

Foodservice Department Catering

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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.

Supplemental Material: Access the [Gap Analysis Tool](#) to supplement your practices.

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

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

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

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
3.1 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"> ✓ Collaborate with the finance department
3.2 Pricing strategies and discounts for internal customers are clearly defined by the policy.	<p>Strategy Options: Use Meal Equivalents Catering example: Facility Meal Equivalent (ME): \$3.34</p> <p>Cost of coffee, juice, & muffins: \$22.80 DIVIDE by ME ÷ 3.34 \$6.83 MULTIPLY by # of people X20 \$136.60</p> <p>Discount Catering Menu for Internal Customers ✓ 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 \times .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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