

Food for Thought – Catering Development Course

Particularly useful for new tenants or for existing tenants who are considering the introduction of food into their business. Other tenants may find it useful as a refresher module.

Course Objectives

By the end of the programme you will be able to

- Explain the importance of catering in your pub
- Identify your customer and target market
- State the benefits of choosing the correct equipment and reputable suppliers
- Be competent in developing menus
- Ensure you are catering profitably – how to calculate selling prices and G.P
- Describe the link of food with beer and cooking with beer
- Explain the introduction and importance of “specials”
- Outline how to maintain food safety and comply with all Due Diligence legislation
- Describe the importance of recommending and serving the correct wine with food

Course Agenda

9.30am – 5.00pm. Refreshments and introductions
Why cater?
Looking at your target market
Choosing equipment and suppliers
Developing Menus
Are you making money???

Lunch – including food accompanied by beer!

Specials – why do we bother?
Due Diligence
Efficiencies and Proficiencies
Wine with food – presentation by Kathy Swift
Consolidation and examination

Duration: One Day

Cost: £50.00