

**CATERING OPERATIONS & SALES**

**Group Project**

**JWT Catering Service**

**Prepared for**

**Dr. Je Anna Abbott**

**Prepared by**

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**Wen-Yau Wu**

**December 10, 1997**

## **JWT CATERING SERVICE**

JWT is a catering service sector. This company is located inside of the Days Inn Intercontinental (will become Howard Johnson in December 20, 1997). We are providing both Off- and On premise catering service. Our service provides to airport passengers, companies, schools, churches, and communities of the Humble area. Due to in house space, our service is mainly focusing on 200 and less covers for on premise catering and 50 or less people of meeting service. Of the Off- premise, we can provide up to 500 covers.

## **POTENTIAL MARKET AREA AND DEVELOPMENT**

The Humble area is located 21 miles northeast of downtown Houston along U.S. Highway 59. The city of Humble is in the midst of robust population growth that has occurred in the region's northeast quadrant. Combined with the adjacent Kingwood and Atascocita areas. Humble is also a major center for commercial and service activity. The opening of Houston Intercontinental Airport was a major local growth catalyst on the late 1960's. Located less than five miles from Humble, this event stimulated development throughout Houston's North side. Soon, subdivision development was initiated nearby. The resultant growth started a transformation of the city of Humble and the surrounding rural homestead areas such as Kingwood, Forest Cove, Northshire and Atascocita Area among the early subdivisions. Along with the rapidly increasing growth of population came the need for more stores and service. Much of the retail growth occurred in Humble, but substantial commercial development also occurred in Kingwood and Atascocita. Opening in the mid-1980s, the one million square-foot Deerbrook Regional Mall became the area's major commercial center. With a present population of about 45,000 persons, Kingwood became one of the leading master planned new communities in the Houston region during the past 23 years. The Atascocita area subdivisions have a combined population of 17,000 and nearly 13,000 people are currently estimated to reside within the city Humble.

Including nearly 100 square miles of land in northeast Harris County, the Humble area is largely forested. In addition to the natural beauty, Lake Houston, the San Jacinto River, the airport, and the quality of much new subdivision have proven to be strong attractions to newcomers. Also, local growth has been facilitated by reasonable commute to the huge job base in

downtown Houston. The robust commercial growth of recent years led to the creation of thousands of jobs within the local area. Quality education is a major attraction. The Humble Independent School District has established one of the strongest academic and sports competition reputations in Texas. The district's service area corresponds closely with that of the Humble Chamber of Commerce area. Also Kingwood College has become a prominent institution with over 5,000 credit and non-credit students. Kingwood College includes small business growth and other local economic development activities.

### **TYPE OF CATERER**

Hotel Caterer—offers on- and off-premise catering service and meeting space with meeting facilities.

### **MISSION STATEMENT**

The mission of the JWT is to be recognized as a quality catering service leader by providing excellent food in ample quantities, well prepared, beautifully presented, first rate and consistent quality services at an affordable price as well as reaching customer satisfaction and maintaining an atmosphere of employee satisfaction through leadership, efficiencies, and employment.

### **GOAL**

The Goals of the JWT Catering Service are:

- Increase the Days Inn occupancy to 75% and revenue to \$2 million.
- Increase food and beverage revenue to break-even level.
- Exceed profit projections for 1998.
- To have good relationship with the entire community around the intercontinental airport area.
- To increase at least 5 more airlines companies to have contract with the hotel.

**TYPE OF BUSINESS:** General Partnership

## TARGET MARKET

JWT expects to service specific markets in the Humble Area—business market, SMERF (social, military, education, religious, and fraternal) market and special event market. So our target market will be:

- ◇ 19 Airlines companies in IAH
- ◇ Currently contract with CA, DAL, SWA, AA, UA
- ◇ American Truck Company (ATC)
- ◇ 61 churches in Humble Area
- ◇ Humble ISD

## CONSUMER BEHAVIOR

Our clientele tended to be younger people, middle class citizen, with some businessmen and local families. Most of the guests came from the Humble area and the surrounding rural homestead area. Job opportunity is a major attraction for the younger people came to the Humble area since Humble is a major center for commercial and service activity.

According to the CREST (Consumer Reports on Eating Share Trends), younger people are tend to eat out more often than other age group, therefore, we expect that people in the Humble area would like to go to or have events catered.

Some figures published in the 1990 US Census data also showed that the age of residents in the City of Humble tend to be younger people with age of 25 to 39 (28% of total population).

Age	Number of people	Percentage
25 to 29	1312	10.9%
30 to 34	1167	9.7%
35 to 39	1011	8.4%

Population in the City of Humble (1990 US Census Data)

In the area of Kingwood, however, the age of resident tend to between 30 to 49 (40.8% of total population). This means that people in Kingwood tend to have stable jobs and were successful in their careers, this group also have certain higher level of income than other groups. Therefore, according to the data, we expected this group would spend more money for eat out or catering events.

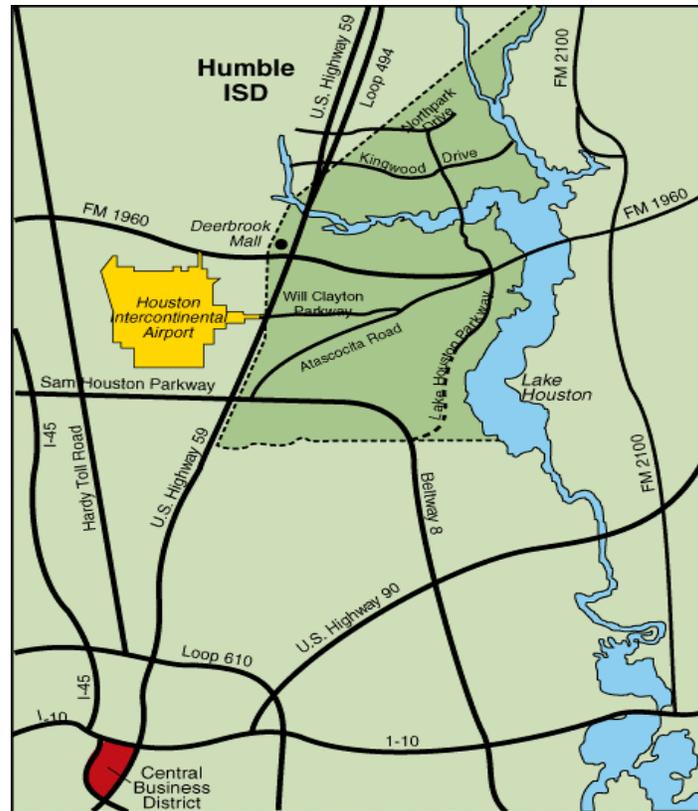
<b>Age</b>	<b>Number of People</b>	<b>Percentage</b>
30 to 34	3381	9.0%
35 to 39	4113	11.0%
40 to 44	4565	12.2%
45 to 49	3195	8.5%

Population in Kingwood cdp (1990 US Census Data)

According to the 1990 US Census data, in Humble area, 49% of population with 15 years and over were single. However, in the area of Kingwood, only 27% of people with 15 years and over were single. This figure met with the fact that Kingwood had most people between middle age (30 to 49). We can conclude this as Humble area will has the potential of more people to eat out and have events catered.

**TRAFFIC PATTERN & POPULATION GENERATOR (PICTURE)**

Guests prefer driving can easily access to our facility through the US Highway 59. Public bus service like the METRO bus service is also available at the south side of Terminals A, B and C and at the west end of the Leland IAB. Guests from the airport can take these services and get to our property in just few minutes. We also provide courtesy vans to our guests. Guests can use the courtesy telephone in the baggage claim area in airport to request pick-up service.



## **FUTURE CHANGES IN THE MARKET AREA**

### **Population is growing**

The greater Houston is being forecast for tremendous growth over the next 15 to 20 years. The metro area is expected to reach five and a half million residents by the year 2015, representing an increase of about 25%.

### **Community population is growing**

With a present population of about 45,000 persons, a 20% increase since 1990, Kingwood became one of the leading master planned new communities in the Houston region during the past 23 year. Moreover, this population number was expected to climb up to 65,000 in the year of 2000.

To date, over 270,000 people in 40,000 household have been attracted by Humble area's high quality of living supported by community infrastructure and amenities. Commercial development also stimulates the creation of hundreds of new jobs in the local area each year and therefore many people were attracted by the job opportunities. It is predictable that the population in Humble area has the profound to increase in the future.

**Airport passengers is increasing**

Airport passengers are also increasing yearly. In 1996, there were total 26,460, 192 passengers, including 3,367,992 international travelers, have been served in IAH. The number is forecasting to be increase in the future.

**School districts is expanding**

The Humble Independent School District (ISD) has establishes one of the strongest academic and sports competition reputation in Texas. With 36 campuses and buildings right now, the Humble ISD is expecting to expand.

**SURVEY POTENTIAL COMPETITOR**

**Identify the potential competitors**

Our competitors can be hotels and restaurants around the airport area. Catering companies and private foodservice facilities also are potential competitors.

Hotels and motels in IAH area:

<b>Upper Scale</b>	<b>Middle Scale</b>	<b>Budgets</b>
Marriott	Best Western	Days Inn
Hyatt Regency	Holiday Inn	La Quinta Inn
Sheraton	Quality Inn	Comfort Inn
	Ramada Inn	Super 8
		Motel 6

Restaurants and catering companies in Humble, Kingwood and Atascocita areas:

<b>Humble</b>	<b>Kingwood</b>	<b>Atascocita</b>
Catus Moom & Tophat Catering	Hunan Garden Restaurant	Cedar Landing Restaurant
Cancun's	Marco's Mexican Restaurant	Manuel Mexican Restaurant
Golden Corral	Mencias Gourmet Restaurant	
Jackson Hotel Restaurant	Mencias Gourmet Llanan	
Jade Palace		
Luna Mexican Restaurant		
Mama Hattie's Bally Bunion Inn		
Pappas Seafood		
Qutback Steakhouse		
Pappasito's Cantina		
Red Lobster		
Trigg's Cate & Catering		

**Survey of competitor (facilities, size, employees, service type..)**

	Competitive Analysis								
	Best Western	Days Inn	Holiday Inn	Hyatt	La Quinta	Marriott	Quality Inn	Ramada	Sheraton
Single Rates (\$)	45-55	39-54	83	89-149	57-73	139-149	59-90	49-69	125-150
Rooms	160	120	401	314	122	566	135	202	420
Meeting Rooms	yes	1	yes	yes	yes	37	yes	yes	yes
Meeting Space (people)	200	50	400	600	35	1200	80	425	1000
Meeting/Banquet Facilities	yes	Yes	yes	yes	yes	yes	no	yes	yes
Restaurants	yes	Yes	yes	yes	no	2	yes	yes	yes
Lounges	yes	Yes	yes	yes	yes	yes	yes	yes	yes
Pool	yes	Yes	yes	yes	yes	yes	yes	yes	yes
Health Club	yes	Yes	yes	yes	no	yes	no	yes	yes
Distance from	17	17	18	18	18	18	17	18	18

Downtown (mi)									
Distance from Airport (mi)	1	1	1	0	1	0	1	1	1
Courtesy Car	yes								
Rating (diamond)	2	2	3	3	3	3	2	2	3

## ANALYSIS OF SELECTED SITE

### Competitive environment

#### On-Premise (Days Inn Intercontinental)

Bush International Airport, international gateway to the southwest, is located 22 miles north of downtown Houston, the nation's fourth largest city. The airport is situated on approximately 9,000 acres. Convenient accesses to the airport are provided by Interstate 45, U.S. Highway 59, the Hardy Toll Road, and the Sam Houston Tollway (Beltway 8). There are two main entrances to the airport terminal complex via John F. Kennedy Boulevard from the Sam Houston Tollway (Beltway 8) and Will Clayton Parkway from U.S. Highway 59.

This Days Inn is the closest to the Houston International Continental Airport, we offer airport shuttle 24 hours a day for your convenience. We're only 17 miles from downtown and the convention center for the business traveler and for the pleasure traveler. We have the Galleria Mall and Greenpoint Mall within 10 miles.

Other services, facilities and amenities in Days Inn:

Room: 120

Courtesy Car: Airport Shuttle

Barber/beauty shop; fishing; fitness center/spa; free local telephone calls; 24-hour front desk; golf; handicapped rooms/facilities; laundry/valet services;

meeting/banquet facilities; RV or truck parking; outdoor pool; restaurant; limited room service; shops/commercial services; television with cable; tennis.

There are 3 meeting rooms in our properties, each meeting room with dimension of 40' x 20'. So far we need to rent AV equipment for the meeting planner and the rental cost is very high. We plan to purchase A/V equipment in the future to support our on-premise events.

**Off-Premise (Civic Center)**

JWT Catering Co. also runs the business out of the property. We would like to use Humble Civic Center to hold the off-premise events. Humble Civic Center has the advantage of large space of ballroom and meeting room as well as the state-of-art A/V equipment for meetings. Humble residents will receive a 35% discount off of room rental when using Civic Center for personal use with written proof of permanent residence. This is a good chance of attracting local business as customers can get less expensive rental fee.

Humble Civic Center has follow facilities and rooms:

- Ballroom
- Ballroom 1
  - Ballroom 2 & 3
  - Special Events Room
  - Meeting Rooms (4)
  - AV Equipment
  - Carpeted Ballroom
  - 1 Full Services Kitchen



schoolroom style  
 945 people schoolroom style  
 1200 people banquet style  
 2000 people reception style  
 Room for up to 91 exhibit booths (8' x 10')

Ballroom 2 & 3      53' x 57' each rm.  
 3021 usable square feet  
 Ceiling height 20'  
 Can accommodate up to:

392 people theater style  
216 people schoolroom style  
300 people banquet style  
400 people reception style  
Room for up to 17 exhibit booths (8' x 10')

Special Events Room 55' x 58' dimensions  
3000 usable square feet  
14' ceiling height  
Can accommodate up to:  
330 people theater or reception style  
260 people banquet style

Meeting Room (4) All four meeting rooms have full sound-proof movable walls and allow the flexibility to have multiple configurations.  
20' x 25', 500 usable square feet  
12' ceiling height  
Can accommodate up to:  
42 people school-room style  
50 people banquet-style

### **Total customer base**

IAH: Passengers including business travelers and regular travelers.

Humble area: Population- 270,000  
10 Gulf Courses  
Education Facilities- 22 school districts, 3 private schools, 3 colleges  
12 Banks (Board meeting)

Kingwood Area: Population- 45,000, expected to grow to 65,000 by the year of 2000.  
33 schools  
Recreation Facilities

JWT Catering Co. has contracted with nine airline companies in the IAH as well as the

American Truck Company (ATC). These airline companies are:

- American Airlines (AA)
- Continental Airlines (CA)
- Delta Air Lines (DAL)
- Southwest Airlines (SWA)
- United Airlines (UA)

In addition to the regular customers, there are three potential markets for the WJT

Catering Co. which are:

- IAH with 19 airlines companies
- 61 churches in Humble Area
- Humble ISD

### **Characteristics and source of customers**

Combined with the adjacent Kinwood and Atascocita areas, Humble is also a major center for commercial and service activity. Therefore, the management believes the primary market for WJT Catering Co. should be the businessman with regular corporate meeting. These customers tend to have more budget and will like to use our services. Management solicited meeting/banquet functions from many local businesses in the area and also sponsored a businessman's contest.

Another potential customers will be the business travelers who missed the air flight. The airline companies that we contracted with will send those guests to our property in case they need an emergency meeting. These people tend to have limited budget to spend on the services.

### **Identify special market segments**

Corporate

- 9 airline companies
- American Truck Company
- Northeast Medical Center Gala hospital benefit held every Fall
- Good Oil Day every April in Humble
- Businessfest every May

Social

- Graduation in Humble ISD
- Christmas Parade in Humble
- Fireworks on July 3

### Fund Raising Events

- Charity Fund Raising

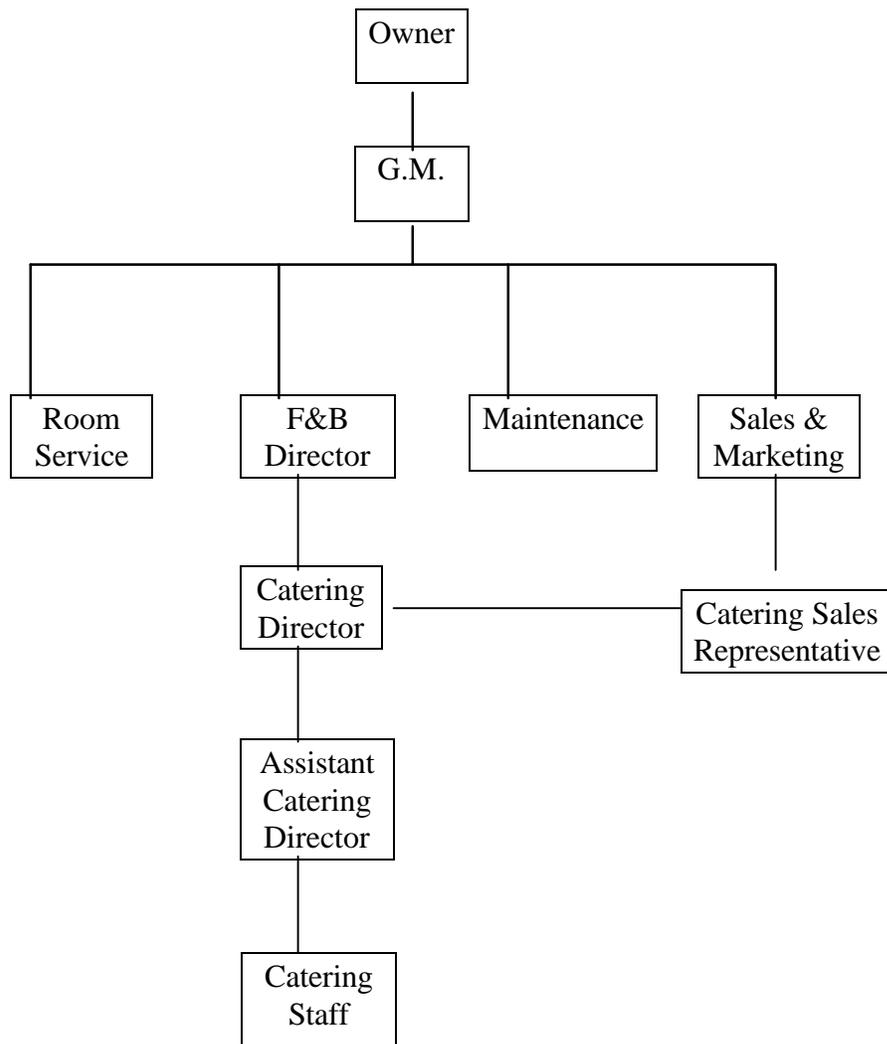
### Sporting Events

- Chamber Classic golf tournament every August
- Rodeos Parade and Festivities every March
- Horse Shows
- School Sports

### **Estimate the sales potential**

- Estimated average cover per events: 250
- Estimated events per year: 100
- Estimated average check: \$40
- Estimated revenue per year: \$1,000,000

## ORGANIZATION CHART:



### Staffing

- The Catering Director—Responsible to F&B Director. Responsible for administration of catering department. Supervises Catering sales staff. Consults with chef, headwaiter, and steward, and other employees.

- Assistant Catering Director—Responsible for assisting Catering Director on event booking and arrangement. Plan menus and setups. Supervises catering service personnel. Inspects food preparation. Signs contracts. Refers or arranges outside services. Greets clients and is personally present at and supervises each function. Explains all charges on bill to customers. Thanks customer for business. Rebooks banquets for future dates. Prospects for banquet business.

Follows up banquets held in competitive establishments. Learns customer complaints to improve operation. Maintains and updates written files and reports.

- Service supervisor and Trainer
- Experienced servers who sometimes are also in charge of training new employees about the first day orientation as well as service skills.

**Training:** training on part-time staff

Developing the orientation program for new part-time staff. Depending on the position, new employees should be oriented toward what's in it for them. They need a clear-cut explanation of their responsibilities and how things should be done. Normally, they will be provided general training by the supervisor in life safety, customer courtesy, complaint handling, telephone procedures, drug and alcohol awareness. Consistently, on-going specific job-related training will be kept informing by other full-time staff.

Training program includes work allocation, station training (familiar with event menu, table number, service skill and procedures, area maintenance), and the rehearsal for the event process.

Based on this event, we are going to have 6 part-time waiters, 6 part-time Bus, and 2 part-time captains. Job description is as following:

Waiters---need to prepare for table setup and side jobs before the event. During the event, the waiters need to serve the guests with food and beverage needs, and help the Bus persons to clear the dirty tables and food delivering.

Bus Persons... need to assist waiters to prepare the table setting, and help the wait staffs to remove the dirty plates from tables, and deliver the food from kitchen to dining area.

Captains need to director the entire wait staffs and bus persons to do their jobs at any time. Before the dinner start, the captains need to help the guests to find their seats, and supervise the entire functions.

## MARKETING ACTION PLANS

Market Segment: Corporate Groups

ACTION	START DATE	COMPLETE DATE	ESTIMATED REVENUE	ESTIMATED EXPENDITURE
Publish an article on a meeting magazine showcasing our facilities & services to Banquet & Meeting Planners	2/98	5/98	\$20,000 (for 5 corporate Banquet at \$4,000)	\$500
Develop standard banquet packages by size/type (ie. Sit-down dinner vs. Seminar) etc. Publish these packages in Business Column of "Houston Chronicle" (1/4 page ad, 1 year) & Mail to Requests-for-information	5/98	10/98	\$ 40,000 (for 5 large banquet service at \$ 8,000)	\$800
Direct Mail Promotion Utilizing Mailing Lists from Yellow Pages	3/98	Ongoing	\$10,000 (for 10 small corporate lunch at \$1,000 each)	\$500
Personal Sales Calls with Offering Group Room Rates and Combination Packages for Food/Beverage and Rooms to Local Business Building Offices	6/98	12/98	\$ 24,000 3 Days seminar ( for \$8000 each)	\$300
"Thank You" Notes with Gift Certificates on Referrals by Former Customers	4/98	Ongoing	Not Available	\$300
Tasting Parties for Party Planners of the Corporate by Advertising on Corporate Newsletters	9/97	2/98	\$30000 ( for 5 corporate banquet \$6000 each)	\$2,000
Leave Packages (ie. Awards Dinners; Budget Planning Dinners; Holiday Party Pckg.) at Front Counters of Local Business Buildings	10/98	12/98	To Be Determined	\$400

## CONSTRUCTION A PERFORMANCE FINANCIAL STATEMENT

### Specify revenue-determined factors

Factors	Average Sales
Food	86.5%
Beverage	4.5%
Public Room Rental	9.0%

### Compute anticipated revenues

Assumed that our property will serve a event with average cover of 200 and average check of \$40, then the revenue will be:  $200 \times \$40 = \$8,000$

### Estimate expenses

Expenses	% related to revenue
Cost of Sales (25.48%)	Food (28%)
	Beverage (28%)
Payroll Expenses (30.46%)	F&B (31%)
	Public Room (25%)
Other Expenses (12.27%)	F&B (12%)
	Public Room (15%)

### Analyze and interpret the financial statement

#### JWT Catering Co. Financial Statement, 1997

#### Revenue

Food	\$865,000	86.50%	<b>Average check per event:</b>	<b>\$40</b>
Beverage	\$45,000	4.50%	<b>Average cover per event:</b>	<b>250</b>
Public Rm Rentals	\$90,000	9.00%	<b>Estimated events per year:</b>	<b>100</b>
<b>Total Revenue</b>	<b>\$1,000,000</b>		<b>Estimated Revenue per year:</b>	<b>\$1,000,000</b>

**Cost of Sales**

Food	\$242,200	28.00%
Beverage	\$12,600	28.00%
<b>Total Cost of Sales</b>	<b>\$254,800</b>	<b>25.48%</b>

**Payroll & Related Exp**

F&B	\$282,100	31.00%
Public Rm Rental	\$22,500	25.00%
<b>Total Payroll &amp; Related Exp</b>	<b>\$304,600</b>	<b>30.46%</b>

**Other Expenses**

F&B	\$109,200	12.00%
Public Rm Rental	\$13,500	15.00%
<b>Total Other Expenses</b>	<b>\$122,700</b>	<b>12.27%</b>

**Operating Profit**

F&B	\$263,900	29.00%
Public Room	\$54,000	60.00%
<b>Total Operating Profit</b>	<b>\$317,900</b>	<b>31.79%</b>

**LEGAL CONSIDERATIONS** (from Department of Health and Human Services—  
*Procedures Governing Catering Private Parties*)

The conversion of an existing structure to a food establishment must need a number of criteria that are accepted by both the building industry and enforcement officials.

Numerous divisions in Public Works plus the Health and Fire Departments have criteria that structures shall meet in order to provide safe, sanitary and ample amenities to the users of food establishments. Building, plumbing, water, sewer, electric, air conditioning, traffic and

safety, fire and health plans checkers review plans to determine if the design and materials meet the standards accepted in the City of Houston Ordinances.

Before on-site construction begins, two sets of properly prepared plans and specifications for each construction, remodeling, or alternation shall be submitted at the City of Houston Public Works Plans Checking Section's counter (Commercial Plan Checking office) prior to any on-site construction. These plans and specifications shall include a floor plan with *a proposed equipment layout, elevations of food service equipment, and a detailed room finish schedule*. Besides, attending the Food Service Manager's Certification Course is required by Section 20-53 of the Houston Food Ordinance. Food establishments must have a certified manager on duty at all times.

\* **Licenses:**

- ◇ A board of Health License (Health Dept.)
- ◇ Liquor License (regular liquor license and specific liquor permit)—Alcoholic Beverage Commission (TABC)

\* **Permits:**

- ◇ Food Dealers, Handlers Permit: for business that make or sell food; periodic inspection is required.
- ◇ Assumed Name or "DBA" Permit (Harris County Clerk): an assumed name, or DBA, is required to be filed in every Texas county in which the business is transacted. A DBA is a public announcement - it does not reserve a name, and others may eventually use the same name. It is valid for 10 years and must be filed for in person.
- ◇ Texas Sales Tax Permit (Texas State Comptroller): a sales tax permit and sales tax bond is required of business selling, renting, leasing or providing taxable items or services. Texas levied a 6.25% tax on sales of tangible personal property and certain types of labor and services.
- ◇ Certificate of Compliance/Occupancy (CC/CO): commercial buildings must comply with Building and Fire Codes.
- ◇ Wastewater Capacity Reservation
- ◇ Commercial Permitting & Enforcement Section (Public Finance Dept.): Permits are issued yearly for sale of Second-hand Merchandise, Alcoholic Beverages. To

avoid paying sales tax on merchandise when purchasing it from wholesalers; this permit is issued through Texas Comptroller of Public Accounts.

- ◇ Sign Permit: to erect on and off-premises signs of all types,, including wall, roof, marquee, ground, projecting, spectacular, and temporary signs.
  - ◇ [Wine & Beer Retailer's Off Premise Permit](#) (Texas Alcoholic Beverage Commission)
  - ◇ Fire Prevention Permit (Fire dept./Fire Marshall's Office/Fire Permit Section)
- \* **Insurance:**
- ◇ Fire Insurance
  - ◇ Liability Insurance
  - ◇ Automobile Insurance
  - ◇ Workers' Compensation Insurance
  - ◇ Product Insurance

**PROPOSAL**

**JWT Catering  
4400 Birchridge Blvd.  
Houston, TX 34234**

October 5, 1997

Mr. Patrick Smith  
4444 Cullen Blvd.  
Houston, TX 77004

Dear Mr. Smith:

In refer to our telephone conversation of October 1, 1997, it gives me great pleasure to confirm the following definite reservation:

<u>High School Reunion</u>	<u>Friday, October 23, 1997</u>
Type of Function	Day and Date of Function
<u>Dinner</u>	<u>8 PM to 12 AM</u>
Schedule of Function	Time of Function
<u>Blue Room and Foyer</u>	<u>200</u>
Room Reserved	Number of Guests

This proposal is based upon 200 guests at in inclusive cost of \$9,600. Should the guest count drop by 20 guests or more, the menu cost per person will increase by ten percent to cover fixed costs. Should the guest count increase, the current menu cost per person will be multiplied by the new guest count to calculate the new total. JWT will need a final guest guarantee by October 8, 1997, after which no further decreases may be accepted but with additions allowable until October 12, 1997.

Please deposit \$1,200 upon acceptance. The final balance to reflect any count changes will be due on or before October 15, 1997. As all JWT services are COD, only client requested overtime will be invoiced after the event.

Overtime is calculated at \$20.00 per requested hour or partial hour of overtime multiplied by each staff member on duty. Menu or beverage overtime charges will be determined by the supervisor on duty as per on site discussion with the client at the time overtime is requested.

I accept this proposal as detailed above and create a binding contract by my signature below and receipt of the required deposit as scheduled.

\_\_\_\_\_  
Brandon Wu                      Date  
for JWT Catering

\_\_\_\_\_  
Mr. Smith                      Date  
Client

## CONTRACT

**JWT Catering**  
**4400 Birchridge Blvd.**  
**Houston, TX 34234**

Name of Engage Person Mr. Patrick Smith Type of Function High School Reunion

Name of Organization Bayou High School Day and Date Friday, 10-23-1997

Address. 5454 East Highway Time From: 8 PM To: 12 AM

Houston, TX 34343 Room Blue Room and Foyer

Phone Office: (281) 364-3867

Home: (281) 405-3850

Approx. number of guests 200 Minimum guarantee 180 Final guarantee 187

Deposit \$1,200 Receipt No. 344

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## Menu

### ***LENTIL SOUP***

Sauté onions, leeks and garlic, and add tomato paste,  
Vinegar and deglaze with chicken stock and spies.

\*\*\*\*\*

### **TABBOULEH SALAD**

Boiled Bulgur wheat mix with parsley, mint, red onion  
And cucumber, and garnish with pine nuts.

\*\*\*\*\*

### ***VEAL SHANK, braised Milan style***

*Fried Polenta is served as a pasta*

Browned the veal and add tomato paste, carrots and celery  
And simmer with Chablis until tender. Ladled the sauce on  
The top and garnish with sprinkle parsley.

\*\*\*\*\*

***CHOCOLATE TERRINE with mint sauce***

Combine the melt chocolate and corn syrup. Add the cream  
And egg mixture with sugar and vanilla. Fold in the chocolate  
Mixture, and pour into terrine molds and wrap up. Peel off the  
Wrap and slice into thin slices, and serve with mint sauce.

\*\*\*\*\*

**Coffee and Chinese Jessie Tea**

Price: \$28.00/per person

**Liquor Service**

1 Bottle of Red Wine (House Brand) at \$15.00 each  
and 1 Bottle of White Wine (House Brand) at \$15.00 each  
for each table of 10 with setups

Price: \$30.00

**Nontaxable Labor**

Three Event Captains, Two Chefs, 4 Waiters, and 6 Bussers

Price: \$1.00/per person

**RECAP**

Menu...\$28.00 per person

Beverage...\$9.25 per person

Sales Tax...\$1.75 per person

Nontaxable Labor...\$ 1.00 per person

Subtotal...\$40 per person

Or

\$8,000 based on 200 guests

plus

Smith JAZZ Band...\$1,000

Security...\$600 (based on 2 persons at \$75 per hour)

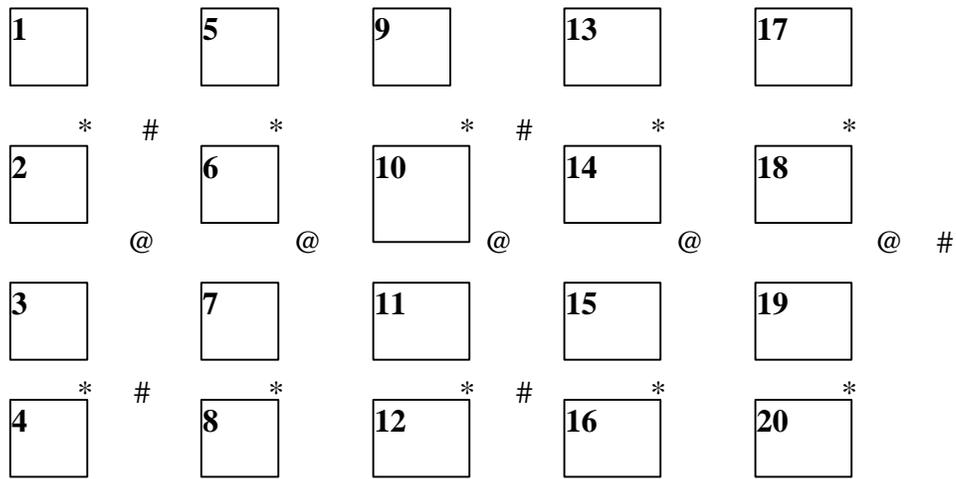
For Grand Total of \$9,600

**EVENT---** High School Reunion

**Procedure of Service**

*Introduction: Service*

This event is going to have 200 guest. In this function, we are going to use 20 72” round tables. It is an on-premise operation.



\*, # and @ are the symbols for Waiters, Bus persons, and Captains.

*Setup before event:*

1. All glassware ids to be steam clean.
2. Reception Bar will be set up.
3. All of the wine will be placed in cooler. ( Not red wine)
4. All beverage will be move to bar.

*Dinner Setup:*

1. Show plate
2. To right of show plate, Knives and Spoons. To the left of show plate, Dinner Forks. Above of the show plate, Dessert spoon or fork.
3. Next to the show plate (top right), water glass. On the top left, wine glasses.
4. Napkin center of plate.

*Instruction:*

1. There will be two tables with one waiter (10 Waiters \*), and there will be 2 bus per 8 tables (5-6 Bus #). One captain per four tables (5 Captains @).
2. All waiters and bus boys will receive instruction from their captain.
3. When not involved in the action of service, waiters will stand by assigned station.

\*\* No talking during the service

*Procedure:*

- |         |  |
|---------|--|
| Step 1  | Waiters will assist guest when seating begins.   |
| Step 2  | Upon command from captain, waiters will proceed to pick up the equipment for dining usage. Upon command from captain, waiters and bus will help to clean up the equipment. |
| Step 3  | Upon command from captain; waiters will bring out the Soup.  |
| Step 4  | Waiters will start to pour the wine for guest—for only 1/3 of the glass. If you can, clear the soup bowl from table.   |
| Step 5  | Upon command from captain, waiters will go to hall way to bring out Salad.   |
| Step 6  | Captain and waiters will check for guests' wine, and pour it if necessary  |
| Step 7  | Upon captain's command, waiters will start to clean the plates for first course, salad, along with knife and fork. Bus will bring the tray into dish-room.                 |
| Step 8  | Upon captain's command, waiter will go to bring the main entrée.   |
| Step 9  | Upon command from captain, waiters will need to clear the plate along with all of the entrée knife and forks, and bus will bring them into dish-room.                      |
| Step 10 | Waiters will come back for serving the wine again.   |
| Step 11 | Upon command from captain, waiter will bring the dessert to guests.  |
| Step 12 | Waiters and Bus will help to remove the wine class.  |
| Step 13 | Waiter will remove the dessert plates.   |
| Step 14 | Stand by stations.   |

### ***Instruction for serving wine***

- ◆ All the wines will be issues from bar in order of service.
- ◆ All empty or partially served bottles must be brought back to bar.
- ◆ When serving wine, fill glass with 1/3 full only.
- ◆ Keep eye on table that you are assigned in case the guest might require for more wine.
- ◆ Remember 4 steps for serving
  1. Pour
  2. Stop
  3. Twist
  4. Retrieve
- ◆ All command for wine service will come from captain assigned to your station.

### **Service Equipment**

#### **❖ *China***

- For Soup, 6 ½ oz (240 ml) cup along with 4 5/8” (11.7 cm) OD Saucer.
- For Salad, 8 ¼” OD (21 cm) plate
- For entrée, 11 3/8” OD (28.9 cm) Dish
- For dessert, 8 ¼” OD ( 21 cm) Plate
- For Hot tea and Coffee, 8 ¼ oz along with 4 5/8” OD saucer

#### **❖ *Glassware***

- Wine—3 oz
- Water and Iced tea goblet—9 oz

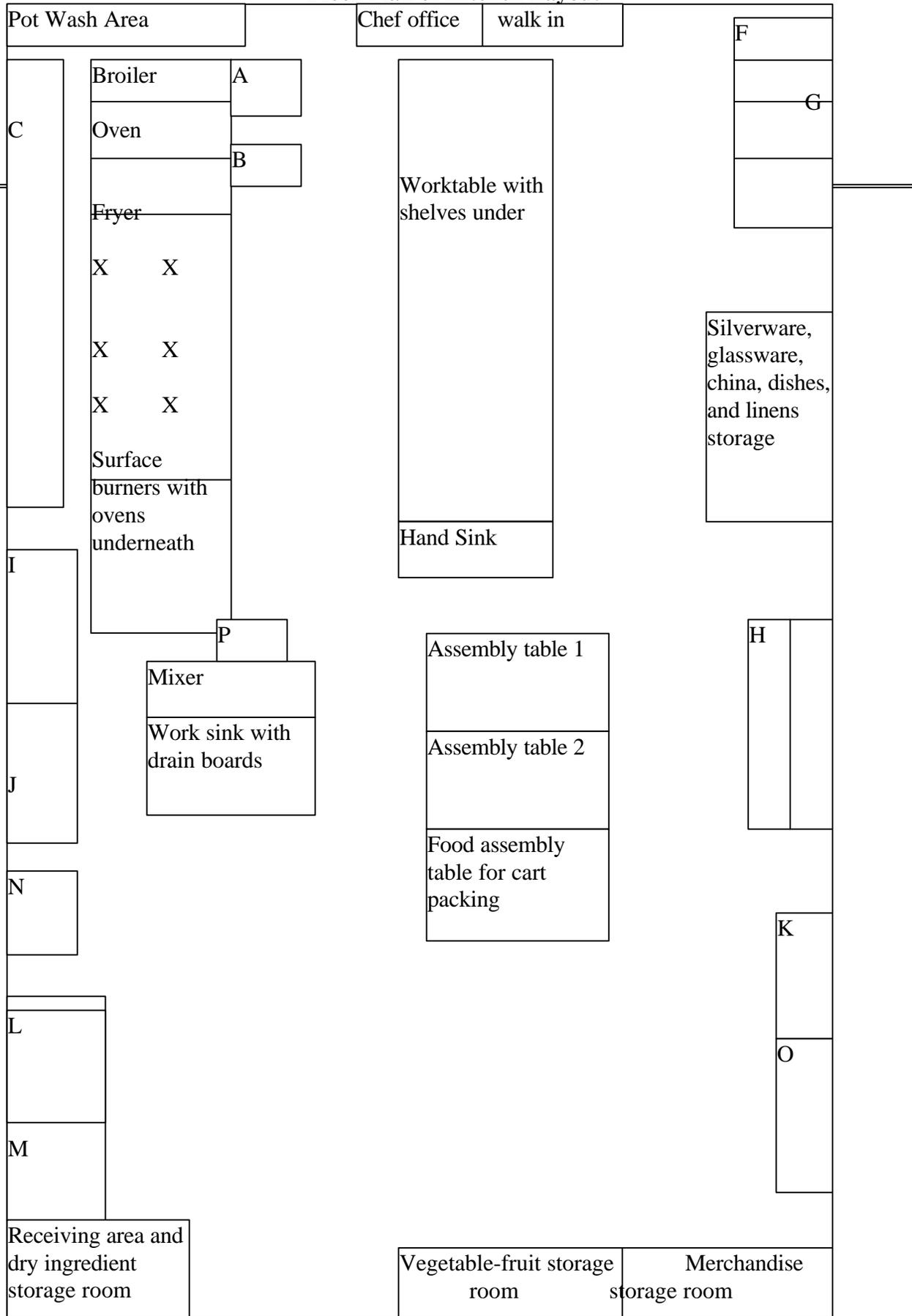
#### **❖ *Silverware***

- Butter Knife, and Steak knife (Dinner knife).
- Soup spoon, Teaspoon (Coffee), Teaspoon (dessert).
- Salad fork, Dinner fork, and Dessert fork.

#### **❖ *Linens***

- Napkin (45 x 45 Navy Blue) and table cloth (120” round).

### Floor Plan of Kitchen Layout



- A. Microwave Oven
- B. Oblong tilt steam kettle
- C. Suspend pot-pan hookers
- D. Disposal
- E. Dish washer, and air dry place
- F. Walk in refrigerator and walk in freezer
- G. Chopper
- H. Slicer
- I. Ice machine
- J. Cart wash area
- K. Cart storage
- L. Trash room with sink
- M. Coffee machine
- N. Meat grinder

### **Kitchen**

*Labors: 2 Chefs, 2-kitchen helper, and 2 dishwashers.*

### **Meal Service Process**

1. As all of the guests are seated, Waiters will bring out the Lentil Soup
2. After the soup (10 minutes later), Tabbouleh Salad will be brought up.
3. The Veal Shank (entrée) will be presented to customer after the soup.
4. Chocolate Terrine will be the dessert.
5. Coffee or Chinese Jessie Tea will be served during the dessert.

## **Menu**

### ***LENTIL SOUP***

Sauté onions, leeks and garlic, and add tomato paste,  
Vinegar and deglaze with chicken stock and spies.

\$ 3.75

### **TABBOULEH SALAD**

Boiled Bulgur wheat mix with parsley, mint, red onion  
And cucumber, and garnish with pine nuts.

\$ 3.50

### ***VEAL SHANK, braised Milan style***

*Fried Polenta is served as a pasta*

Browned the veal and add tomato paste, carrots and celery  
And simmer with Chablis until tender. Ladled the sauce on  
The top and garnish with sprinkle parsley.

\$ 16.50

### ***CHOCOLATE TERRINE with mint sauce***

Combine the melt chocolate and corn syrup. Add the cream  
And egg mixture with sugar and vanilla. Fold in the chocolate  
Mixture, and pour into terrine molds and wrap up. Peel off the  
Wrap and slice into thin slices, and serve with mint sauce.

\$2.75

Coffee and Chinese Jessie Tea

\$ 1.50/cup

## **Plate Setup and Design**

Veal Shank With Vegetable Medley and Fried Polenta