

mfn

**Whipping Up
a Cookbook**

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Capisce?**

**The Secret
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Cupcake?**



RECIPES FOR RESTAURATEURS

By Linda Duke

Wedding and Event Planners

Wedding and event planners are very important people to know in your community. These party planners need large catering orders for celebrations that they plan year round for their clientele. Making relationships with wedding and event planners is a valuable way to increase sales.

Ingredients:

1. A list of wedding and event planners in your community.
2. Food samples to take to the companies.
3. Catering menus and information.
4. A special place to keep track of the catering orders.

Directions:

1. MAKE A LIST of the wedding and event planners in your community. These companies can be found by using yellow pages, the chamber of commerce, visitors' and conventions bureau or general search inquiries using your favorite search engine.

• *Note: On the individual websites for wedding and event planners you may be able to find a good contact name as well as find out if they already have in house catering.*

2. PLAN A TIME TO TAKE FOOD AND CATERING MENUS to the local event and wedding planners on your list. Bring appetizers and a few signature menu items so these celebration planners can try your food and make decisions based on what they have tasted.

• *Note: Make sure to mention if you offer full service catering or if they will need to provide serving utensils, tables, and staff.*

3. PROMOTE YOUR BANQUET ROOM. If you have a banquet room, invite the event planners to visit your restaurant and see the room that they would offer to their

clients for event. Prepare a sample menu tasting to serve the event planner.

4. HOST A VIP PARTY and invite all the local event planners and wedding coordinators to your restaurant and host it in your banquet room. Offer menu samples and gift bags on their departure with catering menus and rental information.

5. CALL AND FOLLOW UP with the wedding and event planners to book large catering orders.

6. APPOINT A STAFF MEMBER to be in charge of handling and booking the wedding and event planners catering. It is very important that you keep track of this information because it is important to establish a trustworthy relationship with event planners.

7. SHOW UP TIMELY AND PROFESSIONAL on the date of the event.

8. FOLLOW UP WITH THE EVENT OR WEDDING PLANNERS one week after the event. Ask how satisfied they were with the catering and to contact you with other inquiries.

Tips:

• Always offer food. You need event planners to taste your food before they can recommend your services to others.

• Offer the wedding party a tasting at your restaurant before their big day.

• Get your restaurant name and logo printed on the menus at the events. (Catered by _____). This will

help generate more business leads.

• Create something special to send to the wedding and event planners to help you stand out. Wedding and event planners are generally very creative and will appreciate this gesture. An idea is to create an invitation that says, We Invite you to Cater with Us. Give them free meal cards on the inside and have the invitation elegantly printed to attract their attention.

• Wedding and event planners are often also responsible for creating tourist guides for out of town guests. Even if the company does not want to do wedding planning, they may choose your restaurant to put in their tourist destinations.

