

STRATEGIC TOOLS TO SUCCESS



RESOURCES

Phone: 908-758-0836
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F&B Do's & DON'TS

Do....

Get Creative

- ✦ Wander off from the standard menus and engage the Chef. Chefs want to create – give them that opportunity and watch your menus come to life.
- ✦ Food is social and people want to try new things, offer items in small bites Integrate sponsorships into food – add a branded button candy atop a cupcake, brand napkins, use gobos.

Make it Fun & Welcoming

- ✦ Encourage the action station staff and bartenders to engage the guests with a culinary demonstration or showing off their talents. They can sing, flip bottles, etc.
- ✦ Ask your group to submit their favorite recipes and create an evening of family favorites, this spurs conversation, makes guests feel included and welcomed.
- ✦ Serve bread warm – there is no added cost and it delivers a sense of delight.

Confirm the Details

- ✦ Presentation triggers perception, take the time to confirm all the service ware and serving utensils; nobody wants to dive into guacamole with a pair of salad tongs.
- ✦ Have your attendees provide their dietary needs and/or allergies in advance; review menus with your attendees to confirm their dietary needs will be met or if they will require a special meal order.
- ✦ Think of where your audience is coming from and what religious holidays may be in observance and adjust menus accordingly.

Pay Attention to Dietary Needs and Allergies

- ✦ Label, label, label all F&B items and provide alternative options.
- ✦ Incorporate air, land and sea options (poultry, vegetables, meat, and fish/ seafood)
- ✦ Think about the reaction of food on their systems – sugar, carbs, etc. Don't go carb heavy at lunch leaving attendees groggy for the pm session.

Create Budget Friendly Offerings

- ✦ Offer a Hydration Station with flavored waters – they are colorful, fun, and add to your décor with out adding a great expensive.
- ✦ Do items on consumption, bags of chips, whole fruit, snack bars.
- ✦ Offer stretch items like a mashed potato bar in beautiful Service ware with a choice of colorful & tasty toppings.



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Don't....

Under or Over Guarantee

- ✦ Know your numbers, account for the venue's overset percentage and for slippage.
- ✦ Stagger guarantees throughout the day based on arrivals/departures, pop-up meetings, etc.
- ✦ No one likes to wait for food, be sure your server to guest ratio is on point and that you have ample refresh stations close by.

Lose Sight of the Goal

- ✦ Build a diverse menu with your group in mind, and not to your personal taste. Include items that meet the cuisines of international attendees both for food and beverage (fish/rice at breakfast, imported beer from their home country)
- ✦ Choose the right service to help foster the needs of the function's goal (i.e. networking, team bonding, awards dinner, etc.)
- ✦ Serve non-vegetarian and vegan elements on the side so everyone can enjoy.

Take Your Eyes Off the Budget

- ✦ Ask the Chef what other in-house groups are serving to determine if you can gang onto their menu to get better pricing for an enhanced quality menu.
- ✦ Tell the Chef/Banquet Manager what your daily budget is and ask them to work with you on the best menus for your group that fit into your budget.
- ✦ Make food a centerpiece to save money (artisan bread display)

Miss an Opportunity

- ✦ A strategic mind is always at work...take time to notice and make note of your VIPs likes and dislikes as well as the trends of your group, data is power (what did they eat/drink, what did they not)
- ✦ Present visually appealing meals, which will heighten the overall dining experience.
- ✦ Meals are opportunities to create new, and foster existing relationships – offer open seating but assign a senior executive to each table and strategically place sponsors at tables for increased facetime with your audience.

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