

# Don't Leave \$ on the Table!

Ideas for today and tomorrow:

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- **Less Providers**
- **Fewer Staff**
- **Supply Chain Issues**
- **Limited Bandwidth**

A photograph showing a stack of several coins on a dark, reflective surface. A small white sign with black text is placed on top of the coins. The text on the sign reads: "Are You Leaving Money On The Table?". The background is slightly blurred, showing more coins and the dark surface.

Are You  
Leaving Money  
On The Table?

# Disclaimer

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- We are Not Legal Advisers
- Nor Financial Experts
- Please know your Local, State & Federal Laws
- Use your own Network of Professionals



# Session Overview Objective: Be Open to new Ideas in Pricing

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- Charging Correctly And Inclusively
- Billing Labor
- Bundled vs. Ala Carte Pricing
- Food and Beverage Billing Concepts
- Delivery Fees
- Execution Discovery
- Office Time Fees
- Out Of Scope Work
- Equipment Fees
- Service Charges, Gratuities, % of Invoice Cost Ideas
- Premium Dates / Holiday Upcharge
- Other Ideas to Consider

# Charging Correctly And Inclusively

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- Know your Companies Actual Break Even Point
- Identify Ideal Clients for your Firm
  - Remember-Bad Business is **ALWAYS AVAILABLE!**
- Use Multiple Revenue Streams within your Agreements
  - Appetizers / Beverages / Alcohol / Main Meal / Dessert / Snacks
  - Labor / Transportation / Delivery / Rentals (in house & external)
  - Entertainment / Guest Giveaways / Office Fees / Out of Scope Services / Equipment
  - Coordination / Management Fees / Service Charges/ Gratuities
  - What else ... ???

# Charging Correctly And Inclusively

## Be A Creative Thinker (Selling Differently)

- Don't Say NO – Charge for IT!
  - Upsell Concepts like Farm to Table / Locavore Menus
  - Zero Waste / Waste Management / Luxury Restrooms / Centerpieces
  - Offer One Stop Shopping (Within Reason)
  - Selling to Different Markets with Unique Differences & Outcomes
    - Social / Corporate / Non-Profits / Events



# Billing Labor Accurately / Finding Additional Staffing

- Port to Port for Off Premise
- Tiered Labor Fees
  - FOH Mgr / Chef or BOH Lead / Bar
  - On Site Support / Servers
- External Support Labor
  - Equipment Pulls / Truck Loaders
  - Warehouse/ DW / Set Up Crew
- Staffing Ideas
  - Bring a friend
  - Staff Sharing
  - Part Timers / Side Hustle \$
  - College Students / Teachers / Seniors



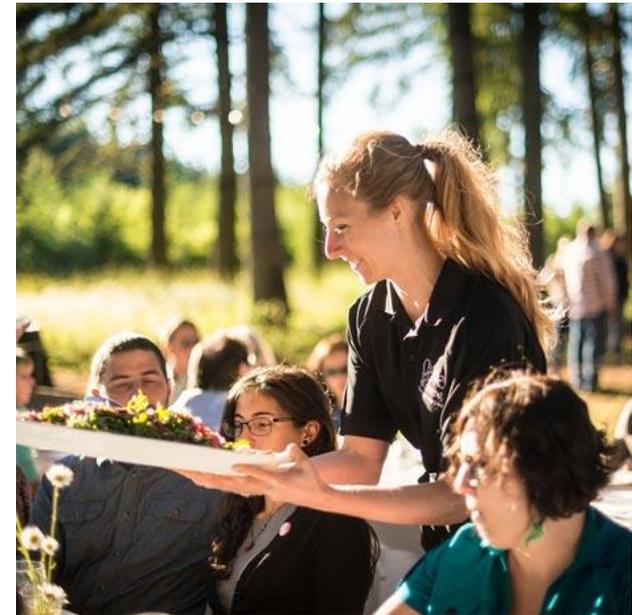
# Billing Labor Accurately - Internal costs

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## STAFFING

<u>Bartender</u>	14 Hourly \$25.00	\$350.00
<u>Bartender</u>	12 Hourly \$25.00	\$300.00
<u>Catering Chef</u>	14 Hourly \$25.00	\$350.00
<u>Catering Chef</u>	14 Hourly \$25.00	\$350.00
<u>Catering Chef</u>	14 Hourly \$25.00	\$350.00
<u>Event Manager</u>	2 Hourly \$30.00	\$60.00
<u>Event Manager</u>	14 Hourly \$30.00	\$420.00
<u>Server</u>	14 Hourly \$25.00	\$350.00
<u>Server</u>	12 Hourly \$25.00	\$300.00
<u>Server</u>	12 Hourly \$25.00	\$300.00
<u>Server</u>	12 Hourly \$25.00	\$300.00

TOTAL      \$3430



# Billing Labor - On the Proposal Language

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## STAFFING

Your event team is carefully selected and rigorously trained to take care of your every need. To ensure your event's success we will staff accordingly with an Event Lead, Service Staff, Bartending, and Onsite Chefs

pre-event estimate \$5,145.00

\*pre-event estimate, includes staffing for one bar location, additional staffing required for two bar locations

# Bundled vs. Ala Carte Pricing Ideas

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## Bundled Examples that Work

- Service ware (Place settings)
- N/A Beverage Stations
- Small Plate Stations
- Pre-Pack Meals
  - Simpler Menu Plans
  - Boxed Lunches
- Equipment Packages
- Staffing



## Ala Carte Pricing Concepts

- Custom Created Events
- Event Services
- Diversifies Profit Opportunity
- Additional Services (i.e. Rentals)
- Food Cost Protection
  - Supply Chain Disruptions
  - Substitutions
  - Market Conditions
  - Seasonality

# Food and Beverage Billing Concepts

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- Specialty Menus - GF/ Vegan / DF / Vegetarian/ Keto
- Catering Management Fee - ie. Special event for Tillamook Creamery
- When client provides some or all the ingredients- We should make the same margin or BETTER



# Food and Beverage Billing Concepts

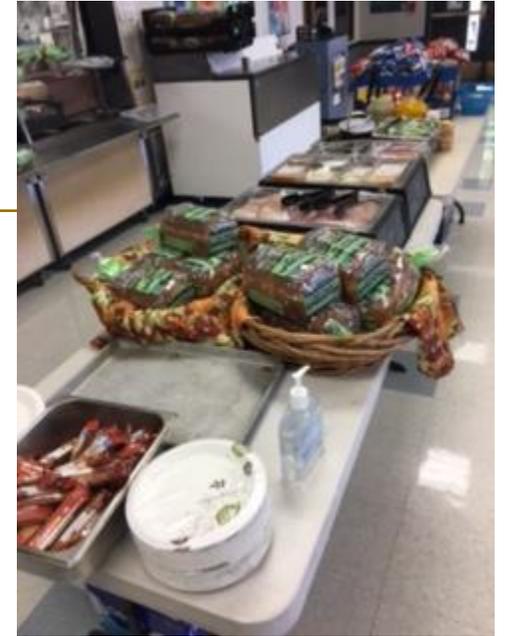
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- Cost Plus Ideas – i.e. Food Services for Large Cycling / Running Events
- Advantages Include:
  - Client enjoys buying at your cost to help them meet budget
    - We Sell leveraging our purchasing power
    - Vendor Relationships (i.e. 10k Banana Request)
  - Client Outsourcing Food Services allows them to focus on their expertise (course management, rider safety, permitting, routing, first aid, hydration)
  - Greater Profit Potential because client assumes all COGS



# Food and Beverage Billing Concepts

- Lunch Stops/ Finish Line Services for 300-1200 guests
  - Cost of Product plus 25%
  - Office Time @ \$50-75 / Hour
  - Kitchen Time for Production @ \$50-150/Hour
  - On Site Labor Fees
  - Delivery Fees
  - Management fee of .50 -5.00 / Guest
  - Equipment Fee
  - Cleaning Fee
  - Event production Fee on all the Above



# Beverage Billing Concepts

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- Bar Management Fee - Ice, liquor license, liability insurance, etc.
  - Corkage fee? **OR** Per Person Bar Management Fee?
    - Bar Management Fee Client Providing Beer & Wine
    - Bar Management Fee Client Providing Beer, Wine & 2 Specialty Cocktails
- **FIVE HOUR UNLIMITED BAR---FULL BAR      \$39.99**
  - 5 Hour Service - Featuring West Coast and Pacific NW wines, local and domestic beer from our rotating selection, and standard liquor and mixers.



# Transportation and Delivery Fees

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- Consider Distance / Size / Complexity
  - By Zip Code
  - By Mile
  - Adding Fuel Surcharges
  - Specialty Use Delivery Fees (Refer Truck / Tapped Beer Trailer)
  - Time of Day (Traffic)
  - Support Staff Meeting on Site (Shuttle Cars)
  - Secondary or Supporting Vendors (Subs, Food Trucks, Restrooms, Garbage Removal)



# Execution Discovery

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- Know the Scope and Objective of the client
- Problem Solve Logistics / Offer Solutions
- Make Site Visits an Opportunity to Sell More
  - Charged or Inclusion?
  - Travel Time / Various Routes
- Beware of Challenging Spaces
  - Stairs / Non-Elevator Served Areas / Vehicle Access
- The Need for Food Quality Control (Field Kitchens)

# Office Time Fees

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- Beware of Time Traps (Weddings)
- Write Language that Supports Excess Billing (Transparency)
- PITA Factors
- Valuing Administrative and Coordination Time
- Full-Service Event Planning



# Out Of Scope Work (New Profit Centers?)

- Event Management / Coordination
  - Site Management
    - Food Trucks + Catering
    - Bussing, Bar Services, Etc.
- Servicing Events
  - Fun Run Hot Water / Soup Provider
  - Beer Garden's (MGMT FEE) Sponsorships
  - Event Comptroller (Entry Gates)
    - Flat Fee based
    - Volume Bonus
    - Per Diem/Paid Parking
    - Bilingual Food Vendor Settlements



# Equipment Fees / Rental UpCharging

- In House Equipment Charges
  - Added to Each Order
  - Per Item or Bundled
  - Pricing Models you can SET
  - 10's of Dollars to Thousand's!
- Rental Coordination Fees
  - Discount from Vendor (ASK)
  - Adding Coordination Fee %
    - Inclusion such as Delivery Fees
  - Where it sits on Your Invoice

## Factors to Consider When Setting Equipment Utilization Fees

Type of Equipment

Maintenance Costs



# Service Charges, Gratuities, and % of Invoice Cost (Event Production Fees)

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- Know the Law!
- Could you Use ALL the Above?
- Clients Perceptions
- Can the House Keep Some of the Generated Revenue?
- What about Management?
- Where on the Invoice does this sit (What Inclusions?)
  - F&B / Entire Invoice / Certain Exclusions



# Premium Dates / Holiday Upcharge / Minimums

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- Using the Calendar to your Advantage

- What is **YOUR** High Season
- Do you Charge More for Holidays?
  - What Constitutes a True Holiday - YOU decide!
  - Why or Why Not?
  - Do You Have the Staff Available?
  - Can you take Advantage of this?
  - Prepack Holiday Meals?

- Minimum Order Requirements

- Are you getting enough \$ to put that Truck on the Road?
- Do you Offer at your Location P/U?

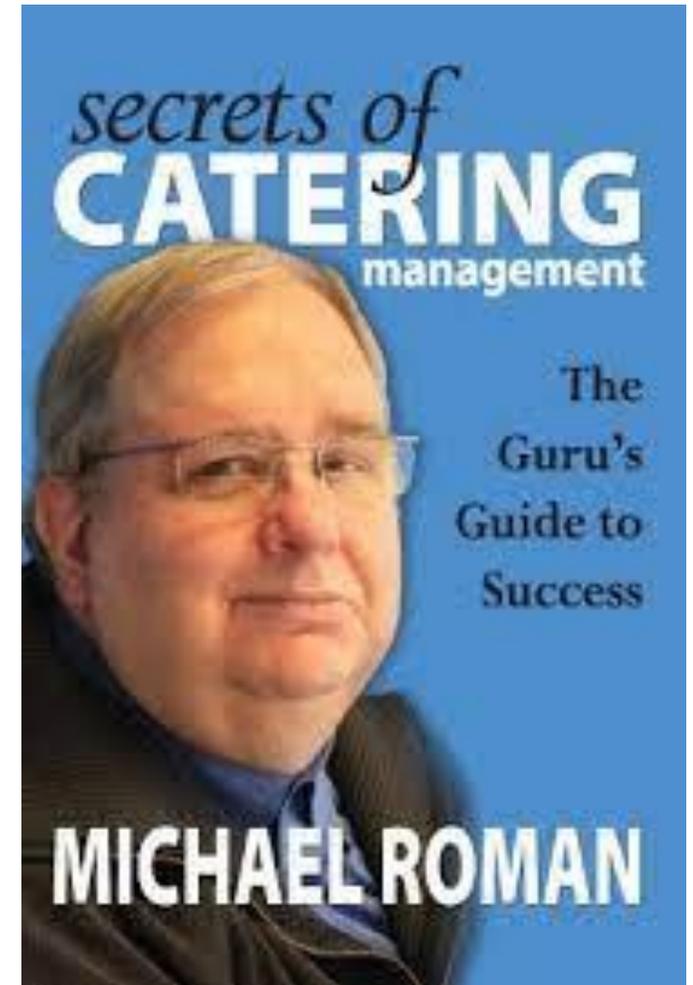




# Roman's Teachings

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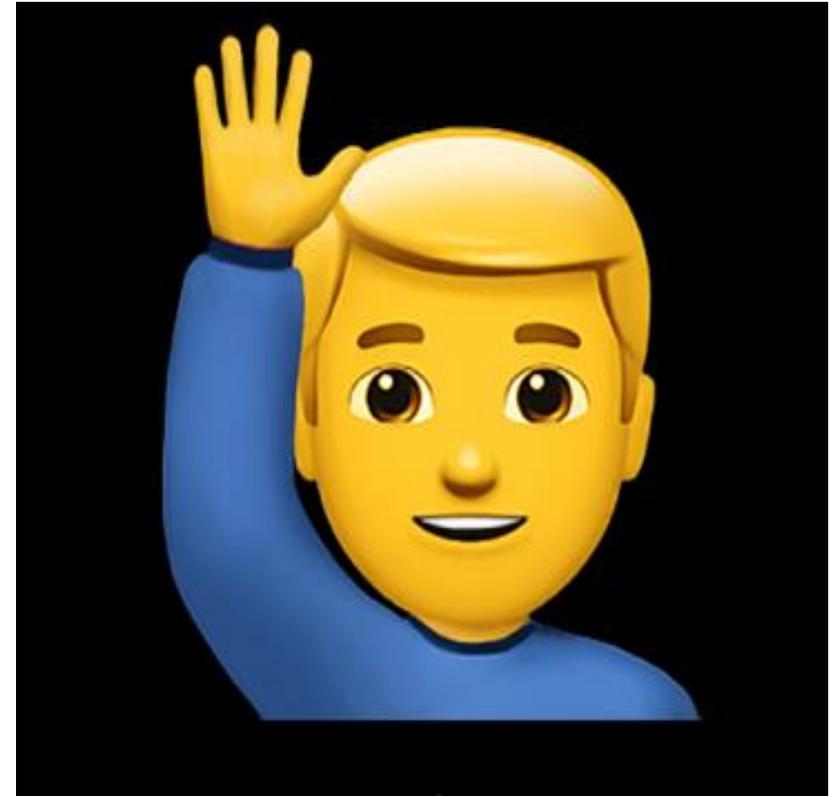
- There's never been a better time to be a caterer!
- A/B/C Pricing For Food, Staffing & Presentation
- Cost Plus Models
- If you always do what you always did....You always get what you always got!
  - Try Something Different!
  - It's OK to Play with the Numbers!
- Airline Metrics Pricing
  - Timing, Seat Class, Baggage Fees, Free Drinks, Boarding Privileges, Frequent Flyers, Rewards



# Audience Participation - Share your ideas!

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- What are you doing?
- How are you doing it?
- What is the benefit?
- How is it different?
- What sort of strategic alliance has paid off?



## In Closing –

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- Not About Right or Wrong Way
  - Maybe a Better Way?
- Need more time to chat? Hit us up!
- Available for consulting projects



**STOP  
Leaving  
Money  
on the  
Table!**



### CONNECT WITH US

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Twitter & LinkedIn



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