _____ Serving Pieces—Cold Food
- _____ Serving Pieces—Hot Food
- _____ Serving Trays
- _____ Coffee Urns
- _____ Punch Bowls/Ladles
- _____ Baskets
- _____ Stick Lighters

Beverage Service

- _____ Water Goblets
- _____ Beverage Glasses
- _____ Beverage Glasses
- _____ Beverage Glasses
- _____ Coffee Cups/Saucers

Table Service

- _____ Salad Plates
- _____ Bread-and-Butter Plates
- _____ Appetizer Plates
- _____ Luncheon Plates (8-inch)
- _____ Dinner Plates (10-inch)
- _____ Soup Bowls
- _____ Dessert Plates

Flatware

- _____ Salad Forks
- _____ Dinner Forks
- _____ Dinner Knives
- _____ Teaspoons
- _____ Soup Spoons
- _____ Dessert Forks
- _____ Dessert Spoons
- _____ Butter Knives
- _____ Appetizer Spoons/Forks

Extras

- _____ Table Centerpieces
- _____ Tray Jacks
- _____ Bus Tubs
- _____ Sanitation Buckets
- _____ Decorations
- _____ Ice
- _____ Flowers

Other

Catering Work Schedule

Directions Use the following work schedule to plan the prep, production, and staffing up to service time for each event. Use an additional sheet of paper for your Catering Work Schedule if needed. You will use this Skill Sheet for Catering Projects 1 and 2.

_____ Off-Site Event	_____ On-Site Event
Name of Party: _____	
Date: _____	Final Count: _____
Time of Event: _____	
Location: _____	Travel Time: _____
Menu: _____	

_____ Number of Kitchen Staff	_____ Number of Service Staff
_____ Number of Beverage Staff	_____ Number of Bus Staff

Work Production Schedule

Morning Production: _____

Afternoon Production: _____

Final Production: _____

Catering Project 1—Buffet

Directions Plan a food event served buffet style for 200 people. Use the catering skill sheets, notes, and your textbook as resources as indicated below.

1. Plan Event and Theme Plan an event such as a graduation party, wedding, shower, or recognition banquet. Write a paragraph describing the event including the theme, guest count, age of guests, special food preferences, date and time of service, location, etc.

2. Plan the Menu Plan a buffet menu that includes at least:

- 2 entrées
- 1 starch
- 2 vegetables
- 3 cold salads
- 2 breads
- 2 desserts
- 2 non-alcoholic beverages

Be sure to list menu items creatively in the approved format. Complete Skill Sheet C-8: Catering Menu Worksheet for this event.

3. Sample Invitation Following the theme, create a sample invitation for the event. Include who, what, when, where, why, how, cost (if applicable), and RSVP or regrets only.

4. Program Write out a general time line for the event. Include when the event begins, the agenda (e.g., awards, gift opening, dance, speaker, etc.), and serving time.

5. Arrange the Event Using Skill Sheet C-5: Creating a Room Arrangement, draw and label a complete floor plan for the room. Include all seating, buffet tables, utility tables, dessert station(s), and beverage station(s). Use Information Sheet C-4: Layout and Room Design Guide as a reference.

6. Catering Contract Complete Skill Sheet C-13: Catering Contract for this event. Attach Skill Sheet C-9: Catering Menu Worksheet to the contract.

7. Equipment Checklist Complete Skill Sheet C-14: Catering Equipment Checklist for this event. Attach this checklist to Skill Sheet C-13: Catering Contract.

8. Table Arrangements Draw the table showing the placement of food, condiments, serviceware, tools, decorations, etc. Identify the focal point and label each item. Indicate the flow of customers around tables or through the buffet line.

9. Work Schedule Complete Skill Sheet C-15: Catering Work Schedule for this event.

10. Project Portfolio Arrange all components for this project neatly in a portfolio and present it to your instructor for evaluation. Have your instructor complete Catering Project 1—Buffet Evaluation on page 40 of this booklet.

11. Extra Credit:

- Provide all recipes for the buffet menu.
- Adjust the recipes for the correct yield.
- Make out a market order for all food items.
- Draw each individual chafing dish with the food arrangement and garnish.
- Draw each individual salad bowl or platter with arrangement and garnish.
- Plan out the number of special decorations for the room.
- Make one of the room decorations.

Catering Project 1—Buffet Evaluation

Directions With your instructor, complete the Performance Checklist below for Catering Project 1—Buffet.

Performance ✓ Checklist

Performance Standards

Level 4—Performs skill without supervision and adapts to problem situations.

Level 3—Performs skill satisfactorily without assistance or supervision.

Level 2—Performs skill satisfactorily, but requires assistance or supervision.

Level 1—Performs parts of skill satisfactorily, but requires considerable assistance or supervision.

Level 0—Cannot perform skill.

Attempt (circle one): 1 2 3 4

Comments: _____

Performance Level Achieved: _____

- | | |
|--|--|
| <p>_____ 1. Plans event theme, invitation, and menu effectively.</p> <p>_____ 2. Completes Skill Sheet C-5: Creating a Room Arrangement accurately for the event.</p> <p>_____ 3. Completes Skill Sheet C-8: Catering Menu Worksheet accurately for the event.</p> <p>_____ 4. Completes Skill Sheet C-13: Catering Contract accurately for the event.</p> | <p>_____ 5. Completes Skill Sheet C-14: Catering Equipment Checklist accurately for the event.</p> <p>_____ 6. Completes Skill Sheet C-15: Catering Work Schedule accurately for the event.</p> <p>_____ 7. Chooses quality recipes for the event.</p> <p>_____ 8. Completes a market order accurately for the event.</p> <p>_____ 9. Plans the table arrangements to meet the needs of the event.</p> |
|--|--|

Instructor's Signature: _____ **Date:** _____

Catering Project 2—Sit-Down Banquet

Directions Plan a food event served sit-down banquet style for 150 people. Use the catering skill sheets, notes, and your textbook as resources.

- 1. Plan Event and Theme** Plan one of the following: graduation party, anniversary reception, or awards banquet. Write a paragraph describing the event including the theme, age of guests, special food preferences, date and time of service, location, etc.
- 2. Plan the Menu** Plan a banquet menu for 150 people around your chosen theme. Use Skill Sheet C-8: Catering Menu Worksheet for this event. The menu should include the following items:
 - Soup
 - Salad
 - Entrée
 - Starch
 - Vegetable
 - Bread
 - Dessert
 - Beverage Selection

Be sure to creatively list the menu in the format approved by your instructor. List portion sizes for each food and beverage item.

- 3. Arrange the Event** Using Information Sheet C-4: Layout and Room Design Guide and Skill Sheet C-5: Creating a Room Arrangement, draw and label a complete floor plan for the room. Include all seating and utility tables. Draw or locate picture examples for centerpieces and other table decorations.
- 4. Equipment Identification** Use Skill Sheet C-14: Catering Equipment Checklist for this event. On a separate sheet of paper, identify equipment that you do not have on-site that you might need to rent. Include a list of all equipment costs.
- 5. Catering Contract** Complete Skill Sheet C-13: Catering Contract for this event.
- 6. Work Schedule** Complete Skill Sheet C-15: Catering Work Schedule for this event.
- 7. Project Portfolio** Arrange all components for this project neatly in a portfolio and present it to your instructor for evaluation. With your instructor, complete Catering Project 2—Sit-Down Banquet Evaluation on page 42 of this booklet.
- 8. Extra Credit:**
 - Provide all the recipes for the event.
 - Make out a market order for all food and beverage items.

Catering Project 2—Sit-Down Banquet Evaluation

Directions With your instructor, complete the Performance Checklist below for Catering Project 2—Sit-Down Banquet.

Performance ✓ Checklist

Performance Standards

Level 4—Performs skill without supervision and adapts to problem situations.

Level 3—Performs skill satisfactorily without assistance or supervision.

Level 2—Performs skill satisfactorily, but requires assistance or supervision.

Level 1—Performs parts of skill satisfactorily, but requires considerable assistance or supervision.

Level 0—Cannot perform skill.

Attempt (circle one): 1 2 3 4

Comments: _____

Performance Level Achieved: _____

- _____ 1. Plans event theme and menu effectively.
- _____ 2. Completes Skill Sheet C-5: Creating a Room Arrangement accurately for the event.
- _____ 3. Completes Skill Sheet C-8: Catering Menu Worksheet accurately for the event.
- _____ 4. Completes Skill Sheet C-13: Catering Contract accurately for the event.
- _____ 5. Completes Skill Sheet C-14: Catering Equipment Checklist accurately for the event.

- _____ 6. Completes Skill Sheet C-15: Catering Work Schedule accurately for the event.
- _____ 7. Chooses quality recipes for the event.
- _____ 8. Completes a market order accurately for the event.
- _____ 9. Plans the table arrangements to meet the needs of the event.

Instructor's Signature: _____ **Date:** _____

Catering Project 3— Developing a Catering Business

Directions Assume that you would like to start your own catering business. Complete these steps on separate sheets of paper to find out about different aspects of owning a catering business. (**Note:** Caterers must comply with all local and state laws in regard to running a catering business.)

- 1. Describe your catering company.** What will your catering company be like? Do you anticipate running a business out of your home or having an off-site location? Will you specialize in a specific type of food or style of service? What will you name your company? How will you finance your company?
- 2. Investigate legal requirements.** Use Internet or print resources to investigate the laws and guidelines that caterers in your state must follow. How will these laws or guidelines impact the location of your business and your business goals?
- 3. Investigate how to write a business plan.** Use Internet or print resources or talk with a customer service representative at your local bank to research the important components of a well-written business plan.
- 4. State your vision.** Write a brief vision statement for your business. Your vision should include:
 - Menu items
 - Start-up costs
 - Operating costs
 - Business location
 - Targeted customer base
 - Estimated profits
- 5. Determine your catering business goals.** Develop a list of major goals that should be met for you to have a profitable catering business. Your goals should be specific, measurable, and should include an approximate timetable for meeting them.
- 6. Develop strategies for meeting your goals.** Strategies are the roadmaps for meeting your company goals. For example, what type of marketing might you use to promote your catering business?
- 7. Write a business plan.** Using the information that you have gathered for this activity, write a business plan for your catering business using the model in Chapter 7: Foodservice Management of *Culinary Essentials*.
- 8. Create a business card.** Design a business card for your catering company. You may use computer design software or draw your own design. Attach a copy of your completed business card design to this activity. Include the following characteristics on a standard business card:
 - Size: 2½ × 3 inches
 - Business name
 - Address
 - Telephone and FAX numbers
 - E-mail address
 - Internet address
 - Company logo
 - Owner's or representative's name