

# **“The 7 Things You Must Know Before Hiring A Caterer”**

**...a Step-by-Step Guide to Guarantee You Have a Great Event.**

**-by E! Brand Catering**

*"I just want you to know that I have used several different [caterers] in the past, and I will never go back. You guys are awesome. I have heard nothing but great things ever since our [event].."*

- P. Harrington, AMEC Paragon

*"I want to thank you and your team for doing an all around excellent job with our event. You and your staff were very friendly, very attentive, and very good cooks. The food was great and the all around service was perfect. Thank you for all your hard work...Rest assured any event and any request for catering in the future will go through E! Brand first."*

- J. Britt, ExxonMobil

*"You guys did a awesome job. The food was great but what made the evening was your personalities, service and interaction with the guests. Everyone commented on how good the food was, how organized everything was and how you guys seemed to love your job. Thanks for making our event better than we could have imagined."*

- C. Rawlinson, National Oilwell Varco

*"I think the event was great. Everyone at my company couldn't say enough about how good the [food] was. We even had some real Cajuns in the crowd. Thanks for making the event great."*

- S. Ellis, Cbeyond Online

*"I want to thank you again for the excellent service you provided yesterday at our company function... Y'all did great job and I look forward to doing business with you in the future."*

- K. Ganuchau, ISC Constructors Inc

*"The event went great, the crawfish tasted wonderful, and the staff were excellent...they really did an awesome job. I will be using E! Brand again!"*

- S. Farnie, Tudor, Pickering, Holt & Co. Energy Investment & Merchant Banking

*"I wanted to just drop a quick Thank You, for doing so a superior job. Everyone was just wonderful; everybody enjoyed the food, music, and drinks."*

- Cheryl Harrell, Kaneka Texas Corporation

*"I recently used E! Brand Catering for a work [event]. The E! Brand team was very responsive and helped us coordinate a very successful event. I would definitely recommend them to others and hope to use them for future events."*

- L. Hawkins, PriceWaterHouseCoopers

*"We had our event...and it was AMAZING! Very professional, polite, on-time and gave us everything we were promised. I was a little worried being as though I didn't know anyone personally who had used them, but I was pleasantly surprised. They even cook to [order]. I will totally use them again!!!! Well worth every penny and then some!"*

- Rachael M., Metropole | Greystar Properties

*"We loved having E! Brand Catering at our nonprofit event, it was a huge HIT and they were very fun, nice and flexible. Hope to do it up again next year - even bigger!"*

- Sarah A., United Cerebral Palsy

*"E! Brand Catering took a lot of pressure of planning my corporate event by making the catering a one stop shop. They did everything from the food to the music. Great service, fair price, and good communication. Great Job E! Brand."*

- C. Rountree, ISCO Industries

*"You and your crew did an outstanding job!!!! We will be using you next year. Thank you for everything and making our first event more than we could have ever asked for."*

- M. Koonce, Reel Group

*"Great job, E Brand!! The catering and set up went smoothly and made it possible for the host to have as much fun as the guests. The food was tasty and E! Brand took care of all of the clean up. We will be calling you again next year. Thanks!!"*

- S. Rudolph, Rice University

*"Great job...!! Food was good, people had fun...too bad it ended...!"*

- P. Rutkowski, Texas A&M University

There are a multitude of on-going tasks involved when planning an event. Whether it's a lunch meeting or a large celebration, one of the most significant duties you have is hunting down a good, reputable caterer. Reserving your available event date with that caterer before another eager group of folks beats you to it is even more important. It can all seem overwhelming.

Whether you have 50 guests or 500, it all boils down to one thing: finding a caterer that knows how to please your group. The solution lies in the hands of a caterer with the know-how and background experience it takes to make your event a memorable one. And before venturing out with hopes of finding that caterer, read the following guide we created just for you.

Finding the perfect caterer for your event doesn't have to be time consuming or a hassle. Once you're done reading this short report you'll be ready to choose the best caterer for your next event. So let's get down to business here!

### **1. Don't base your decision on price only.**

The old saying, "You get what you pay for" rings truer today than ever. You can always go for the lowest price, but when you have a caterer offering a lower price, they're probably cutting corners somewhere for YOUR party. Is cleanup included in the price, or are they sticking you with the cleanup? Are desserts and beverages included in the price? Do they make your event memorable with free games, party favors, festive decor, music and a photographer, or do they just show up with food only?

All caterers are not created equally. You owe it to yourself to make sure you know what you are paying for. This will help you avoid any unpleasant surprises.

The second part of the equation is your budget. Knowing in advance how much money you have to spend will save you time in exploring options. There is nothing more frustrating than having a specific meal in mind without the budget to see it through.

### **2. Does your caterer have extensive reviews and testimonials from satisfied customers?**

Ask your potential caterer to supply you with proof that they've catered events successfully in the past. If they are unwilling to give you references or testimonials, keep shopping. You should be able to search for the caterer online and find satisfied customers. Many caterers are just restaurants that deliver, but running a restaurant and operating a successful catering operation requires a different set of skills.

### **3. Does your caterer offer a money-back guarantee?**

Guarantees are part of doing business for most industries. This protects you from receiving less than you expect. Look for a caterer that guarantees their product. Make sure you go into your event knowing you are covered. You're giving up valuable dollars; you have every right to expect a guarantee for your important event. If your caterer does not offer a money-back guarantee you should ask them WHY.

### **4. Is your caterer insured properly and able to provide any permits needed for your event?**

Most commercial properties and office property management require a minimum of \$1,000,000 insurance policy and want to be listed as named insured's on the policy. Also, in the event that something happens, there should be a policy in place that covers you and your guests. Your caterer should also have the proper health licenses and a fire permit in place, if necessary.

### **5. Do they provide turn-key service?**

Can you provide rental equipment like tables, chairs, tents, and decorations? Most party planners have a busy schedule and more to do than focus all of their time an energy planning the party. That's why a one-stop-shop comes in handy. Who has time to go shop for decorations, call the tent rental company and deal with the hassle of making arrangements for tables and chairs? Having a party is supposed to be fun! Right?

### **6. Does your caterer have different options to please all your guests?**

Most group meals consist of a minority of guests that have special diets or requests. Years ago you could order one entree and be sure everyone was happy. Today, you need to consider adding another entree. Perhaps a vegetarian dish or a chicken dish added as another main course would accommodate all. Will you be having a group of children at your event? Be sure your caterer provides kid-friendly meals as well. A professional caterer should have options available to please everyone.

## 7. Does your caterer have a backup plan for you?

Nothing is worse than having an event where more people show up than expected or your guests eat more than you planned. An experienced caterer can plan ahead and make arrangements to anticipate additional unexpected guests, plan the best food portions, and crowd control to make sure you have enough food for your anticipated guests and you get the most bang-for-your-buck.

So whether you choose E! Brand Catering for your event or not, these suggestions will help you plan and enjoy your event, free from stress and get the maximum value for your dollar!

Let's recap...

Here's another quick look at the **7 Mistakes You Should Avoid When Planning Your Event...**

1. Basing Your Decision On Price Alone
2. Not Getting References/Testimonials
3. Not Having A Guarantee In Place
4. Using A Caterer Without Proper Insurance, Permits, and Licenses
5. Not Having A One-Stop-Shop For All Event Rentals
6. Failing To Choose Options That Please Everyone
7. No Plan For Extra Guests That Might Show Up

We have the answers to help you avoid these 7 Mistakes and MORE.

## So what happens when you follow the 7 Rules before hiring your next caterer?

Imagine this. It's the day of your big event. The catering crew shows up early and is prepared to serve before your start time.

All day long everyone is giving you compliments about how much they are impressed with your event planning skills. The décor, the music, and the games...everyone LOVES it! You're a HERO.

You've never had so many compliments...all because you picked a great caterer. You'll definitely have a memorable catering. The right choice will make it a pleasant memory.

I look forward to personally working with you on your successful event. Now, you're armed with some real "food for thought." Use this information as a guide when selecting the right caterer for your event. The right answers will make you look like a HERO!

**Call or visit us online today for details on how we can help you host an outstanding event.**

Talk to you soon,

**BEN**

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