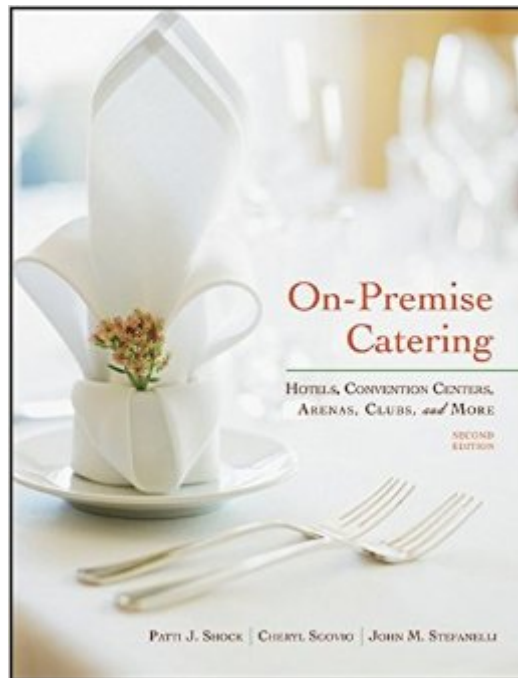


The book was found

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

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.

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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