COFFEE FEST DALLAS • OCTOBER 2026

Developing a Catering Business for your Cafe

A practical roadmap for building a profitable café catering business

COREY WILL
E: corey.will013@gmail.com
M: 469-550-0370

Aspire Consulting & Growth Strategies
and The Franchise Consultant Company



Sponsored by Proverb Packaging Solutions, Inc.

YOUR GUIDE

Turn ideas into an evolving plan – Your Plan – “The Plan”

COREY WILL

Aspire Consulting & Growth Strategies

The Franchise Consultant Company (FCC)

- 30+ years across restaurant, franchise and small-business growth
- Catering program development, community engagement and operational execution
- A Blueprint planning process to GROW top-line sales and bottom-line profit…month over month > quarter over quarter > year over year
- Assess, act, measure, adjust, execute, grow

A plan is only valuable when it changes what happens this week.

THE OPPORTUNITY

Catering adds revenue without adding seats

NEW REVENUE

NEW GUESTS

REPEAT EVENTS

One group order can introduce your café to an entire office, school, church or community organization.

THE ROADMAP

Why catering? Five disciplines make it repeatable

1 PLAN

2 MERCHANDISE

3 ATTRACT

4 EXECUTE

5 RETAIN

Group orders add revenue, introduce new guests and create recurring events.

PLAN

Give Catering an Owner, a Goal and Support

Choose a Catering Champion

- A respected, organized leader
- Comfortable building customer relationships
- Given authority and dedicated time to lead

Define Clear Responsibility

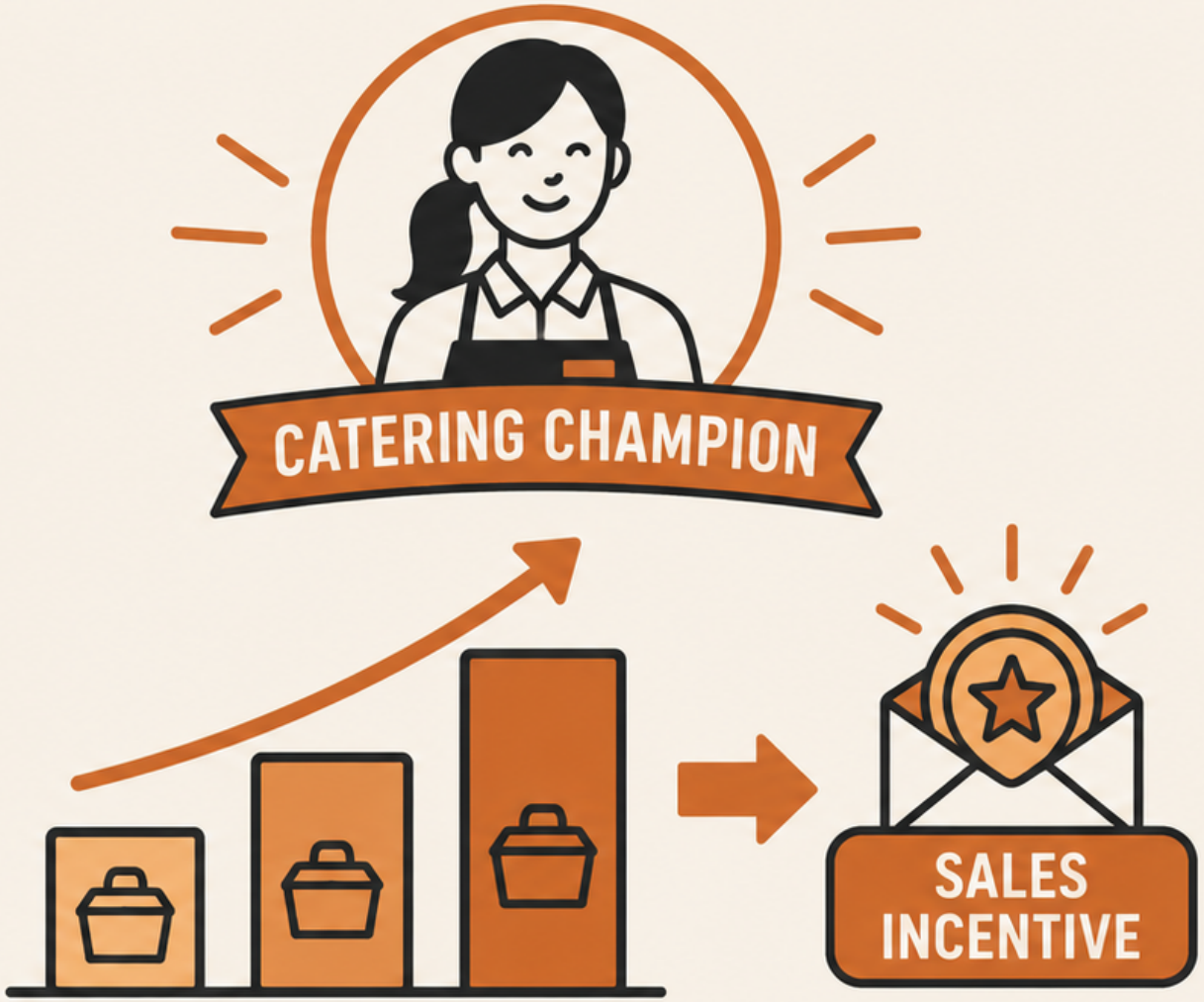
- Own the catering revenue goal
- Lead outreach and customer follow-up
- Coordinate flawless order execution
- Keep the team informed and accountable

Monitor and Support

- Review results with the General Manager weekly
- Track sales, new customers, outreach and repeat orders
- Remove operational barriers and provide coaching

Recognize and Reward

- Reward profitable growth, accuracy and repeat business
- Celebrate the Catering Champion—and the team supporting every order
- Make it fun – sales incentives, rewards and training



Grow profitable catering sales • Earn a reward

2 • MERCHANDISE

Make the offer clear in five seconds

- Show the assembled experience—not an empty package
- Place it near ordering, pickup or bakery displays
- Use serving counts, starting prices and a direct-order QR code
- Offer an easy way to leave a business card
- **Refresh it seasonally and keep it presentation-ready**



Show what is included, how many it serves, the price and how to order.

MERCHANDISE

Your display should pass the five-second test

- WE CATER
- WHAT'S INCLUDED
- HOW MANY IT SERVES
- WHY IT'S EASY
- HOW TO ORDER



Could a first-time customer understand the offer without asking an employee?

(Recommend coffee boxes with your brand digitally printed – it's a billboard for your cafe)

Schedule outreach and track the next action

1 RESEARCH → 2 VISIT WITH VALUE → 3 ASK + LISTEN → 4 RECORD → 5 FOLLOW UP

Dedicate time each week for outreach.

Never go empty-handed: bring a sample, a concise menu and a reason to reconnect.

Measure visits, conversations, proposals, first orders and repeat orders.

ATTRACT

Start nearby with customers who order repeatedly

- Current guests
- Schools + churches
- Medical offices
- Real estate + financial offices
- Partner with nearby food businesses that do not serve great coffee (tacos, bakeries, etc)
- Hotels + apartments
- Car dealerships
- First responders
- Community organizations – Chamber of Commerce

Begin within 1–2 miles—and look for an accessible decision-maker.

EXECUTE

Design the process before the order arrives

LIMIT DECISIONS	3–4 core packages + defined add-ons
PRE-STAGE	Boxes, trays, labels and condiment kits
CO-LOCATE	A dedicated catering supply station
ASSIGN OWNERSHIP	Review • prepare • pack • verify • deliver

Remove motion, waiting, overprocessing and defects.

EXECUTE

Remove friction from group coffee orders

- Unnecessary decisions
- Searching + walking
- Counting supplies
- Waiting during peak
- Rework + missing items

STANDARDIZE

↓

PREPACKAGE

↓

PRE-STAGE

↓

FILL FASTER • VERIFY ONCE

EXECUTE

Prepack service kits and stage cold brew safely

SERVICE KIT FOR 8

- 8 cups + 8 lids
- 8 sleeves
- Stirrers + napkins
- Sweeteners + shelf-stable condiments
- Contents checklist

The goal

No counting.
No searching.
No guessing.

For cold brew: prefill, label and refrigerate; stage milk under temperature control.

EXECUTE

Follow a clear process and verify every order

- ✓ Correct beverage + fill level
- ✓ Correct food package
- ✓ Cups, lids, sleeves + utensils
- ✓ Condiments + milk options
- ✓ Customer name + event time
- ✓ Special instructions + final seal

Review • schedule • assign • prepare • pack • verify • deliver

RETAIN

Follow up promptly and record the next occasion

BREAKFAST ORDER

Follow up that afternoon

LUNCH / EVENING

Follow up the next morning

Thank them. Ask what worked. Record preferences and the next event. Reconnect before it.

TAKE ACTION

Your 30-day catering challenge

- Set one annual revenue goal
- Finalize three easy-to-order packages
- Build a list of 25 nearby prospects
- Complete five outreach visits each week
- Track every order and every follow-up



THE CATERING GROWTH SYSTEM

Plan • Merchandise
Attract • Execute • Retain

Make the offer visible.
Make the process repeatable.
Make the customer want to return.



FAST-FILL DEMONSTRATION + QUESTIONS

Corey Will • Aspire Consulting & Growth Strategies
The Franchise Consultant Company (FCC)

Proverb Packaging Solutions, Inc. • MSmith@proverbpsi.com
ProverbPSI.com

Let Proverb Packaging design a digitally printed branded solution – A billboard for your café!