

Catetober: The Unofficial Kickoff of the Catering Season

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As the leaves change colors and the temperatures begin to drop, caterers, restaurants, and foodservice operators gear up for what could be one of their busiest seasons – the unofficial kickoff of the catering season, which we call "Catetober."

As business catering is booming and more operators are exploring ways to incorporate catering into their business strategies, there's no time like now to discover how to make the most of Catetober and the catering season ahead.

Business Benefits of Catering

Catering is not just about food; it's about creating memorable experiences. Whether it's a corporate event, a wedding, a birthday party, or a family reunion, people often turn to catering services to provide delicious and convenient food solutions.

There are several reasons why catering is top of mind for the foodservice industry.

Catering can help:

- **Expand Revenue Streams** beyond their regular restaurant business. This can help stabilize income, especially during slower seasons.
- **Generate exposure** and provide an opportunity for businesses to showcase their culinary expertise

- **Foster strong relationships** with clients and providing a positive experience can lead to repeat business, which can be more profitable than acquiring new customers.
- **Enhance brand reputation** through successful catering events, resulting in increased credibility and trust.

Capitalizing on Catetober

Finding success in catering is dependent on many different factors – from the menu to the infrastructure to the right food packaging. Here are a few strategies to consider to help boost your catering business this season:

- **Marketing and Promotion.** Start promoting your services now to gear up for holidays such as Black Friday, Thanksgiving, holiday parties and more. Leverage social media, email marketing and your website to showcase your delectable offerings.
- **Diversify Your Menu:** Offer a diverse range of menu options to cater to different tastes and dietary preferences. Consider seasonal ingredients and trending culinary concepts to keep your offerings fresh and appealing.
- **Stock Up on the Right Food Packaging.** Your job is to ensure you deliver an exceptional experience; the right [food packaging \[1\]](#) can help you deliver on your customer's expectations. From platters to cutlery, it's important to set your table for success and ensure that your drop-off catering is secure and food remains safe and fresh during transport.
- **Explore Tech Integrations.** Embrace technology to help streamline your catering operations. Use software for order management, such as ezCater, to ensure you have user-friendly online menus, and even offer virtual consultations to help your customers pick the right menu for their event.

Capture the Competitive Edge

Staying on top of the latest trends and the evolving demands of clients can help you remain competitive and ensure you stand out in the market.

Here are a few things to keep an eye on:

- **Sustainability:** Customers are increasingly conscious of environmental issues. Offer sustainable catering options, such as locally sourced ingredients, [eco-friendly packaging](#) [2], and waste reduction measures.
- **Dietary Preferences:** Accommodate various dietary preferences and restrictions, including vegetarian, vegan, flexitarian, gluten-free, and keto options. Providing diverse choices ensures that you can cater to a wider audience.
- **Interactive Food Stations:** Create interactive food stations where guests can customize their dishes, such as build-your-own taco bars or personalized dessert stations. This adds an element of fun to events.

Catetober may not be an official holiday, but it represents the beginning of a busy season filled with events and celebrations. For more ideas on how you can celebrate Catetober, download the special FREE [Feeding the Holidays guide](#). [3]

Links

[1] <https://sabert.com/products/collections/catering>

[2] <https://sabert.com/all-products-sustainable>

[3] <https://sabert.com/sites/default/files/catalog/FeedingTheHolidays.pdf>