

catersource® + THE SPECIAL EVENT®

Scaling

From 200k to 2 Million - How to Scale!



Quick Intro

Tim Mitchell

Founder | General Manager

15 Years of Experience in Catering

- Sales & Event Planning
- Culinary
- Business Development
- ICA Board Member

Quick Intro

Matt Logan

Partner | Director of Operations | Director of Culinary

9 Years of Experience in Catering

- Operations & Logistics
- Technology Geek
- Efficiency Nerd

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9 Years of Experience in Catering

- Operations & Logistics
- Technology Geek
- Efficiency Nerd
- Swiftie
 - Recent Kansas City Chiefs Fan





- Located in Pacific Northwest (Eastern Washington)
- Provide catering for wedding, social and corporate events
- Drop off, limited service and full service catering options.

2019 and 2021 Ace Nominee for
Best Off Premise Event



Mangia Snapshot

Facility

18,000 sq ft Facility

5,000 sq ft kitchen

4,000 sq ft warehouse

1,500 sq ft offices

8,000 sq ft cafeteria (future venue space)

Staff

10 year-round full time staff

6 kitchen

2 warehouse

2 office / admin

Roster of 50-100 part time / seasonal event staff

Vehicles

3 Cargo Vans

2 Box Trucks

Full Size Pickup

Trailers

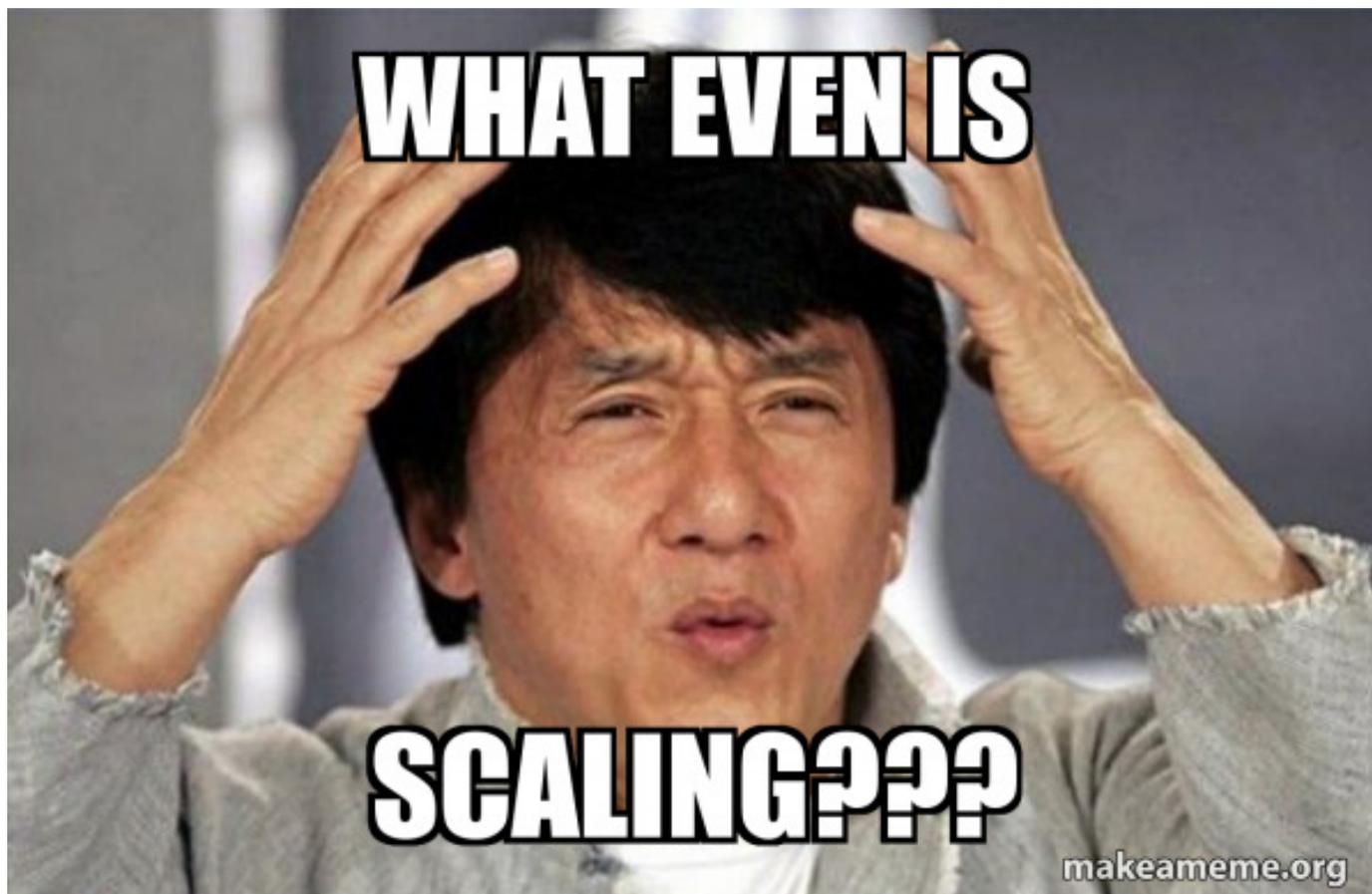
25' Mobile Kitchen

20' Pizzeria

10' Pizza Trailer (X2)

28' Concession Trailer

14' Cargo Trailer



Scaling Versus Growth

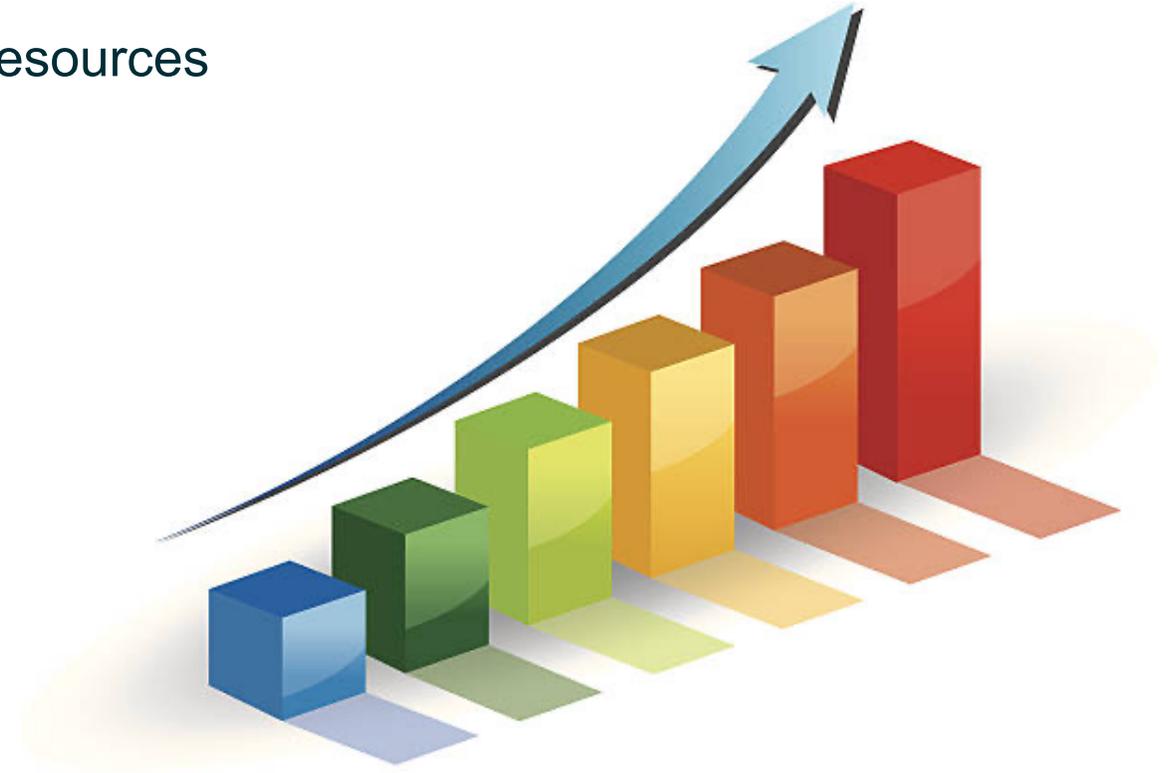
Scaling

Expanding your systems without expanding your resources

Establish systems to enable growth

This leads to more growth potential

Increase profits as you grow



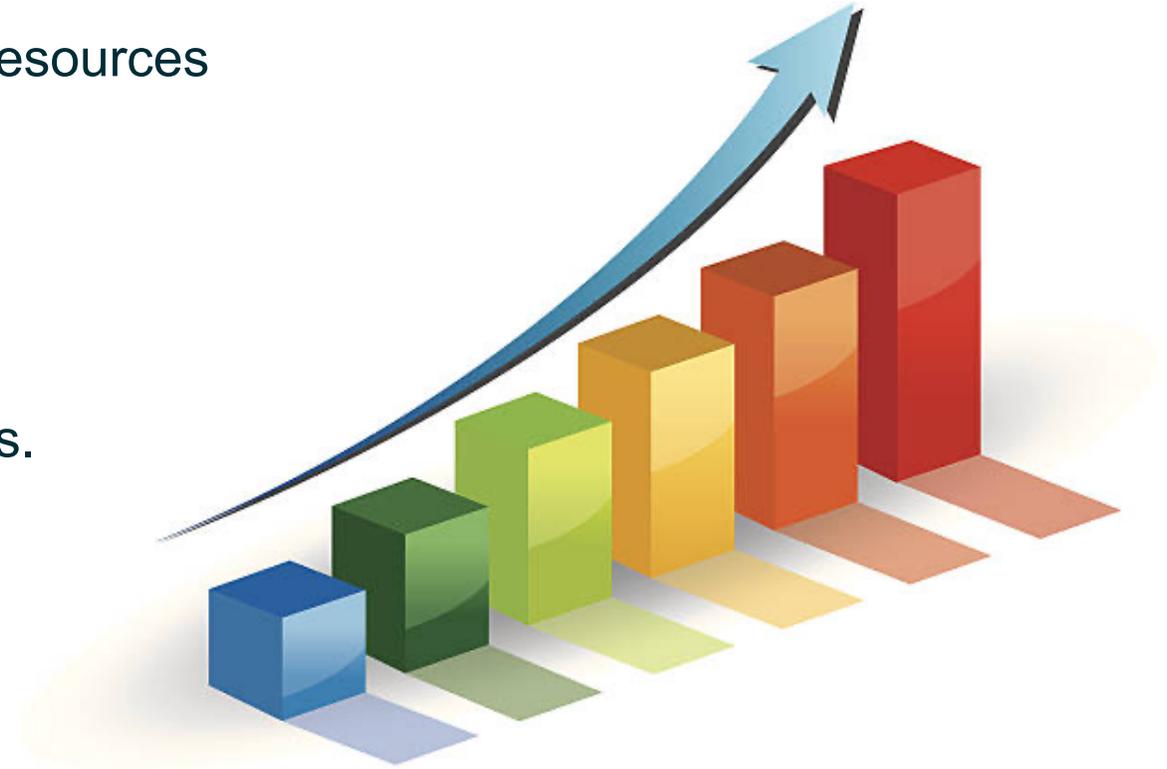
Scaling Versus Growth

Scaling

Expanding your systems without expanding your resources
Establish systems to enable growth
This leads to more growth potential
Increase profits as you grow

Growth

Increasing revenue in the course of doing business.
Growth does NOT equate to profit
Growth takes resources
Resources cost MONEY



	2021	2022	2023
Drop Off Events	82	199	282
Full Service Events	150	203	256
Guest Count	35,000	49,500	58,000
Employee Hours	12,000	18,000	22,000
Revenue	1,400,000	2,000,000	2,000,000
Average Event	\$6,034	\$4,975	\$3,700

Scaling with Staff

Build a Core

Keep key staff on year-round (if seasonal)

Train them!

Pay them for their skills

Support the Core

Create a pool to pull staff from

Event workers for FOH and BOH

Prep staff for busy weekends



Clients / Sales

As we started to be limited by capacity, we had to understand our calendar and client better

- **Event Minimums**
- **Calendar**
- **Clients**

Clients / Sales

As we started to be limited by capacity, we had to understand our calendar and client better

Event Minimums

- Event Minimums had to be established, and tested out \$1,000, \$1,500, \$2,500, etc.
 - Every Market is different, so see what your market will go for.
 - Minimums are different based on what we are doing and the date (Peak / Off Peak)
 - Drop n'go
 - Limited Service
 - Food Truck
 - Full Service
- Do we want to do a \$ 12-a-peson menu for 20 guests on an August Saturday?

Clients / Sales

As we started to be limited by capacity, we had to understand our calendar and client better

Calendar

- Event Capacity had to be a collaboration between sales and operations.
- Not just a booking free-for-all, taking everything that comes through the door.
- This is a constant changing dynamic depending on equipment, staffing, etc.

Clients / Sales

Clients

- Landing the "right client", full service vs limited service vs drop n'go.
- Understanding who that client is and why you want that type of client.
- Again, its not just about taking everything you can get.
- Remember our most powerful and most profitable word we can use in our business is NO

Technology

Positives

- Increases efficiency
 - Team members can do more tasks quicker
- Increased organization
- Removes boring tasks
- Automate repetitive tasks

Negatives

- Hard to implement at times
 - Kitchen members not always into tech
- Costs Money
- Learning curve



Catering Software

Before TPP

Used excel for creating prep lists each week

Typed out contracts in word documents

Had to remember to follow up with clients and send documents

Since TPP

Automations for event reminders and auto send emails

Prep lists set for every menu item

Pack lists built for items and customized for efficiency



Scheduling then....

	SUN	MON	TUE	WED	THUR	FRI	SAT
	31	1	2	3	4	5	6
EMPLOYEE	x						
TIM	x		BARN WORK DAY 8AM-4PM	PREP 10AM	PREP 7AM-3PM	BARN 10 SETUP 7AM	OHORO
MATT	x		BARN WORK DAY 8AM-4PM	PACKING DAY CRADDOCK DROP OFF 5:30 PM		BARN 10 SETUP 7AM/ O HORO DROP OFF	CDA HIGH SCHOOL
BRAD	X	X	X	PREP/DROP OFF 10AM-6PM	PREP 7AM-3PM	PREP/O HORO REHEARSAL 12-7PM	1PM-8PM BARN 10
JOSH V.	X	X	X	X	X	7AM-3PM	9-6PM O HORO
JAMES	x	X	X	X	X	X	NOON O HORO
ALMA	x	X	X	X	BARN 10 REHEARSALS	BARN 10 SETUP	BARN 10 11AM-CL
AUSTIN	P-3PM WHITEHOUSE	X	X	P-FARMERS MARKET 1:30 PM	X	BREW PUB 3:30 PM	FARMERS 6:30AM-3PM
JESSA	x	X	X	X	X	R/O	R/O
NATHAN	x	X	BARN WORK DAY 8AM-4PM	X	X	X	O HORO 1PM
ETHAN	x	Monday Detail 9am-1pm	BARN WORK DAY 8AM	X		KITCHEN CLOSE 4PM	O HORO 1PM/ EGLAND DROP OFF/KITCHEN CLOSE
BRITTANY	x	X	X	X	X	X	CDA HIGH SCHOOL
JAKE B	x	X	X	X	X	KITCHEN CLOSE 4PM	BARN 10 3PM/ KITCHEN CLOSE
LOGAN	x	X	X	KITCHEN CLOSE 6PM	KITCHEN CLOSE 6PM	X	FARMERS MARKET 645 AM-3PM/KITCHEN CLOSE 8PM
EMILY	x	X	X	P-FARMERS MARKET 3PM	X	BREW PUB 4PM	BARN 10 3PM-CL
DEAN	P-3PM WHITEHOUSE	X	X	P-FARMERS MARKET 2PM	X	ADMIN 12/BREW PUB 3:30 PM	FARMERS MARKET 6:45-3PM

KEY
P=PIZZA SHIFT
C=CATERING SHIFT
D=DISH SHIFT
K=KITCHEN PREP SHIFT
B=BAR SHIFT

Travis August 7th-14th
Austin August 6th (pm)
Dean August 6th/19th PM
Alma August 12-?

NEXT MANGIA BOAT DAY:
AUGUST 8TH

STILL NEED
CHS STAFF
BARN 10 STAFF

Typed out weekly in spreadsheet...

- Takes a lot of time
- Tough to juggle staff requests
- Event changes take a lot of time

MON Dec 12 3 events 6/7 shifts	TUE Dec 13 4 events 9/10 shifts	WED Dec 14 5 events 10/11 shifts	THU Dec 15 4 events 29/30 shifts	FRI Dec 16 6 events 18/18 shifts	SAT Dec 17 1 event 7/7 shifts
Kitchen Shift 8:00 AM – 4:30 PM Mangia Catering Liberty Lake → Mangia Catering	Kitchen Shift 8:00 AM – 4:30 PM Mangia Catering Liberty Lake → Mangia Catering	Kitchen Shift 8:00 AM – 4:30 PM Mangia Catering Liberty Lake → Mangia Catering	Office Shift 8:00 AM – 3:30 PM	Kitchen Shift 6:30 AM – 2:30 PM Mangia Catering Liberty Lake → Mangia Catering	Coast Aluminum Christmas Part... 3:00 PM – 11:00 PM Coast Aluminum Spokane Valley → Brenda Bailey Coc
Office Shift 8:00 AM – 4:30 PM	Office Shift 8:00 AM – 4:30 PM	Office Shift 8:00 AM – 4:30 PM	Kitchen Shift 8:00 AM – 4:30 PM Mangia Catering Liberty Lake → Mangia Catering	Office Shift 8:00 AM – 3:30 PM	
Dish Shift 5:30 PM – 9:00 PM	Warehouse 9:00 AM – 4:30 PM	Warehouse 9:00 AM – 4:30 PM	DCI Holiday Party (3116) 5:00 PM – 11:30 PM DCI Engineers Spokane → Brooke Giordana DCI Eng	SNAP Holiday Luncheon (3136) 11:00 AM – 12:00 PM SNAP Spokane → St. Johns Cathedral	
	Dish Shift 5:30 PM – 9:00 PM	Chancellor Johnson Retirement... 3:00 PM – 5:30 PM Community Colleges of Spokane Spokane → Community Colleges of	Stancraft Companies Christmas ... 6:00 PM – 11:00 PM Stancraft Companies 2 Hayden → Stancraft Jet Center	GEE Automotive- 3221 12:00 PM – 1:00 PM Gee Automotive Liberty Lake → Gee Automotive	
		Dish Shift 5:30 PM – 9:00 PM		Border Sheet Metal & Heating C... 3:00 PM – 10:00 PM Border Sheet Metal & Heating Coeur d alene → Elks Lodge	
				Silverwood Christmas Party (31... 5:00 PM – 11:00 PM Silverwood Theme Park 2 Athol → Silverwood Theme Park	

.....Scheduling now

Nowsta

- Easy to manage events
- Visualize where there are gaps
- Quick look at problem days
- Track employee time-off requests
- Timeclock

	10am - 6pm Prep Cook @ Kitchen Shift	8am - 4:30pm Prep Cook @ Kitchen Shift	6am - 4:30pm Prep Cook @ Kitchen Shift	12pm - 11pm EVENT - BOH @ Stancraft Companie...	12pm - 11pm EVENT - BOH @ Douglass Properties...	
				4pm - 10pm Bartender @ Stancraft Companies ...		
6am - 12am • Available	6am - 4pm • Unavailable	6am - 12am • Available	6am - 12am • Available			
	6am - 12am • Available	4pm - 11pm EVENT LEAD - FOH @ Douglass Prop...				
				4pm - 10pm EVENT - FOH @ Stancraft Companie...		
	8am - 3pm Creative Director @ Office Shift					
	11am - 4:30pm Prep Cook @ Kitchen Shift	8am - 4:30pm Prep Cook @ Kitchen Shift	8am - 3:30pm Prep Cook @ Kitchen Shift	8am - 4:30pm Prep Cook @ Kitchen Shift	12pm - 11pm EVENT - BOH @ Douglass Properties...	
					4pm - 10pm Call On Staff - FOH @ Douglass Pro...	
					4pm - 10pm Call On Staff - FOH @ Douglass Pro...	

Communication

Slack

Increase communication efficiency

Organize the chaos!

Information is easy to find

Keeps communication in one place

The screenshot displays a Slack interface for the workspace 'Mangia Catering'. On the left sidebar, a list of channels is shown, including '1-event-workers', '1-kitchen-staff', '# after_event_review', '# bar', 'catersource2024', 'creative-newbrand', '# culture-club', 'event-planning', '# events' (which is highlighted), '# ez-cater', '# general', '# maintenance', 'management', 'mangia-improvements', 'mibe', '# operations-department', and '# order'. The main area shows the '# events' channel with a message history. The messages are grouped by date, with dates 'December 6th, 2023' and 'December 8th, 2023' visible. The messages include:

- December 6th, 2023:** A message from Matt at 6:28 AM: '3923 - Young Construction' with 11 replies.
- December 8th, 2023:** A message from Matt at 11:18 AM: 'SEL' with 5 replies.
- A message from Tim at 4:16 PM: 'Gino' with 3 replies.
- A message from Tim at 4:26 PM: 'Amazon PM' with 13 replies.
- A message from Matt at 9:09 PM: '3909 - Smith' with 6 replies.
- A message from Matt at 9:15 PM: '3893 - Arthritis Northwest' with 11 replies.

Task Management

Meistertask

- Use for tracking tasks
- Assigning projects
- Relaying project details
- Automate for reoccurring tasks

The screenshot displays the Meistertask application interface. On the left is a dark sidebar with a 'Projects' header and a search bar. Below the search bar are sections for 'Overview', 'RECENT PROJECTS', 'LARGE PROJECTS' (including 'Down Time Idea Board'), 'OPS DEPARTMENT' (with 'Ops Department' selected), 'MANGIA MANAGEMENT', and 'MY PROJECTS' (including 'Homelife'). The main dashboard features a top navigation bar with 'Ops Department' and a 'Share' button. Below this is a red header for 'Operations' (7 tasks) and a purple header for 'Down Time' (1 task). The main content area is a grid of task cards, each showing a title, date, and duration. Tasks include 'Print out rental order list by vendor', 'Weekly Inventory Check', 'Snack Bar and Beverage Fridge Restock', 'Create Schedule', 'Paperwork and Binders for Events', 'Review After Event Forms', 'Breakdown Binders From Previous Week', 'Return Decor (Design Studio)', and 'Pack Decor (Design Studio)'. A 'Due today' section highlights 'Nowsta Weekly'. On the right, an 'Automations' section lists various recurring tasks like 'Stop Time Tracking' and 'Create task Replace Filter For Ice Machines'.

Checklists

Ops Analytica

- Staff accountability
- Automate checklists
- Use phone/tablets for dynamic checkouts
- Reports are sent to managers
- Can set parameters for problems

Vehicle

What vehicle is being used? ⋮

Cargo Van - White
Cargo Van - Small Black (Beauty)
Cargo Van - Small Black (Beast)
Postal
Truck
Box Truck 1
Box Truck 2

 Tablets - 4/7/23 8:19 AM

Mileage of vehicle? ⋮



Where is gas level of the vehicle? ⋮

Below 1/8 Tank
1/4 Tank
1/2 Tank
3/4 Tank
Full

Take picture of the drivers side of vehicle 1 8:37 AM 

Attachments: 

Take a picture of the rear of vehicle 1 8:38 AM 

Attachments: 

Take a pic of the passenger side of vehicle 1 8:38 AM 

Attachments: 

Take a pic of the front of vehicle 1 8:38 AM 

Attachments: 

Other important apps

All Seated (Prisimm)

Event design / planning
Table setups and layouts
Draw out field kitchens

Good Shuffle

Tracking our décor
Prevents overbooking styles and themes

Microsoft Excel

Export your raw data and customize it
Use power of algorithms

Excel

Build what works for YOU

PORTION PREP

Summary prep list. To be used with standard prep list.

QTY	UNIT	PREP	ITEM	EVENT	DAY	COMPLETED
240	each	PORTION / MAKE 2 OZ SLIDER PATTY (RAW WEIGHT)	MINI BEEF SLIDERS	3939	Fri	
160	each	PORTION 2OZ PORTION CUPS	BUTTERMILK RANCH	3939	Fri	
160	each	PORTION 2OZ PORTION CUPS	HOUSE-MADE KETCHUP	3939	Fri	
160	each	PORTION 2OZ PORTION CUPS	SRIRACHA AIOLI	3939	Fri	
325	each	PORTION AND CUT LIME WEDGE	POPCORN WALL ACTION STATION BASE	3246	Thu	
1.8	cups	PORTION AND DICE TOMATOES	MIXED GREEN SALAD WITH BALSAMIC VINAIGRETTE	4086	Sat	
2.06	pounds	PORTION AND PARSLEY AND REMOVE FROM STEMS	TRUFFLED POPCORN	3246	Thu	
10	pounds	PORTION AND PREPARE ENDIVE	WINTER SEASONAL SALAD	3939	Fri	
20.31	pounds	PORTION AND SLICE BLACK OLIVES	MAC N CHEESE ACTION STATION BASE	3246	Thu	
37.5	each	PORTION AND UNPACKAGE WAFFLES	MINI CHICKEN & WAFFLE - PASSED	3939	Fri	
135	each	PORTION APPETIZER / SERVING CONES	CHARCUTERIE CONES - PASSED	3939	Fri	
5.4	ounces	PORTION BALSAMIC GLAZE	CHARCUTERIE DISPLAY	3246	Thu	
8.44	pounds	PORTION BALSAMIC JAM	CHARCUTERIE DISPLAY	3246	Thu	
150	each	PORTION BAMBOO PICK	MINI CHICKEN & WAFFLE - PASSED	3939	Fri	
1	pints	PORTION BBQ SAUCE	PULLED PORK SANDWICH WITH SLA	4087	Sun	
13.33	pounds	PORTION BEEF TENDERLOIN STEAKS (8 OZ RAW PORTIONS)	BEEF TENDERLOIN	3939	Fri	
1.1	ounces	PORTION BLACK PEPPER	TRUFFLED POPCORN	3246	Thu	
40	bottles	PORTION BOTTLED WATERS	BOTTLED WATER	3939	Fri	
3.05	quarts	PORTION BOTTLES OF CHALUA HOT SAUCE	POPCORN WALL ACTION STATION BASE	3246	Thu	
1.02	gallons	PORTION BOTTLES OF CRYSTAL HOT SAUCE	POPCORN WALL ACTION STATION BASE	3246	Thu	
2.03	quarts	PORTION BOTTLES OF TABASCO SAUCE	POPCORN WALL ACTION STATION BASE	3246	Thu	
240	each	PORTION BRIOCHE BUNS	MINI BEEF SLIDERS	3939	Fri	
1.72	cups	PORTION BUTTER	TRUFFLED POPCORN	3246	Thu	
18	each	PORTION BUTTER CHIPS	FRESH BAKED DINNER ROLLS WITH BUTTER	4086	Sat	
16	each	PORTION BUTTER CHIPS	5 LAYER LASAGNA WITH CAESAR			



START HERE

TRANSFER

KNIFE

MAKE

COOK

PORTION

MANAGER

ASSEMBLE

Training

Going from owner-operator to building a team required staff training. "The Mangia Way"

What is the Mangia Way?

Documenting the process for how things are to be done and making sure staff are accountable for following the process

Create a company SOP, from sales processes to packing, cooking, loading, setup, etc.

Skills Matrix

Came up with a standardized way to measure where each staff was performing. I.e., trailer Maneuvering, buffet setup, etc.

Skills based pay

The more successful training the employees completed would allow for skill based pay

Event Leads vs. Event Worker is (-/+ \$3-\$5/hr)

Trailer / Vehicle Skills / Running an Event as Full Event Lead

Gives employees ability to be more valuable to the company and less likely to be someone that is seasonal

Training

Skills Matrix

Tracks employee development

Sets goals for workers

Makes for friendly competition

FOH EVENT SKILLS MATRIX

		BUFFET SETUP	DECOR	PLACE SETTINGS					BUFFET SERVING	PLATED SERVING	FAMILY STYLE SERVING	EVENT BREAKDOWN
0	No Experience											
1	Beginner											
2	Independent											
3	Expert											
4	Trainer											
Tim Mitchell		4	4	4					4	4	4	4
Matt Logan		4	4	4					4	4	4	4
Mike Leaver		4	4	2					3	2	2	4
Tyler Demers		1	1	3					1			1
Katie Rizheimer		3	4	3					4	2	2	1
Garion Brownhill		1	1	1					1			1
Jesse Buche												
Sam Burnworth		3	2	2					3	2	2	3
Stuart Buckner		1										
Ilana Voit												
Breahn Lyonnais		1	1	1								
Caitlin Escobar		3	2	2					3	2	2	2
Courtney Himebaugh		3	4	3					3	3	3	2
Dani Torres		2	2	2					2	2	2	2

Training

Clearly define how to move up the Matrix
 Set goals for employees
 Post the standards so they can improve
 Link pay to skills matrix

Buffet Setup

This column pertains to setting up and serving food on buffet line, or similar setup.

Level 1

You are familiar with buffet lines and how they operate. You have worked events around them, and have perhaps served on buffet lines, but have not been formally trained.

Level 2

You have worked a buffet event with a trainer. They have shown you the setup of tables and basic buffet equipment. In addition you can look up info on the binder to facilitate a successful setup.

Level 3

You have worked 5+ buffets and have gathered enough experience to fully set up a buffet, using documentation as needed. In addition you can problem solve and remedy basic setup flaws that may occur.

Level 4

You have worked 10+ buffet events. You are fully self sufficient and are able to teach others about buffet setups. You are constantly aware of the "Mangia Way" and you ensure that yourself, and your peers, are following the methods and designs laid out by Mangia.

Decor

This column pertains to decor setup, usage, and packing. Decor are additional items, usually for buffets, to be used as accent pieces.

Level 1

You are familiar with decor and have worked at events where it is used. You may have handled it or assisted with it.

Level 2

You have worked with decor at an event with a trainer. You learned basic handling and usage tricks. In addition you learned how to stage decor and where reference docs are located.

Level 3

You have worked 5+ events with decor. You are familiar with safe usage and with styling techniques. You can setup and use decor without assistance, and know where to find documentation to answer questions that may come up.

Level 4

You have worked 10+ with decor. You are self-sufficient with decor pieces and are familiar with all proper usage techniques. In addition you can identify improper usage and correct as needed. You are able to teach others how to properly use decor in accordance to the "Mangia Way."

Equipment

Equipment must match your need

We began as mostly cook onsite. Setup field kitchens everywhere we went.
Used trailers with full kitchens.

Keep learning curve FLAT as you can!

Trailers are great, but hard to teach.
Switching to new systems can be expensive – but WORTH it!

Plan your 5 year equipment

Think of where your business is going
Setup a model that will work years from now, not just today

Equipment Evolution

Trailers, trailers, trailers

We were 95% cook onsite

Trailers were most cost effective option

Idea was to drop trailers for weekend



Trailers are Hard

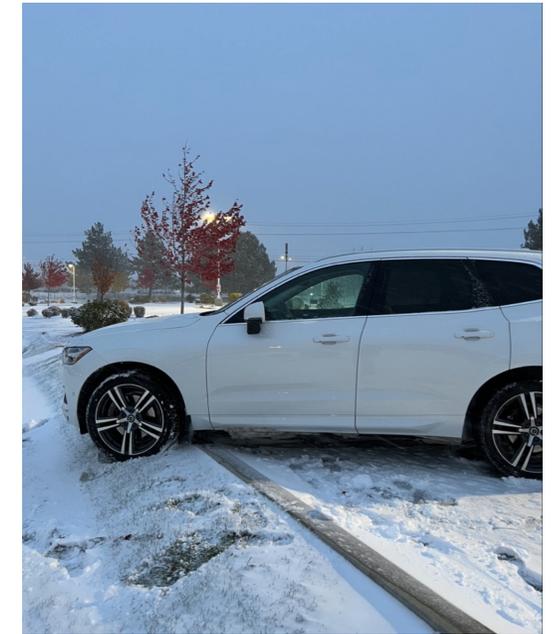
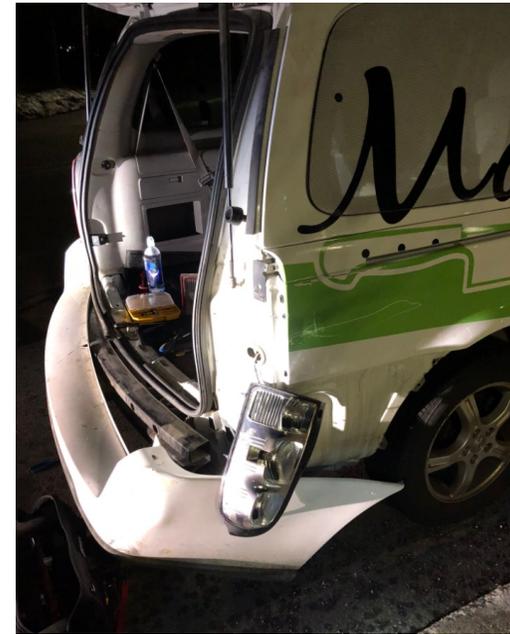
3 major incidents with trailers
All from inexperience / training



A dozen other incidents
Again, all from user error stemming from inexperience and / or training.



But driving is hard too!



Box Trucks for the win!



Change???

It is not a **FOUR** letter word, but its always treated like one.

Why?

- Do you ask yourself or your team why?
- Why this way?
- Why is this hard?
- Why aren't we succeeding?

Visionary vs. Integrator

- Who on your team plays which role?
- Never decide on only "this" or "that"



“What if we don't change at all ...
and something magical just happens?”

Change???

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Visionary vs. Integrator

- Who on your team plays which role?
- Never decide on only "this" or "that"

Create the environment to make it better

- Set your team up with an atmosphere where they can contribute and provide feedback



*“What if we don't change at all ...
and something magical just happens?”*

catersource® + THE SPECIAL EVENT®



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THANK YOU

Contact us:

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