



Holiday Catering Guide for Pizzerias





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‘Tis the season for party profits

Want to earn a little extra jingle during the holidays? Consider seasonal catering!

Whatever the occasion—office parties, family get-togethers, New Year’s Eve celebrations—when holiday revelers gather, two things are almost certain: they need food, and they’re willing to pay someone else (like you) to make it.

When you use the tips in this guide, catering could be a real gift to your pizzeria and your bottom line.

DETERMINE YOUR CATERING POLICIES

Before you start menu planning or adding staff, **define and document your catering policies**. Kick-start the process with these questions:

- What’s your minimum party size? Your maximum?
- Will you charge delivery fees? If so, will it be a flat fee or a percentage of the sale?
- How far are you willing to travel?
- Will you staff catering events, or will you offer self-serve only?
- How much of your menu will you offer?
- Will limited options be available for simplicity?

Your answers may raise more questions. That’s okay.

Identifying your limits upfront will help set clear expectations for patrons and staff.





PUT CONVENIENCE AND VARIETY ON THE MENU

Along with delicious food, people want catering menus that offer convenience and variety.

Make one-stop ordering easy by complementing your pizza options with:

- **Appetizers**
- **Salad**
- **Drinks**
- **Desserts**
- **Disposable supplies: napkins, forks & knives, plates, glasses**
- **Go-withs: cheese packets, red pepper flake packets**



Set your catering apart with holiday-themed recipes and limited time flavor profiles. Add some limited-time-only flavors and different topping combinations on your menu that reflect the tastes of the season. There's no limit to what you can create, so think of ways to incorporate your favorite holiday comfort foods — from mashed potatoes and gravy to your favorite sweets! Adding flair to your menu gets you some added attention and added business.



WRAP SOME PACKAGES

Saving time and money is always a priority for patrons, but it's extra-important around the holidays.

Why not group some menu items and offer hassle-free package deals at a value price? Here are a few ideas:

During the holidays everyone is looking for a great deal, but just giving a percentage off of the bill isn't helping you or delighting your customer; instead try a package deal that'll improve profits and give the customer a better value.

- **Try doing a large-party special with lots of crowd-pleasing variety. Start with your mainstay product line, but customize it by adding some of your customers' favorites and some of your own creations**

Packages are a great deal for you, too, as they keep margins high and can cut prep time.

To encourage sales, clearly list the foods offered in the packages along with the number of people each will feed.



STAFF SMART

Your staff is your most valuable asset. Help them adjust to the added responsibilities of catering by thinking ahead:

- When scheduling shifts, make sure you have enough coverage for your restaurant, delivery and catering needs
- Consider temporary hires to solve staff shortages and cover catering events that fall outside of your normal operating hours
- Assign a manager to handle all catering calls. You'll provide quality service, ensure special requests are accommodated, and minimize overbooking snafus

MANAGE INGREDIENTS AND SUPPLIES

An expanded catering menu means *you have to pay extra attention to the ingredients and supplies you have on-hand.*

Keep your kitchen running smoothly by:

- Reviewing special recipes and compiling a list of required ingredients
- Maintaining ingredients necessary to make your standard pies
- Designating a back-of-house employee to routinely monitor stock and report low quantities
- Balancing workloads by sourcing suppliers for specific products (i.e., having a local bakery provide desserts)

Catering isn't just about the food. You'll also need certain supplies:

- Extra pizza boxes and delivery bags
- Packaging for sides, salads, and desserts
- Disposable dishes and utensils
- Cups and straws
- Napkins and hand wipes





LOAD UP THE SLEIGH

Catering comes with some special logistical considerations:

- How will food remain at ideal hot or cold temperatures?
- Can existing delivery vehicles transport large orders and/or additional staff?
- Are there a sufficient number of drivers?
- How are the vehicles insured?
- What vehicle signage is wanted/needed?

GET THE WORD OUT

Party planners start well in advance of the holidays, so ***get the word out about your catering service early and often:***

- Use social media to post teaser ads and coupons
- Promote catering on takeout menus and delivery flyers
- Have staff upsell catering in the restaurant and during phone orders

Social media is a great way for the public to see you — and a big part of people's lives today. Try doing a contest to get people to pay extra attention to your page, like a photo contest where customers snap a picture of your pizza and post it to Facebook. This shows off your food and keeps you top-of-mind when people are looking for a place to eat. Make your prize for the best photo a gift card, coupon, or voucher and then they're almost guaranteed to see you again!

You could really create a significant buzz by combining social media and signature products. Put a few on-trend, signature pies on the menu or try a custom crust. Unique offerings will set your pizzeria apart and induce trial among patrons looking for something different to feed their holiday crowd.



ADD TO YOUR CATERING LINEUP: *Special Holiday Recipes from A&K*

Roasted Sweet Potato Flatbread

Experience warm fall flavors with a twist on this light and crispy flatbread.

INGREDIENTS

1 crust	HearthSide Rustic Flatbread, oval shaped
2 oz.	Mascarpone cheese
5 oz.	Roasted sweet potatoes
¼ cup	Pecan halves
15	Mini marshmallows
2 T	Brown sugar spice butter

Butter: 2 T butter, 1 T brown sugar, 1 t cinnamon, 1/8 t nutmeg, pinch of clove. Whisk until smooth.

Sweet Potatoes: Wash and slice 1/8" thick. Lightly coat with EVOO, pinch of coarse salt, ½ t cinnamon, and 1 t brown sugar. Roast at 375° until fork tender.

DIRECTIONS

Spread mascarpone cheese evenly across flatbread, add potato slices and mini marshmallows. Sprinkle on pecan halves. Bake directly on oven rack at 425°F until edge of crust is golden brown and marshmallows fluff up and start to brown. Cut into shape of your choice and drizzle with spice butter.

Loaded Baked Potato Pizza

A perfect combination of comfort foods.

INGREDIENTS

1 dough ball	Dough Shop® by A&K Dough Ball, proofed for 36 hours. (12 oz.=12", 16 oz.=14", 20 oz.=16")
1-3 T	Garlic butter
6-10 oz.	Mozzarella cheese
2-6 oz.	Pre-cooked bacon crumbles
6-12 oz.	Mashed potatoes
2-4 oz.	Shredded cheddar cheese
½-1 T	Dried chives

Holiday twist: Substitute turkey for bacon, turkey gravy for garlic butter, parsley for chives.

DIRECTIONS

Hand stretch dough ball to fit pizza screen of choice. Spread garlic butter evenly across dough leaving about a 1" edge. Sprinkle cheese evenly. Dollop mashed potatoes around pizza, add bacon crumbles and top with cheddar cheese and chives. Bake at 425°F until golden brown and bottom is slightly crispy.





Cater to your patrons this holiday season!

It all starts with the crust. As the pizza crust experts, we're eager to help you make spectacular pies that people will invite to their celebrations. Want to know more about how we can help grow your business? Reach out in the way that's most convenient for you!

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