

Theme Meal Marketing Plan

Forecasting

The number of attendees at the Safety Kick-Off will be approximately 250 people. Based upon previous catering events, people take advantage of free food and will eat more than expected, or more people will attend than expected. Therefore, we will prepare 200 servings for the Asian Steak Salad and 200 servings for the Southwestern Chicken Salad to ensure we do not run out of food.

Production

Needs

- Salad ingredients for Asian Steak Salad and Southwestern Chicken Salad
- 300 bottled waters
- Rolling cooler for water
- 400 clear, rectangle to-go plates
- 400 wrapped forks
- 400 wrapped knives
- 400 napkins
- 2 containers for holding forks and knives
- 2 serving bowls for salads
- 4 pairs of salad tongs
- 2 tables for serving
- 3 tablecloths
- 200 recipe cards with nutrition facts
- 200 "Keep Salads Healthy!" handouts
- 200 meal evaluation forms
- 15 safety kickoff meal advertisement

Schedule

Tuesday, September 25, 2012

Place order from US Foods for all ingredients needed for meal.

Wednesday, September 26, 2012

4:00 P.M. – Anthony and Haley prepare marinade for beef strip. Steak is to marinade overnight.

Thursday, September 26, 2012

8:00 A.M. – Rick and Haley prepare Asian dressing and cilantro lime dressing.

10:00 A.M. – Rick cooks steak with tilt skillet, and cooks fajita chicken. Haley starts dicing the vegetables and getting remaining ingredients ready to mix into salad.

10:30 A.M. – Haley begins setting up the serving line in the cafeteria (tables, tablecloths, utensils, plates, recipes with nutrition facts, healthy salad handout, meal evaluation)

10:45 A.M. – Rick tosses salad ingredients together.

10:50 A.M. – Salads are finished and placed onto the cafeteria serving line.

11:00 A.M. – Serving begins!

11:00 A.M. – 1:00 P.M. – Haley will serve salad; Rick will prepare new batches as we run low.

Budget

There is not a designated budget that I must work within for this event. Employees will be provided this meal at no cost.

Description

On Thursday, September 27, 2012, Mission Trail Baptist Hospital hosted a “Safety Kickoff” event for their employees, which I was responsible for catering. Since it was a safety event, my theme for the meal was “Keep it Safe, Keep it Healthy.” To support my theme, the kitchen staff and I prepared two healthy salads – Asian steak salad and southwestern chicken salad with cilantro lime dressing. Included with the meal, employees could take a copy of the salad recipes, and a handout about how to keep salads healthy in the “safe” zone and out of the “danger” zone.

Quantities

We were expecting to serve and produce food for at least 250 employees. Based upon previous catering events, word of free food spreads fast amongst employees, so we planned to prepare 400 (200 of each type) servings of salad. To maintain optimal freshness of the salads, we had all ingredients prepared, then incorporated and mixed them together when we started to get low on the serving line. By the end of serving time at 1:00, we produced about 300 servings of salads, and had no leftovers of premixed salad. The leftover ingredients (steak, chicken, salad mix, vegetables, and dressings) were all kept to be incorporated into other meals. The following day, the steak was used in the physicians’ lounge at lunch and the chicken was used for breakfast in the cafeteria. The salad greens were used for the salad bar in the cafeteria, vegetables were to be incorporated into various meals as needed, and the dressings were saved for any future need as well. Ultimately, we had little to no food waste.

Budget

I was not provided with a limited budget for this event. Since we were not serving a dessert or several side items, we knew it would not be overly expensive. The total cost of the Asian steak salad for 200 servings was \$309.86 and \$1.55 per serving. The total cost of the chicken salad for 200 servings was \$361.60 and \$1.81 per serving. Mission Trail was satisfied with the overall budget and cost for the meal.

Evaluations

At the Safety Kickoff, we served approximately 300 people, and handed out over 100 evaluation forms. Of those evaluation forms, 20 were returned, but had several word evaluations. From the evaluations that were returned, the Asian steak salad had an overall score of 4.8 on a scale of 1 to 5, and the southwestern chicken salad also had an overall score of 4.8. Many employees have informed us that both salads were “wonderful” and have requested that we serve it in the cafeteria. Based upon the positive feedback, the salads were very well liked.

Self-Evaluation

Activities which worked as planned

All ingredients needed for the meal was present at the time of preparation on Thursday. The meal and setup for the event was all prepared on time. Employees were happy to receive copies of the salad recipes, healthy salad handouts and evaluation forms. Also, there was excellent feedback about the overall acceptance and taste of the meal.

Activities which did not work as planned

I placed the order for all ingredients needed for the meal on Tuesday so we would receive the food Wednesday and have fresh ingredients to work with. After checking the inventory on Wednesday, the cilantro I ordered was not delivered because US Foods was out of stock. Therefore, I had to contact them to ensure that we receive it by Thursday morning, which we did. Additionally, I didn't expect everyone to take recipe handouts and evaluation forms, so I printed only 200 of each. By 1:00, we ran out of both and had some people requesting to have a copy of both salad recipes.

Changes required in plan and/or execution of the meal

I originally planned on using olive oil in the marinade for the steak from the Asian steak salad. To execute both recipes and have enough for the marinade, I would need to order 2 gallons of olive oil. My other option was to order 1 gallon of olive oil and use a canola/olive oil blend for the marinade, instead of olive oil. The latter option was much cheaper, so I changed my recipe to save on cost.

Unanticipated events that impacted meal

We knew we would serve food for at least 250 people, but based on forecasting, we planned for 400 servings. However, we ended up only serving about 300, leaving us with leftover ingredients from the meal.

Changes & Improvements

If I were to use these recipes again for another event, there are a few changes I would make. First off, the steak from the Asian steak salad was slightly overcooked, but the flavor was great. Reducing the cook time on the tilt skillet would make it more tender and improve the salad overall. For the southwestern chicken salad, the dressing was slightly too mild. I would tweak the dressing to add more flavor to the salad. Also, marinating the chicken instead of buying the pre-seasoned fajita chicken might be a good way to increase the flavor as well.