

# Catering

## Catering News

*Did you ever think of increasing your bottom line with Catering or by becoming the Good Will part of the school district?*

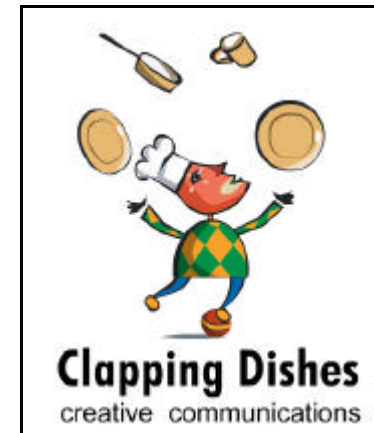
We have been developing tools to help your school set up a catering program. These tools include:

1. **Logo** for the Food Service Department
  - Create branding
  - Simple and low cost
2. **Business package** covering:
  - Guidelines for placing orders
  - Guarantees and Minimums
  - Billing details
  - Per person or by quantity
  - Prices – budget to mid range
  - Service style
    - Table and chairs
    - Presentation styles (platters, mirrors, floral plus many more items)
  - Menu's – simple but stimulating
  - Choices– start off simple with light foods, buffets, sandwiches
  - Themes
    - Budget Buffets
    - Box Meals
  - Deliveries
  - Forms to use

3. **Web site** for placing orders and promoting awareness
  - Links from district site
  - Branding with your logo on your part of the site
  - Tool for faster communication
4. **Marketing** program developed for catering services
  - Promoting awareness to the school departments
  - School board meeting
  - Outside school facility




*Let us know if you are interested and we'll send you the information. E-mailing us: [annette@kmdhospitality.com](mailto:annette@kmdhospitality.com) or call (832) 419-9474.*

*You can truly make this happen!*



*Sample Logo*

## Catering Tools

Product Picture	Description
	<p><b>Opus</b> Table Top Sign Holder 7" x 13" Will hold 5" x 7" menu or insert. Acrylic product.</p> <p><b>Each Cost:</b> \$41.00 <b>Order #:</b> C-14</p>
	<p><b>Casey</b> Card Holder 5" x 11" Will hold a 5" x 7" menu or insert. Acrylic product.</p> <p><b>Each Cost:</b> \$36.00 <b>Order #:</b> C-15</p>
	<p><b>Card Holder</b> Table Top 9" x 5.5" 2 eyed table top flip card holder.</p> <p><b>Each Cost:</b> \$24.00 <b>Order #:</b> C-16</p>

## Catering Tools

Product Picture	Description
	<p><b>Olympia</b> Table Top 10" x 4" Great for buffets or displays where height is required.</p> <p><b>Each Cost:</b> \$22.00 <b>Order #:</b> C-17</p>
	<p><b>Shelf Talkers</b> Table Top (3) 2" x 3.5" x 1.25" Stainless steel shelf talkers. Sold in sets of three. Each set includes one H2O, COFFEE, DECAF.</p> <p><b>Each Cost:</b> \$26.00 <b>Order #:</b> C-18</p>
	<p><b>Dispenser</b> Table Top 10" x 16" x 7" Table top or counter display unit. Two-tier unit. Matches Kenzie (see above). Black Finish.</p> <p><b>Each Cost:</b> \$79.99 <b>Order #:</b> C-19</p>

**Catering Tools**

Product Picture	Description
	<p><b>Paint Markers</b> \$6.00 Each</p> <p>A must have item - the key to the success of all our message boards. Water based pigment ink. Odorless. Dries to the touch and cleans up with Windex. For use with both metal and board lines. Never hurts to have a spare.</p> <p><b>Each Cost:</b> \$6.00 <b>Order #:</b> C-20</p>

**Catering Tips**

**Larger version of the Napkin Theory**

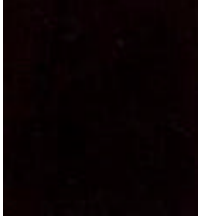
**“Give the long white table covering a look that makes you appear to be ready for catering”.**

Catering squares are essentially larger napkins. They were created to decorate larger settings where a napkin would be too small such as tables and large baskets. They create a more stimulating space for catering settings.

- Place as a diamond under chafing dishes or platters
- Use them in the middle and on the corners of tables
- Use three diamonds on a long table to break the long table look
- Create a basket with them to hold bread or anything else
- Bunch or drape them to create a dimensional look
- Black is always the best contrast to use with another color
- As a special order, you can also pull from any of the solid colors in the napkin section and we will make them larger for you. Just make a note on the order form which ones you want and mark them as catering squares

***Large 24x24 inch Squares are \$20 each are packaged like the napkins - on rolls in a clear plastic pouch.***

## Catering Squares



Order #603

Standard Black to be used as a  
back-drape to the table



Order #606



Order #607