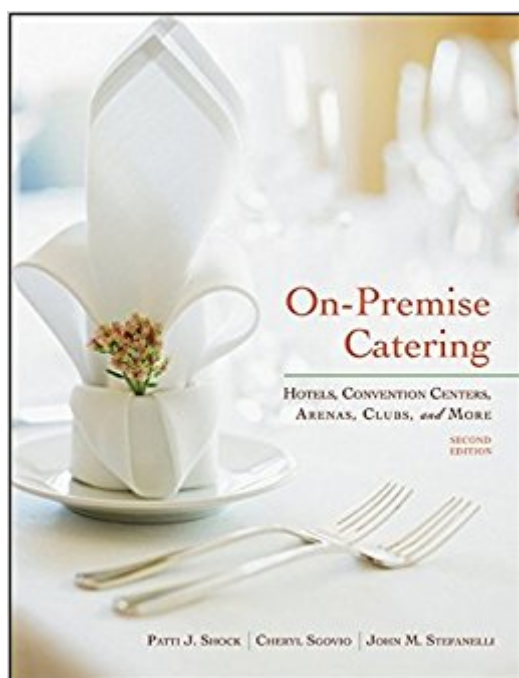


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On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, And More



Synopsis

The only complete, in-depth guide to contemporary on-premise catering principles and practices

On-premise catering is an essential part of the fast-growing catering and events industry, and this is the only guide that covers all the essential skills and knowledge a professional needs to succeed in the field. Written by three top catering experts and educators, On-Premise Catering is the definitive guide to catering in hotels, banquet halls, wedding facilities, conference centers, private clubs, and other venues. This new Second Edition has been thoroughly updated and revised to cover modern technological trends in the industry, including online marketing, social media, and digital proposals, as well as modern décor, effective menu writing, catering in stadiums and casinos, and more. Fully updated to keep pace with current industry trends and practices Covers all aspects of on-premise catering, from food and beverage service, room setup, and décor, to staffing, marketing, and financial controls Ideal for caterers, event professionals, chefs working in on-premise facilities, and students in culinary, hospitality, and foodservice management programs On-premise catering requires a broad range of knowledge, from accounting and marketing basics to event coordination and management skills, and this book provides all the information students and professionals need to succeed in this exciting and dynamic field.

Book Information

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Customer Reviews

A comprehensive, contemporary guide to modern on-premise catering principles and practices To succeed in today's competitive and sophisticated on-premise catering market, catering

professionals must be versed in a number of business and human relations skills, from basic accounting and marketing principles to working with intermediaries and suppliers. On-Premise Catering is the only complete guide that gives you all the knowledge and skills you need to succeed. This updated Second Edition covers new trends like online and social media marketing, as well as modern décor, effective menu writing, and catering in stadiums, casinos, and other large venues. Written by celebrated catering educators with input from members of the National Association of Catering Executives (NACE), On-Premise Catering is the definitive professional's desk reference and a complete guide for aspiring professionals. Every vital aspect of the business is covered in depth, from developing proposals to setting up function spaces, from pricing meal functions to staffing events. Written for both professionals and students, On-Premise Catering is a thorough and practical guide to this exciting and dynamic field.

Patti J. Shock, CPCE, is a professor in the Harrah Hotel College at the University of Nevada Las Vegas and the academic advisor at The International School of Hospitality. Cheryl Sgovio, CPCE, is Director of Catering and Convention Sales at the Thomas & Mack Center, Sam Boyd Stadium, and Cox Pavilion, all at the University of Nevada Las Vegas. John M. Stefanelli, PhD, is a professor in the Food and Beverage Department of the Harrah Hotel College at the University of Nevada Las Vegas.

This book is pretty excellent if you're interested in the catering field. I only bought it because it was the textbook for a required course I had to take for my Hospitality Management degree. I'm not actually interested in catering, but had to take the course for the degree. The book did present some information that was interesting and I could apply to my field of interest (opening a hotel..). The other reason I purchased this book here is it was cheaper than buying it on the school campus :) Overall, It's a really great, really detailed book!

This is a required text for an upper division course at UNLV. I could have rented the book but this is a text worth keeping. With 35 years experience in the Food and Beverage industry and 15 of those in catering, there are still things I can learn from this book. The only reason I did not give it 5 stars is a lack of citations to sources. Absent citations, the reader typically infers the author relies on personal experience rather than industry trends supported by market research and analysis.

Works Well and as advertised.

Beautiful book filled with inspiration and knowledge. I recommend it highly to anyone who owns and operates a food business. This represents years of experience and education. A must have.

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