

July 3, 2015

Unique Situation: Special Diets

The Situation:

A woman you work for has joined Weight Watchers and would like you to prepare Weight Watchers' recipes. She has marked several recipes in a magazine, too many to count, and has tried to convince you to use some of her old freezer-burned chicken in order to discount the package price. After having briefly reviewed the recipes, you have mixed feelings about the quality of some of them, not to mention their freeze-ability. What it boils down to is that it takes you quite a bit more time to re-design your menus for this client and you don't quite know how to charge for it. Moreover, a similar situation has you working with a personal trainer. The client needs to eat six carefully measured meals a day. He does not have recipes, but rather "acceptable" food lists such as boneless, skinless chicken; turkey; brown rice; etc. He has not yet let you see exactly what his meal plans are but has mentioned that he wants his chicken purchased from a particular market (which, incidentally, doesn't generally open until 9:00 AM).

The Question:

How should you price meal packages for special diets? How do you factor in pricing for extensive measuring and portion control?

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

