



Bruce Mattel • The Culinary Institute of America

Second Edition





Contents

5	Recipe Table of Contents vi Preface viii Acknowledgments xiii Dedication and About the Author xiv
1	INTRODUCTION TO CATERING 1
2	STARTING YOUR CATERING BUSINESS 16
3	PRICING FOR PROFIT 36
4	SETTING UP THE CATERING KITCHEN 51
5	STAFFING 86
6	MARKETING 114
7	EVENT PLANNING 125
8	HOW CAN WE SERVE YOU? 156
9	FOOD PREPARATION AND SERVICE 182
10	DINING ROOM AND BEVERAGE MANAGEMENT 204
11	SAMPLE MENUS AND SERVICE 221
12	RECIPES FOR CATERING 236
	Glossary 283 Equivalency Charts 292 Index 293 Photo Credits 304

EULA