**EVENT MENU PLANNING**

**PLAN A MENU OF 10 ITEMS FOR THE EVENT SCENARIO PROVIDED. OF THESE ITEMS, CONSTRUCT COST TABLE FOR 1 STARTER, 1 ENTRÉE, AND 1 DESSERT BY USING A RECIPE ONLINE. PRICING FOR INGREDIENTS IS AVAILABLE AT MOST SUPERMARKET WEBSITES. YOU CAN ALSO USE THE FOLLOWING LINK:**

[**http://www.bls.gov/regions/mid-atlantic/data/AverageRetailFoodAndEnergyPrices\_USandMidwest\_Table.htm**](http://www.bls.gov/regions/mid-atlantic/data/AverageRetailFoodAndEnergyPrices_USandMidwest_Table.htm)

**YOUR TARGET PRICE SHOULD BE 3 TIMES THE COST. ONCE YOUR ITEMS ARE PRICED OUT, FIGURE OUT HOW MUCH YOUR EVENT TOTAL SHOULD BE GIVEN THE PRICE FOR A STARTER, ENTRÉE, AND DESSERT. INCLUDE THE OVERHEAD, LABOR, AND PROFIT AS WELL.**

**SCENARIOS**

1. 18 YEAR-OLD GRADUATION PARTY HELD IN THE MONTH OF JULY. GUESTS INCLUDE FAMILY AND FRIENDS UP TO 100 PEOPLE. GUESTS WILL BE OUTSIDE UNDER A TENT IN A RESIDENTIAL BACKYARD. FOOD WILL BE SERVED BUFFET STYLE.
2. SUPERBOWL PARTY FOR 40-50 MEN IN A FANTASY FOOTBALL LEAGUE. THIS WILL BE TAKING PLACE AT THE LOCAL SPORTS BAR. THE CLIENT WANTS TO PUT A NEW TWIST ON “MAN FOOD”
3. 8TH BIRTHDAY PRINCESS PARTY. IT WILL BE A CHALLENGE TO GET THE GIRLS TO EAT DUE TO THE ACTIVITIES PLANNED. SOME OF THE GIRLS ARE VERY PICKY EATERS. THERE ARE 25 GIRLS EXPECTED WITH 10-12 MOTHERS ATTENDING.
4. BRUNCH FOR THE GUIDANCE DEPARTMENT HERE AT MHS. THERE WILL BE APPROXIMATELY 12-15 GUESTS. 2-3 OF THE GUESTS HAVE DIETARY RESTRICTIONS FOR FAT AND GLUTEN CONTENT.

MENU ITEMS

STARTER:

|  |  |  |
| --- | --- | --- |
| INGREDIENT | COST | TARGET PRICE |
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TOTAL $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MENU ITEM

ENTREE:

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| --- | --- | --- |
| INGREDIENT | COST | TARGET PRICE |
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TOTAL $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MENU ITEM

DESSERT:

|  |  |  |
| --- | --- | --- |
| INGREDIENT | COST | TARGET PRICE |
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TOTAL $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MATERIALS= TOTAL MENU COST (WITH MARGINS) ALL ITEMS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OVERHEAD= TOTAL YEARLY OVERHEAD/# OF EVENTS FOR THE YEAR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LABOR = # OF SERVERS x HOURLY RATE x # OF HOURS. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PROFIT= TOTAL YEARLY PROFIT /# OF EVENTS FOR THE YEAR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TOTAL= O+L+M+P \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**GIVE AN EXAMPLE OF A MENU ITEM YOU WOULD HAVE CHANGED AT AN EVENT ROBLE CATERED . WHICH EVENT WAS MOST/LEAST SUCCESSFUL FROM A MENU PLANNING STANDPOINT? (CLIENT SATISFACTION, SERVING,ETC)**

KERRY’S BDAY PARTY

OLIVER’S BDAY

VANESSA WILLIAMS GRADUATION PARTY

KERIN ROSE PRODUCT LAUNCH PARTY

BALIWOOD BIRTHDAY

DOG WEDDING