

Giancarlo's Corporate Catering



Sales Opportunity

There are corporate events, large work parties, birthday parties, business meetings, fundraisers etc. going on everyday. The food for all those events are coming from somewhere, they are all catered. Giancarlo's has the capabilities to cater all of these events. They recently added a kitchen that is specifically for, catering and events. They are willing to cater any party no matter the size it can be 10 or it can be 500, they have the kitchen and staff to handle either one.

Giancarlo's is making a name for itself here in Buffalo as being the "it" new restaurant, people love to come into Giancarlo's and eat, so its logical that they want to have their meals catered by them. If people get a meal catered by Giancarlo's they will be impressed, there is a general cache or prowess that is already attached to the Giancarlo's name.

When it comes to the actual catering, Giancarlo's makes it very easy on customers. No matter what the customer wants Giancarlo's can do it. If the client just needs a quick lunch for his employees, there are pre determined packages to pick from. If a client is very picky and needs to have gluten free pasta and free range chicken, they are more than happy to customize a meal to make everyone happy. On top of that, they drop all of the meals off free of charge and provide all the of necessities; drinks, napkins, plates, silverware etc.

The variety of food is also staggering, Giancarlo's has excellent pizza and wings, sandwiches, authentic Italian pasta dishes, vegetarian options, fresh salads, wraps, succulent steak and delicious desserts, and if you have ever ate there you know it is pretty damn good.

Target Customer

Our target customer is any business, medical operation, or professional office that orders large quantities of food for breakfasts, lunches, or dinners. Funeral homes and event planners are two really good and easy prospects.

Giancarlo's will prepare food for breakfast, lunch, or dinner seven days a week. There are many businesses, medical operations, and professional offices nearby Giancarlo's that frequently order breakfast and lunch for large groups.

Key Sales Points

- **Impress your Clients.** People know that if it comes from Giancarlo's they are in for a treat.
- **Customizable Menu.** Giancarlo's have the food options to be able to make anyone happy, and they are more than happy to customize an order for an event.
- **Full Service.** Giancarlo's will provide servers and bartenders at events, people will love the that amazing Giancarlo's staff at their event, really adds something special to an event.
- **Location.** Right off the 290, they can get anywhere in Buffalo pretty quick, makes delivery no problem.
- **Elegant Service.** No one can put on an event like Giancarlo's, they really do know how to throw a party.
- **Signage and Posters.** Our design team can provide custom signage for any event, no other restaurant can do that.

How to facilitate the sale

In order to sell this service you must be authorized by Giancarlo's Catering Manager Olivia Quinlan. If approved she will provide you with the necessary tools in order facilitate any catering sale.

Company. Giancarlo's

Service. Corporate Catering

Primary Contact. Olivia Quinlan

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Email. oliviaquinlan.giancarlos@gmail.com

Website. giancarloevents.com

Implemented by. Joe Kreuz

Cost. Determined by number of guests.

Commission. Negotiable, but expect to receive a 10% commission on the paid proceeds of the event.

Recurring Commission. As an added incentive, expect to receive 5% commission on any re-bookings of this client as long as you continue to book one event per quarter with any other client. In the case of a booking for a company with multiple representatives, you will receive the 5% re-booking commission when the representative re-books, not the company.