

Step 48 · Catering

Frequently Asked Questions

How do I know whether my catering quote is too high or too low?

Check the whole job before comparing another owner's price. Include preparation, travel, setup, waiting, service, cleanup, supplies, staff, and overhead, then allow for the return you need. Compare offers with similar guest numbers, menu, duration, and service level. Explain the complete package clearly. If a client's budget is lower, consider a smaller scope you can still deliver profitably. A rejected quote alone does not prove the price is wrong.

Should I charge by the drink, by the hour, or by the package?

Use a structure that makes the service and payment responsibility clear. Per-drink pricing needs a defined way to count orders and cover the work of attending. An hourly or package price still needs a menu, guest scope, service period, and clear limits. Build every option from the whole job's costs. State the minimum, extras, and who pays before confirmation so a quiet event does not leave you absorbing an unexpected loss.

How should I charge for travel and setup?

Include them in the package or show them separately, but account for them either way. Estimate the round trip, loading, setup, breakdown, vehicle costs, and any extra staff or waiting time. A mileage-only fee can miss a slow journey or difficult access. Set a clear service area and explain what changes the quote. If you waive a fee for a community event, treat it as a deliberate cost you can afford.

Should I offer unlimited drinks or a fixed quantity?

Either can work if the promise is clear and deliverable. A fixed quantity makes the included allowance easier to price; explain how extra drinks are approved and paid for. Unlimited service needs an agreed guest group, menu, service window, and honest capacity expectations. Do not advertise unlimited drinks while hiding a cap. Price the likely use and a reasonable contingency, and have the booking terms reviewed for your business.

Educational guidance. Check your own circumstances with the appropriate local professional.