

How to Start a Catering Business: When You Don't Know What the Hell You're Doing

Jennifer Williams

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How to Start a Catering Business When You Don't Know What the Hell You're Doing, written by Jennifer Williams, gives the reader step by step instructions to opening a catering business. Written in simple language and with humor, the book offers serious advice regarding equipment purchases, marketing, contracts, and the do's and don'ts of catering. The author will take you from confused to confident as she takes the mystery and the fear out of being 'a great chef.' Jennifer says, 'You don't have to be a great chef to be a caterer. It takes passion and the love of entertaining.' Starting the business from scratch, the author shares her experiences of starting a new business, overcoming financial obstacles, and the infamous HEALTH DEPARTMENT.Learn how to pull off the perfect barbeque and enjoy some of Jennifer's favorite recipes as well as tips on menu creation and portion sizes. This book is full of good information for the aspiring caterer and is easy to understand and apply to either home based or commercial based catering



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