



Operations Roundtable Hotel Catering Partnerships

Sponsored by:



August 19, 2020

UPCOMING SESSIONS

Upcoming Sessions

ICA Sales Mixer – Monday, August 24 at 2pm ET

Register for all upcoming sessions on the ICA homepage.

www.internationalcaterers.org

SPEAKERS

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BUTLER'S PANTRY

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BRANCATO'S CATERING

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PROOF OF PUDDING

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TPG HOTELS & RESORTS



DISCLAIMER

DISCLAIMER

- We are in an unprecedented time in history and the information available to us is changing rapidly. Please refer to our most current presentation for education.
- Information provided is based upon our best judgement about what we know at this time. However, key questions remain about how to implement this program.
- The International Caterers Association (ICA) does not accept liability as it relates to the timeliness or content of the information we are sharing today or may share in the future (and we are under no legal duty to update any such information or recommendations)
- We encourage you to check in with your attorneys, CPAs and financial advisors for additional insight.



Topics to Cover Today

1. Types of Hotel Catering Partnerships
2. Reaching out and starting the conversation with a potential hotel partner
3. How to negotiate a fair deal with a hotel partner
4. Pitfalls to be aware of when producing events from caterers who have current hotel partnerships

TYPES OF HOTEL CATERING PARTNERSHIPS

1. Full Food Service Takeover
2. Hotel Sales and Catering Partner Execution
3. Catering Sales and Execution
4. Preferred Catering List at a Property
5. Drop Off/Other Arrangements

TYPES OF HOTEL CATERING PARTNERSHIPS

Full Food Service Takeover

- Restaurant
- Lobby/Hotel Bars
- Room Service Catering
- In Room Bar/Amenities
- Meal Vouchers
- Stay and Dine Packages

TYPES OF HOTEL CATERING PARTNERSHIPS

Hotel Sales and Catering Partner Execution

- Some hotels will want to keep their sales associates
- A catering partner will be the execution arm of the transaction
- Catering chef will lead tastings and menu creation/costing
- Catering staff will arrive on site for execution

TYPES OF HOTEL CATERING PARTNERSHIPS

Catering Sales and Execution

- Entire sales team may sell the property
- Drop-in meetings, tastings and walk throughs
- May or may not have daily onsite coverage
- Catering menus have to be adjusted to sell against other hotels
- Hotel may have to offer some services (parking, rooms, vouchers)

TYPES OF HOTEL CATERING PARTNERSHIPS

Preferred Catering List at a Property

- Just another venue
- Tough to set yourself apart
- If not managed properly, equipment might not be maintained
- Usual clashes with hotel staff
- May end up doing more drop off business

TOPIC #2

Reaching out and
starting the conversation
with a potential hotel
partner

PROOF OF THE PUDDING

proof of the pudding

1. Connected with Boars Head who already had a presence with several hotels and were able to connect us with the right person since many hotels are operating with extremely limited leadership.
2. Connect with the chef's or get someone to help with that connection more a chef to chef approach.
3. Be prepared to sign paperwork for liability reasons
4. It's not about taking business away from the hotel its about helping with the opening phase.
5. We created a sandwich and small platter menu to show what we could deliver, but we were open to anything.
6. The hotel most likely wants their own branding and may ask to work with them on specific recipes.
7. I made a big point out of explaining how we operate in a safe way and offered to tour our facility.
8. We created a menu with Boars Head, so they had some interest in the program with us.
9. Some hotels expressed interest in working with us on staffing as they opened back up.
10. I attended the initial meeting with a sales representative to help answer any question on the culinary and operations side.

BRANCATO'S CATERING

Hotel Catering Partnerships

It is our pleasure today to present you with the following options for a potential Hotel and Catering Partnership moving forward in 2020. As Kansas City's premier off premise catering company, we are uniquely qualified to help your hotel with food and beverage moving forward. Many hotels do not currently have enough business to warrant bringing back an entire F&B team, so we are here to help. Below are two options available from our company for your consideration.

Hotel Catering Partnership Option 1: You Sell, and We Deliver!

This option provides most hotels that truly turn-key feel. We will sit down and design specific menus for your property based on a variety of factors. Customized menus and pricing based on event history at your facility in 2019. We have a variety of service levels we can include with these menus such as simple drop off to full-service china and anything in between. Once menus have been developed and priced by our owner, we simply turn the selling over to you!

Your sales team will sell our menus which have been priced and specifically designed for you. They will incorporate our food and beverage as a part of your full-service F&B and room rental sales. Based on client budget and need you can mark up our menu prices as you see fit. This allows you the freedom to sell at no mark up or 500% mark up; it is all about what your client can afford.

Final payments and guest counts would be due 14 days prior to the event under standard terms, unless net 30 paperwork is completed and agreed to by Brancato's Catering ownership. Hotelier is responsible for collecting client payments, and any default payments from the client will be the responsibility of the hotelier.

Hotel Catering Partnership Option 2: You Refer, We Deliver!

If you are currently without a meeting space sales team, and are selling the room as is, this level is the option for you. You will refer all meeting space inquiries and bookings to our representatives to handle F&B for your space. This does not have quite the turnkey feel on the front end for your client but reinforcing on initial phone calls the partnership between our companies and the quality of work should alleviate any initial concerns of F&B not truly being in house.

This option pays a predetermined percentage agreed upon by both parties prior to the start of this partnership. Payments of this percentage will be made at the first of each month for the previous month's receivables. All payments will be presented with invoices showing totals for the events; percentages will not be paid on specialty items or line item labor.



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Menus for Hotel Catering Partnerships

The Custom Menu Design for Buffet Package

Single Entrée Selection from below: *\$ per person Drop Off*

30-60	61-130	131-220
\$14.40	\$13.70	\$12.95

\$ per person Food Staff Only

30-60	61-130	131-220
\$15.40	\$14.70	\$13.95

\$ per person Full-Service Staff on China

30-60	61-130	131-220
\$19.65	\$18.95	\$18.20

Duet Entrée Selections from below: *\$ per person Drop Off*

30-60	61-130	131-220
\$15.65	\$14.95	\$14.20

\$ per person Food Staff Only

30-60	61-130	131-220
\$16.65	\$15.95	\$15.20

\$ per person Full-Service Staff on China

30-60	61-130	131-220
\$20.90	\$20.20	\$19.45

Entrée Options:

Beef:

- Peppered Beef Brisket
- Beef in Burgundy Mushroom Sauce
- Smoked Beef Brisket
- Beef Burnt Ends

Chicken:

- Herb Oven Roasted Chicken
- Smoked Chicken
- Fried Chicken
- Chicken Marsala
- Chicken Piccata
- Chicken Parmesan
- Herb Encrusted Chicken Breast



BRANCATO'S CATERING

Menus for Hotel Catering Partnerships

The Custom Menu Design for Buffet Package

Pork:

Smoked Ham

Pulled Pork

Italian Sausage with Peppers and onions

Smoked Pork loin

Homestyle:

Chicken Pot Pie

Meatloaf with Roasted Tomato Reduction

Classic Lasagna

Tuscan Lasagna

Meat or Cheese Ravioli

Choice of One Starch:

Gourmet Mac and Cheese

Penne Pasta in Marinara

Bow Tie Pasta in Pesto Cream

Cavatappi Pasta in Alfredo

White Cheddar Au Gratin Potatoes

Garlic Mashed Potatoes

Pan Fried Potatoes

Baby New Potatoes

Roasted Rosemary Potatoes

Rice Pilaf

Choice of One Vegetable:

Green Beans with Bacon and Shallots

Green Beans with Roasted Red Peppers

Artichoke Green Beans

Sautéed Zucchini, Squash, Red Onion, Cherry Tomato

Cheesy Corn Bake

Buttered Corn

Honey Ginger Carrots

Steamed Broccoli, Cauliflower, and Carrots

Choice of one Salad:

Fresh Garden Salad

Spinach Salad

Caesar Salad

The Custom Menu Design for Buffet Package

Potato Salad

Macaroni Salad

Italian Cucumber Salad

Marinated Pasta Salad

All Selections to come with:

Dinner Rolls and Butter

Coffee, Iced Tea, and Iced Water



BRANCATO'S CATERING

Menus for Hotel Catering Partnerships

Plated lunch or dinner options menu (pricing listed for entrée selection with selection of any salad, vegetable, and starch included. Dietary Restricted meals available upon request.

Pricing is inclusive of Brancato's Catering Staff, Use and clean up of Hyatt Place China, all closing and service charges. Pricing is reflective of a single entrée selected for all guests. Duet entrée and guest choice entrée options are available by quote

Entree	Per Person Price
Braised Beef Short Rib	\$34
Filet Mignon with Cabernet Demi-Glace Filet Mignon with Herb Compound Butter Filet Mignon with Cognac Cream Sauce Porcini Crusted Filet Mignon	\$38
Boursin Chicken	\$32
Chicken Piccata	\$32
Potato Chip Crusted Salmon with tomato fennel vinaigrette, tomato micro green relish and fennel chip	\$36
Corvino Sea Bass with Lemon <u>Burre Blanc</u>	\$42
Bacon wrapped <u>veggie</u> chicken roulade	\$32

Selection of any of the following Starch and Vegetable options

Tri colored Fingerling Potatoes	Grilled Broccolini
Smoked Cheddar and Chive Mashed Potatoes	Green Beans with Shallot and Bacon
Garlic Mashed Potatoes	Squash, Zucchini, Cherry Tomato, Red Onion
<u>Butternut</u> Squash risotto	Brussel Sprouts with Dijon Vinaigrette
Orzo Pasta with Basil and Pine nut	Grilled Asparagus
Parmesan Champagne Risotto	Ginger and Honey Glazed Carrots
Wild Rice Pilaf	Green Beans with Roasted Red Peppers
Yukon Gold and Sweet Potato Blend	Heirloom Carrots

Your Selection of the following Salad and Dessert

Lola Rosa Salad	Peanut Butter Torte
Fall Harvest Salad	Vanilla Bean <u>Panacotta</u>
Caesar Salad	Blondie Trifle
Tossed Garden Salad	Cara <u>Craking</u> Cake
Spinach Salad	Carmel Apple Tart
Sicilian Orange and Fennel	Flourless Chocolate Torte
Indian Summer Salad	Cheesecake (Assorted Flavors)

All menus served with dinner rolls and butter, coffee, iced tea, and water



BUTLER'S PANTRY

MOONRISE HOTEL

EXCLUSIVE PARTNERSHIP MASTER TERMS

July 31, 2020

Butler's Pantry (BP) has been identified as the exclusive caterer for events to take place at the Moonrise Hotel (MH). Services are contracted through Butler's Pantry Off-Premise Catering, Butler's Boardroom or Butler's Pantry Rental Division. This document outlines terms, guidelines, preferred pricing and agreements for said service and represents an exclusive partnership:

Butler's Pantry Off-Premise/Full-Service

Pricing will be event dependent based on event specs, budget provided to Butler's Pantry from MH or the end client user.

Food Pricing:

- MH will receive a 10% commission on total food sales on all events that they refer.
- MH will receive a 5% commission on total food sales on all events that BP contracts at MH.
- Custom menus will be priced out as needed. Butler's Pantry will also create custom packages for events at MH if the need is identified.
- If budget is provided, BP will design a menu within that price point.

Bar Pricing:

- All bar and beverage service will be provided by MH.
- For clients that contract directly with MH, client will contract bar and beverage service directly with MH.
- For clients that BP contracts with MH, BP will contract services with MH on behalf of end client user.
- BP is able to provide beverage service if needed and approved by MH.
 - MH will receive a 10% commission if BP provides bar and beverage service.

Service Labor

- Events will be appropriately staffed based on our Service Standard Quotes.
- Service Labor pricing provided will be based on a four (4) hour minimum, unless stated otherwise
- Line-item pricing will be included for all events unless a per person pricing model is event appropriate. Standard line-item pricing per service staff is as follows:
 - \$52.00 per hour for service captains and chef.



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- o \$44.00 per hour for server, kitchen attendant, bartender, bar-back, coat check attendant, carver, set-up staff, BBQ attendant, cocktail waiter, sautéer.

Rental Equipment

- Equipment charges include china, flatware, serving pieces and any additional kitchen equipment needed/required.
- Equipment is charged on a per guest basis, unless otherwise stated.
- Standard per guest pricing is as follows:
 - \$14.00 Seated & Served/Buffer/Station Dinner Events
 - \$7.00 Hors D'oeuvre Display Event
 - \$7.00 Cocktail Event (Passed HD's)
 - \$7.00 Lunch Event
 - \$5.00 Breakfast Event
 - \$5.00 BP to provide high quality plasticware for food & beverage
 - \$4.00 BP to provide high quality plasticware for food only
- BP is able to provide glassware upon request from MH for an additional fee. Fee structure to be discussed per event basis.
- MH will receive a 10% commission on total rental sales on all events that they refer.

Catering Fee

- 18% catering fee on food, beverage, service and rentals will be charged to the client.

Delivery Fee

- Included in 18% catering fee.

Guest Count, Final Guarantees, Payments:

- Special Dietary Restrictions are due to Butler's Pantry 5 business days prior to event date.
 - o Any restrictions received within 5 days will be assessed at a 10% or 15% surcharge
- Late Additions (any additions less than 24 hours from event time)
 - o Seated & Served Dinners: 10% Rush Fee to additional food items
- All payments must be received within 30 days of invoice date.

Menu Notes:

- Butler's Pantry will provide gluten free, dairy free, vegetarian and vegan items on each menu proposal.



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Kitchen Prep Space:

- MH agrees to allow Butler's Pantry the use of their rooftop kitchen and prep space.
- BP will clean and sanitize before and after each event.
- Load in and load out times will be dependent of event specs.
- Pre-Meeting planning team with Krista Johnson/Catering Manager at MH will be conducted at least 1 week prior to event to review logistics, expectations, etc. At times additional meetings will need to take place during the planning process to ensure the success of the event.

Venue Rental Fee

- End user client is responsible for contracting with MH, MH will collect 100% of venue rental fee.
- BP is able contract the venue on behalf of end client user.
 - Consideration of preferred pricing to be discussed for opportunity to mark up for end client user.

Sales & Marketing Initiatives:

- BP will actively market that they are the exclusive preferred caterer at MH on their web-site and other social media outlets. All posts and material will be submitted to MH for approval.
- BP Sales Team will actively sell the MH event spaces as a potential event location for its clients.
- BP will have a dedicate Sales Manager assigned to handle all event inquires for MH events.

Butler's Pantry Rental Division

- Butler's Pantry offers equipment rental-only services for events where Butler's Pantry Catering is not contracted for food service.
- Preferred pricing would be as follows:
 - See attached Rental Catalog
 - BP will offer MH a 20% discount off list price, plus delivery. Labor for set-up and strike would be an additional fee and charged based on scope of service.



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Butler's Boardroom

- Rates for Butler's Boardroom services are included in the attached menu and guidelines.
- Clients ordering Butler's Boardroom will receive the following communication upon signing contract:
 - Butler's Boardroom will deliver your order at designated time to confirmed event space.
 - Client is responsible for setting up all food items and equipment (if applicable).
 - Client is responsible for all clean up of food items.
 - Client to place all trash by door of event space and MH facility services will be responsible for trash disposal.
- An 18% catering fee on all Butler's Boardroom contracts will be applied, delivery included in this fee.

Additional Terms

Terms outlined in this document represent an exclusive partnership whereas BP holds exclusive catering rights to the partnership with MH.

Terms listed above are approved by parties signed below:

Jeanne Whitworth
Butler's Pantry
Executive Vice President-Development

Date: -----

Jake Westcott or Krista Johnson
Moonrise Hotel
General Manager/Sales Manager

Date: -----



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TOPIC #3

How to negotiate a fair deal with a hotel partner

TOPIC #3

- Short Term
- Mid Term
- Long Term
- Brand Requirements

TOPIC #4

Pitfalls to be aware of
when producing events
from caterers who have
current hotel partnerships

SESSION SPONSOR



Instawork

The history of Instawork

The essential hospitality staffing app

Key milestones

- 2015: Job listings
- 2017: Gigs
- 2018: Expanded to 2 cities
- 2020: 18+ marketing, new industries

Positions we serve



Front-of-house



Janitorial



Merchandising



Back-of-house



Custodial



Delivery



Picker / Packer



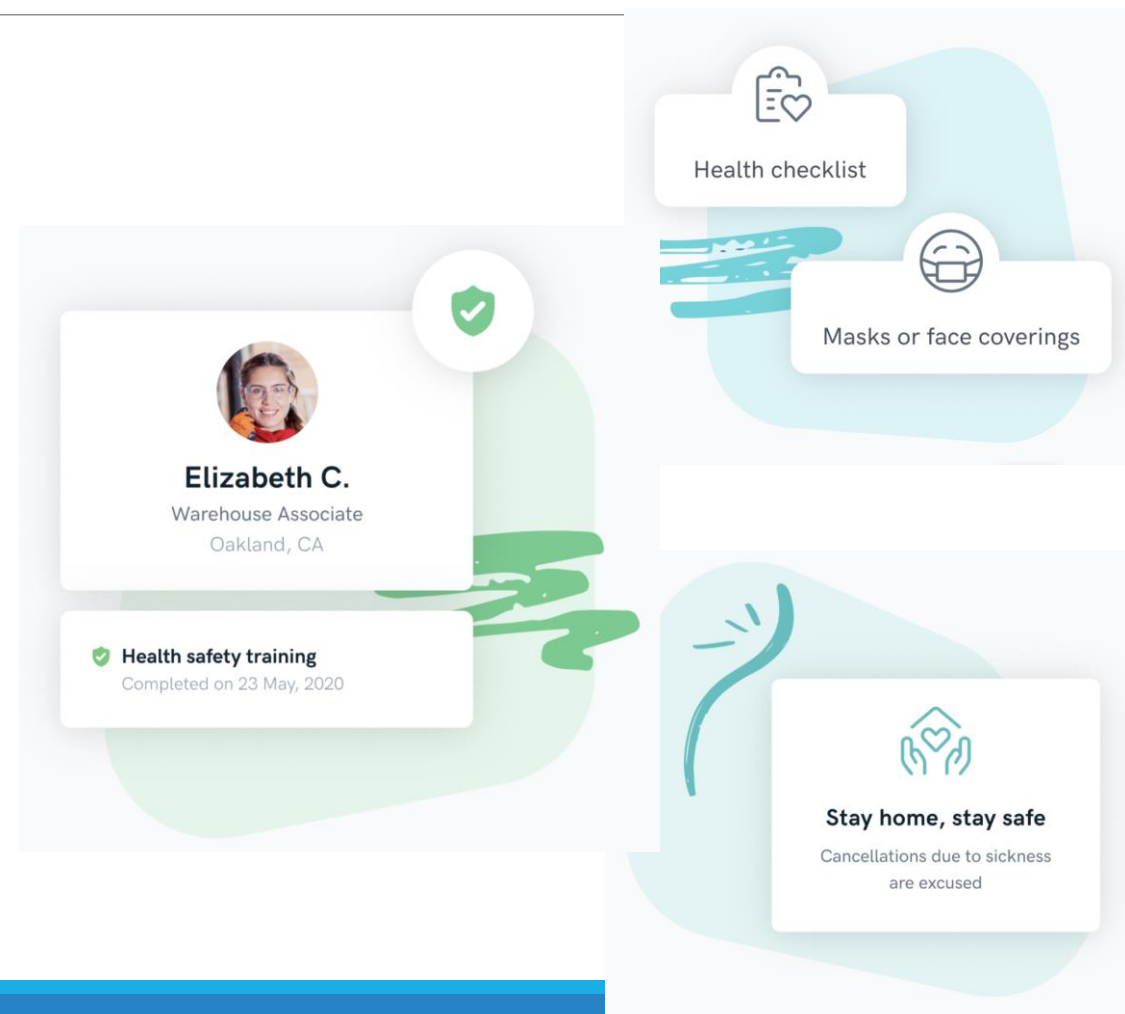
Warehouse

Health safety is our #1 priority

What's coming

- Mandatory training
- Health safety checklist
- Policies to encourage working only when healthy
- Your safety programs enforced through our app

More to come as best practices evolve.



Important links for updated guidance

COVID-19 Resources

International Caterers Association | www.internationalcaterers.org

- Ecolab
<https://ecolab.widencollective.com/portals/fbqbtovd/FoodserviceCOVID-19ResourceLibrary>
- CDC
<https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/considerations-for-events-gatherings.html>
<https://www.cdc.gov/coronavirus/2019-ncov/communication/guidance-list.html?Sort=Date%3A%3Adesc>
- OSHA guidance and risk assessment
<https://www.osha.gov/SLTC/covid-19/hazardrecognition.html>
<https://www.osha.gov/SLTC/covid-19/controlprevention.html>
- EPA Approved Cleaning Agents
<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>
- National Restaurant Association
<https://restaurant.org/covid19#info>
<https://www.servsafe.com/Landing-Pages/Free-Courses?fbclid=IwAR1Mf8Pljcd89Y7R88kX5puDmBbulaBEGIXkFpa1F87Yhp7QChTPxawBakE>
<https://restaurant.org/Downloads/PDFs/business/COVID19-Reopen-Guidance.pdf>
- Small Business Administration
<https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>
- Multifunding Webinars <https://769yv3el.pages.infusionsoft.net/>
- Federal Unemployment Updates
<https://fortune.com/2020/06/05/extra-unemployment-benefits-money-coronavirus-stimulus-cares-act/>

POST COVID RESOURCES

The Event Safety Alliance Reopening Guide



**For Event Professionals During the COVID-19
Pandemic**

Edited by Steven A. Adelman

Please share this Guide – We all want to reopen safely

https://www.eventsafetyalliance.org/esa-reopening-guide?fbclid=IwAR0KpGb6Z27zSSXrRqgWUkef_6d7QEDm vY5A8Hs3ffJXQ0pFH--nyGLAqjA



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