

Holiday Planning Now!

Ok, I know it is only May but what are you waiting for? The time is fastly approaching to start promoting our Christmas and Winter holiday season parties, banquets and caterings. Sometimes, we think "It's seven months away, what is the rush?" Simply stated, most holiday events and parties are booked by August. There are several reasons why we should want our customers to book early:

1. The down payment is cash flow for your business.
2. With the proper cancellation policy we have a greater opportunity to re-book and make even more money.
3. We will receive a higher gross profit. Many times the last minute people are looking for a deal and we have to give up margin because they know we are not booked.
4. Larger parties book early so our income is greater because they know it is harder to book larger groups thus increasing our profits.

Before you go out and promote your business, you must answer several questions:

1. Have you updated your catering and banquet menu?
2. Do you have menus printed and ready to sell?
3. Do you have your menu online?

There are different ways to promote your caterings, banquets and events:

1. **INFORM** your customers about what you do!

2. Do you have meeting rooms, banquet rooms or do you cater? As simple as it sounds, many times we forget and think that everyone knows. It is not your competition taking your business, it is normally that we get too busy and forget to inform; it is the number one reason restaurants lose sales in banquet and catering.
3. Use your guest check receipt. You should always use the receipt as a message board for our promotions. A few different ideas of what to place on the ticket would be:

"Don't Forget We Cater Up To ___ People!"

"It's Never too Early to Book Your Holiday Event"

"Ask about our Banquet Hall for your upcoming Holiday Function"

"Did You Know We Offer Special Holiday Menus or Our Catering & Banquets?"

If you use the guest check idea, be sure to have server circle it to highlight the promo.

4. The key item to remember is to start the promotions now, not next week or next month!

Next months topic will be:
Selling to an Aging America

Ron Garrett

Corporate Chef/Foodservice Consultant Manager

Hawkeye Foodservice Distribution, Inc. Presents Profit U:

An intensive one day training seminar designed for your key employees to help them maintain profitability and thrive in today's workplace environment. There will be training seminars focusing on Center of the Plate, Social Media, Foodservice Trends and Marketing. There is no cost for this seminar. A \$50 gas card is available for each attending account. Space is limited so contact your Hawkeye Sales Representative to get your spot reserved!

Join Us On: July 21, 2010 : St. Louis, MO
September 29, 2010 : Sioux Falls, SD
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