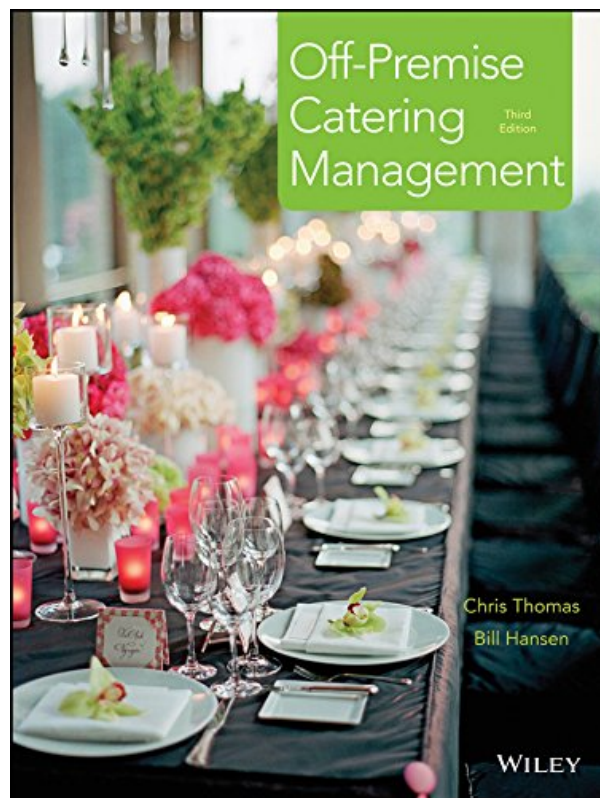


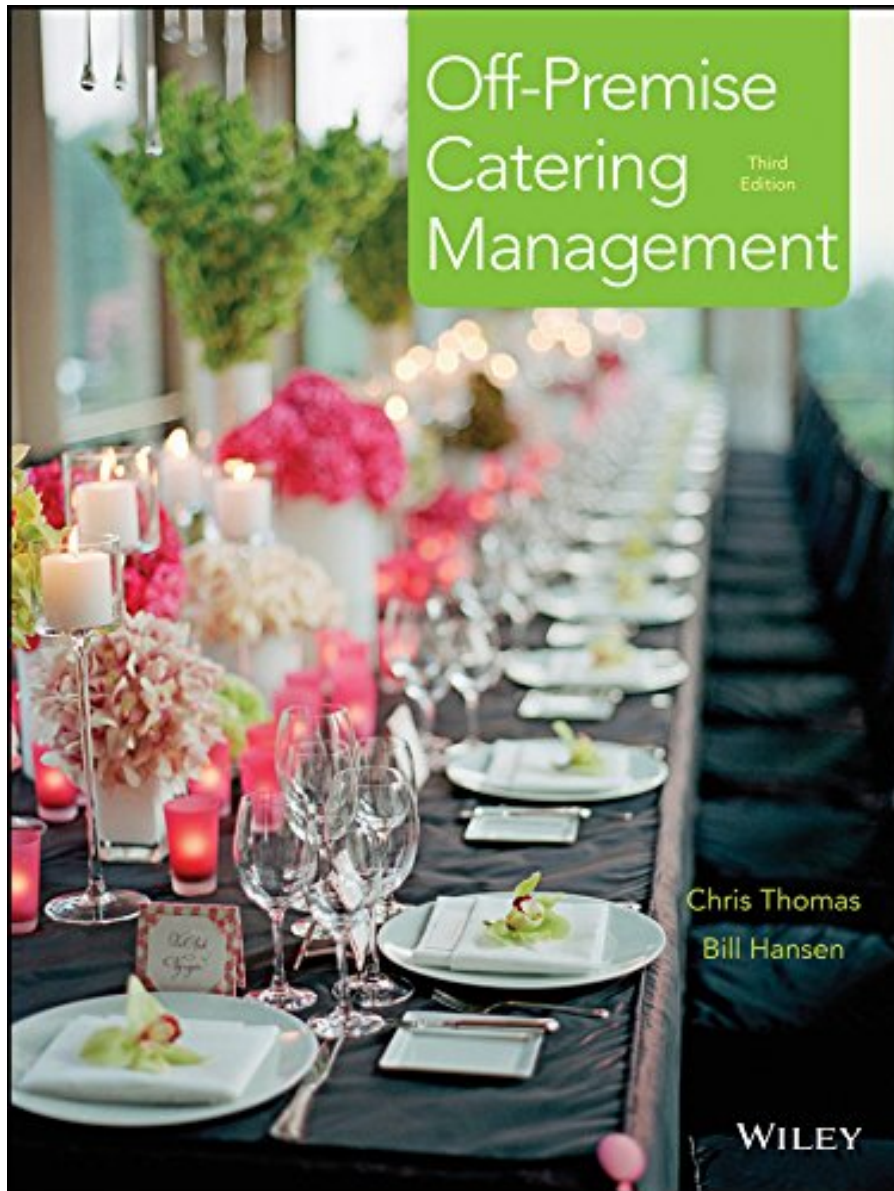
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This newly updated Third Edition includes new content and coverage on "green" practices, current food trends, the latest equipment, website development, and social media marketing. It also features an entirely new chapter on beverage service that includes off-premise bar set-up, contemporary cocktail ingredients, and guidance on selecting the right beers and wines for events.

With a wealth of practical forms, schedules, and checklists to illustrate examples and reinforce key concepts, Off-Premise Catering Management, Third Edition is an excellent study resource, as well as an on-the-job reference for practicing caterers. Whether you're already in the business or just starting out, this comprehensive, trustworthy guide offers everything you need to succeed.

About the Author

Chris Thomas has been a writer for more than 30 years, specializing in food and wine topics. A former restaurant critic, she is the coauthor of 15 books, including *The Bar and Beverage Book* and *Design and Equipment for Restaurants and Foodservice*.

Bill Hansen is a 40-year veteran of the catering industry and the CEO of Bill Hansen Catering in Miami, Florida.

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- New content includes information on "green" catering, contemporary food trends, website development, social media marketing, the latest in commercial kitchen equipment and budgeting and accounting software, and much more
- Throughout the book, sample forms, schedules, and checklists illustrate real-world examples of key catering practices, and Study Questions at the end of each chapter help reinforce key concepts

Whether you are just starting out, growing your operation, or working to maintain standards of excellence in an already-successful off-premise catering business, Off-Premise Catering Management, Third Edition is the only guide you'll need.

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