

Cashing in on Catering

The restaurant catering segment is skyrocketing. Keep up with the trend by launching a catering service of your own. Not sure where to start? The following 4 tips will help you get things cooking.

Understand Demand



\$8 billion

The U.S. catering industry is worth more than \$8 billion¹



More than 60% of employees visited restaurants they first tried through their office's catered meals²

1 Build the Right Menu

Catering menus are made for targeting individual customers, as well as serving businesses in and around your neighborhood. Here's how to create one of your own.

Catering menu must-haves



Hearty favorites



Healthy, locally sourced options



Items for those with dietary restrictions



Did you know?

Gluten-free mentions have grown 1,981% on restaurant menus over the past decade³

2 Ready Your Staff

Equip your employees with the right tools and knowledge to get the catering job done.



Invest in catering equipment — such as chafing dishes or insulated food and beverage carriers



Train staff on catering-specific packaging and processes



Free up front-of-house staff members to focus on getting catering orders out the door



Take the pressure off your staff by partnering with a third-party delivery service

3 Go Digital

Set your restaurant catering up for success.



Enable online ordering



Allow customers to browse your catering menu online



62% of customers are more likely to choose a restaurant if they can read the menu on their phone⁴

4 Spread the Word



Opt for social ads or targeted promotions that tout your catering capabilities



Include catering flyers or promo cards with each delivery or takeout order

How Grubhub Helps

Partnering with Grubhub is a great way to start your online catering. Being listed on the Grubhub for Work platform, a tool used for corporate catering and group orders, is the right move for your restaurant.



Access to corporate clients



Various catering options to suit your customers' needs



Fast, reliable technology

Restaurants featured on Grubhub for Work see an annual **boost in sales** and receive **more high-ticket, high-value orders**.

Sources

¹ Dun & Bradstreet. Catering Services Industry Profile

² Modern Restaurant Manager

³ Datassential MenuTrends

⁴ SinglePlatform & Chadwick Martin Bailey