



December 12, 2014

Catering Company Involvement

The Culinary Business Institute knows that Personal Chef Services – and more so, Dinner Party Services are in peak demand during the holiday period. Catering companies often do a huge amount of service at this time also. If you haven't already, you should introduce yourself to the owner of a few well known catering companies. Explain what you do (your primary service), and let them know that you can also provide smaller catering jobs where one person can manage – or that you can join their team on short notice for a gig. The idea is to provide a catering company an option when they are busy, and unable to accept a smaller job due to a conflict with a larger service. They can refer that client to you. And vice-versa, you may get contacted for a service that is a little much for one person alone – you can help the catering company by using some of their people on a casual labor basis, or if needed, give the event to the larger company but remain on the service as the primary contact. This relationship can be mutually beneficial all year long, and can pay off in extra revenue that otherwise may not have rolled around. Neither party is contracted or obligated – this is simply a first call situation – and if schedules don't mesh, so be it. If you haven't made these connections in your area, plan to do so. If not for this year, then do this after the new year and be set for those seasonal peak periods.

