

## Foodservice Department Catering

Updated: January 2019

Overview: The Certified Dietary Manager, Certified Food Protection Professional (CDM®, CFPP®) may be responsible for catering within or outside of their facility. The goal of catering is to provide a service offering food and beverage that is satisfying to the customer, which also generates revenue for the foodservice department.

### Standard 1

The Certified Dietary Manager, Certified Food Protection Professional (CDM, CFPP) ensures that there is a Catering Policy & Procedure in place that is reviewed and updated regularly.

CRITERIA	IMPLEMENT & EVALUATE
<p><b>1.1</b> The Policy defines what catering services are offered outside of their routine production and meal service.</p>	<ul style="list-style-type: none"> <li>✓ Do catering services only include special events?</li> <li>✓ Are catering services available outside of the building?</li> <li>✓ Will servers and staff be available for the catering event?</li> <li>✓ Does your catering department offer delivery?</li> </ul>
<p><b>1.2</b> The Policy gives ordering instructions and guidelines for both internal and external customers.</p>	<ul style="list-style-type: none"> <li>✓ Determine if the ordering system is verbal, written, electronic, etc.</li> <li>✓ What is the ordering deadline?</li> <li>✓ Will you confirm orders in written format?</li> <li>✓ Do you have a catering contract?</li> <li>✓ What are the terms of payment?</li> <li>✓ Are there hours in which your catering department services are not available?</li> </ul>
<p><b>1.3</b> Packaging, labeling and delivery methods are clearly defined in the policy.</p>	<ul style="list-style-type: none"> <li>✓ Will you use disposables only?</li> <li>✓ Will you brand or logo your service items?</li> <li>✓ Do you offer paper products (plates, utensils, cups) for an additional fee?</li> <li>✓ Are special carts, vehicles or equipment items needed?</li> <li>✓ Do you have custom labeling with the food item name or will you use a sticker system?</li> </ul> <p><i>(Example: Veggie trays are 24" round disposable black plastic trays, covered in plastic wrap and labeled with a sticker indicating the date and location of the function.)</i></p>

<b>1.4</b> The Policy addresses food safety.	<ul style="list-style-type: none"> <li>✓ Department has proper equipment to prepare and hold food at safe temperatures</li> <li>✓ Delivery vehicles and carts are approved and maintained for safety</li> </ul>
<b>1.5</b> Disposal, storage and reheat instructions are clearly defined for the customer.	<ul style="list-style-type: none"> <li>✓ Food safety standards and local/state regulations are followed.</li> </ul>
<b>1.6</b> Catering production team staffing needs are defined and have job descriptions.	<ul style="list-style-type: none"> <li>✓ Job descriptions are updated regularly to reflect job functions of catering staff.</li> </ul>
<b>1.7</b> The catering department has necessary licenses & insurance and complies with local and state regulations.	<ul style="list-style-type: none"> <li>✓ Consider insurance for staff transporting catering items.</li> </ul>
<b>1.8</b> A checklist for catering production and delivery is used and kept in the department.	<ul style="list-style-type: none"> <li>✓ Staff uses the checklist for production and delivery</li> <li>✓ The checklist documents payment records</li> <li>✓ Temperatures are taken at delivery &amp;/or service time of catered items. Temperature logs are kept in the department.</li> </ul>
<b>1.9</b> The catering department has necessary licenses & insurance and complies with local and state regulations.	
<b>1.10</b> Catering staff is trained and evaluated on production, safe food handling, service and customer relations.	<p><b>Competence Training:</b></p> <ul style="list-style-type: none"> <li>✓ CDM, CFPP trains staff on all catering job duties</li> <li>✓ CDM, CFPP documents competence training/in-service attendance and competence skill testing evaluation</li> <li>✓ CDM, CFPP keeps records in the department</li> </ul>

**Standard 2**

The Certified Dietary Manager, Certified Food Protection Professional (CDM, CFPP) coordinates menu development and marketing for catering services to provide a revenue building service.

CRITERIA	IMPLEMENT & EVALUATE
<b>2.1</b> The catering department has a catering menu with prices, including fees for delivery, set-up, and service.	<ul style="list-style-type: none"> <li>✓ The menu capitalizes on current selections of food and beverage in the department</li> <li>✓ The menu is reviewed regularly, and prices are updated</li> </ul>
<b>2.2</b> The catering menu generates revenue for the foodservice department	<ul style="list-style-type: none"> <li>✓ Determine budget and income projections</li> <li>✓ Consider wages, benefits, insurance, etc.</li> </ul>
<b>2.3</b> The CDM, CFPP coordinates and oversees marketing and public relations for the catering department.	<ul style="list-style-type: none"> <li>✓ Catering menus look professional</li> <li>✓ Online and social media advertising is accurate and appropriate</li> </ul>

**Standard 3**

The Certified Dietary Manager, Certified Food Protection Professional (CDM, CFPP) has a policy for charging other departments within the facility and has clearly defined pricing strategies for internal & external customers.

CRITERIA	IMPLEMENT & EVALUATE
<b>3.1</b> There is a system in place to invoice and receive transfer of funds from other departments within the facility.	<ul style="list-style-type: none"> <li>✓ Collaborate with the finance department</li> </ul>
<b>3.2</b> Pricing strategies and discounts for internal customers are clearly defined by the policy.	<p><b>Strategy Options:</b>  Use Meal Equivalents  Catering example: Facility Meal Equivalent (ME): \$3.34</p> <p>Cost of coffee, juice, &amp; muffins: \$22.80  DIVIDE by ME ÷ 3.34  \$6.83  MULTIPLY by # of people X20  \$136.60</p> <p><b>Discount Catering Menu for Internal Customers</b>  ✓ Determine Discount percentage or amount  Example: Breakfast meeting in administration</p> <p>Catering Menu Choices: \$136.60  Discount: 12% for internal customer</p> <p>\$136.60 X .12 = \$16.39 discount  \$136.60-\$16.39 = \$120.21</p>

**3.3** Pricing strategies for external customers are clearly defined by the policy.

**Strategy Options:**

Food Cost + Standard Mark-up

1. Determine mark-up (example: 75%) 2. Multiply Mark-up x Food cost

Example: A Morning Meeting with muffins, fruit and coffee.

Food Costs:

Muffins: \$12.65/dozen

Coffee: \$6.50 for a large pot

Fruit: \$21.75 for a fruit salad

Mark-Ups

Muffins  $\$12.65 \times 1.75 = \$22.14$

Coffee:  $\$6.50 \times 1.75 = \$11.38$

Fruit:  $\$21.75 \times 1.75 = \$38.06$

\$71.58

(round to \$71.50 or \$72.00)

Food Cost Percent

1. Food Cost ÷ Food Sales=Food Cost %

2. Menu Price ÷ Food Cost Percent=Price

Example: Using the same situation above and a facility food cost percent of 40% ([Calculating Food Cost](#))

$\$12.65 + 6.50 + 21.75 = \$40.90$

÷ .40

\$102.25

Also to consider:

✓ Delivery or service fees

✓ Taxes

**References**

Legvold, Dee, and Salisbury, Kristi. *Foodservice Management by Design*. Association of Nutrition & Foodservice Professionals, 2nd Edition, 2018.

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