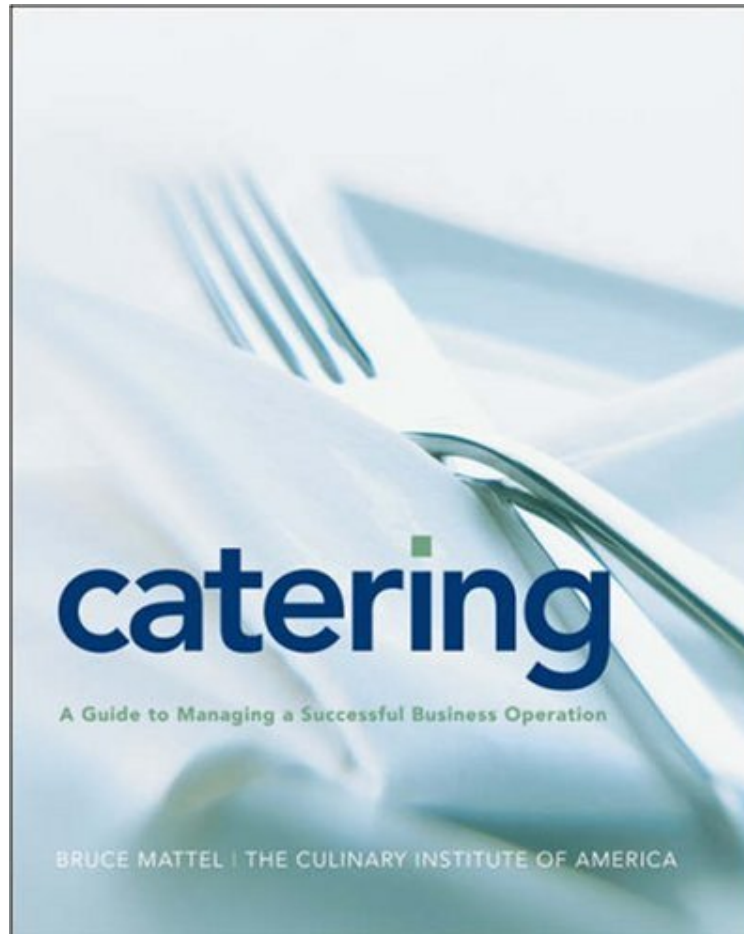


[Read now] Catering: A Guide to Managing a Successful Business Operation

Catering: A Guide to Managing a Successful Business Operation

Bruce Mattel, The Culinary Institute of America
DOC | *audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#307797 in Books 2008-02-26 Ingredients: Example Ingredients Original language: English PDF # 1 9.20 x 1.20 x 7.50l, 2.10 #File Name: 076455798X368 pages | File size: 72.Mb

Bruce Mattel, The Culinary Institute of America : Catering: A Guide to Managing a Successful Business Operation before purchasing it in order to gage whether or not it would be worth my time, and all praised Catering: A Guide to Managing a Successful Business Operation:

7 of 7 people found the following review helpful. Good primer for the catering entrepreneurBy BlkSwan3222I purchased this book after borrowing it from the library and renewing it twice. I found it to be a good primer for anyone who is considering catering as a business. I'm a foodie and but haven't been to cooking school or anything like that, so I found the explanations to be clear and easy to follow. Also learned things I had no idea needed to be taken into consideration when starting a food business.3 of 3 people found the following review helpful. Thoroughly pleased!By Monique LilesThis book is EXCELLENT! Can't put it down...and it is answering any and ALL questions I have thus far concerning this industry!0 of 0 people found the following review helpful. Five StarsBy Vickyvery informative.

In this invaluable reference, The Culinary Institute of America provides all the information that caterers and would-be

caterers need to set up and run a successful catering business of any kind. From launching the business, establishing pricing, setting up a kitchen, staffing, and marketing to planning events, organizing service, preparing food, managing the dining room and beverages, and developing menus, it provides detailed guidance on every aspect of the catering business, showing operators how to troubleshoot and creatively solve problems. Illustrated throughout with 50 photographs and 30 black-and-white illustrations, *Catering* is an indispensable guide for anyone who wants to succeed in this highly competitive field.

From the Inside Flap *Catering* is one of the fastest-growing segments of the food service industry. To succeed in this highly competitive arena, you need not only culinary expertise, but also a wide range of business skills. That's why Bruce Mattel, a successful caterer with more than 20 years of food service experience, teamed up with The Culinary Institute of America to create this indispensable guide. It's brimming with practical information and real-world know-how everything you need to set up and run a profitable catering business. Beginning with an overview of the catering profession, the book explains the various kinds of career opportunities available as well as the skills you need to succeed. It walks you through every aspect of operating a catering business, including: Launching a catering enterprise Pricing for profit Setting up a catering kitchen Hiring and managing staff Marketing the business Planning successful events Establishing impressive service Preparing distinctive food Managing the dining room For each topic covered, *Catering* provides detailed information and guidance on best practices, complete with the hands-on examples and insider tips you need to troubleshoot difficulties and creatively meet challenges in your own catering business. This invaluable reference is full of tools and resources to help your operation succeed. To assist you with the practical aspects of your operation, you'll find a detailed sample business plan, helpful recommendations on staffing and equipment, complete examples of how to price events, and much more. And to make sure your service and food receive accolades, you'll find in-depth advice on service styles, tips on active buffet stations, and sample menus for a wide range of events. Featuring more than 70 instructive photographs and illustrations throughout, *Catering* is your road map to a thriving catering business, whether you're new to the field or a veteran caterer who wants to improve performance.

From the Back Cover **Praise for *Catering*** "Every restaurateur also wants to be in catering but doesn't always know how to take that step. *Catering* shows us how to take that step with ease and grace." Nick Livanos Co-owner of The Livanos Restaurant Group "This book is the most comprehensive, all-in-one resource I have seen. It is filled from cover-to-cover with accurate, updated, and detailed information on all aspects of the catering industry. It is a must read for both novices and experienced caterers." Alison Awerbuch Executive Vice President and Partner of Abigail Kirsch Catering Relationships "If this book had been around when I started my company, it would have shaved ten years of frustration and foolish decisions off my career and added ten years to my life. The devil (or the profit) is in the details and *Catering* covers the details, chapter by chapter, with entertaining examples and insightful photographs." Lori Daniel Chief Inspiration Officer/Founding Chef and Co-Chair of Two Chefs on a Roll "After twenty-six years of building my business on intuition and creativity, I wish I would have had this book when I first started. If you are starting a catering company, buy this book! It sets the standard for today's competitive market with emphasis on profitability." Elaine Bell Owner of Elaine Bell Catering

About the Author Bruce Mattel is an associate professor in culinary arts at The Culinary Institute of America, where he teaches advanced garde manger in the college's degree programs. Chef Mattel graduated from the CIA with honors in 1980 and worked as a chef at several notable restaurants, including the Coq d'Or, Le Bernardin, and Prunelle. Prior to joining the CIA faculty, he was chef and owner of Custom Cuisine, a catering company and gourmet shop in Tarrytown, New York. Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering bachelor's and associate degree programs in culinary arts and baking and pastry arts. A network of more than 37,000 alumni in food service and hospitality has helped the CIA earn its reputation as the world's premier culinary college. Courses for food service professionals are offered at the college's main campus in Hyde Park, New York, and at The Culinary Institute of America at Greystone, in St. Helena, California. Greystone also offers baking and pastry arts, accelerated culinary arts, and professional wine certifications.