



Catering Program Checklist

Build a guest-centric catering solution with these strategy, technology, + operations essentials



More than [half](#) of restaurant operators plan to add catering services this year—and with [10x higher](#) average tickets compared to mealtime orders, it's easy to see why. Use the interactive checklist to ensure you have everything you need to stand up a revenue-driving catering channel. →

Your Interactive Catering Program Checklist

Here's your list of everything that needs to be covered and considered when standing up a catering program.

Strategy

MENU

- Bundles featuring popular items
- Drink + dessert add-ons
- À la carte options

PRICING

- Tiered packages
- Ability to email quotes to guests

MARKETING

- Catering-specific SEO
- Promotional banners on ordering website + mobile app
- Catering events on marketing calendar

Technology

POS INTEGRATION

- Orders automatically mapped to POS
- Automated accurate order entry

MULTICHANNEL ORDERING

- Web + mobile ordering
- Digitized call-in orders

MARKETPLACE INTEGRATION

- Integrated with leading marketplaces (ezCater, DoorDash, etc.)

BACK-OF-HOUSE SOFTWARE

- Aggregated mealtime, marketplace, + catering orders
- High-volume orders flagged for kitchen

CENTRALIZED DASHBOARD

- Configurable settings
- Robust reporting + analytics
- Marketplace + DSP management
- Ability to recognize + authenticate tax-exempt status

PAYMENTS

- Payment processing tailored to the restaurant industry
- Support for house accounts
- High authorization rates
- Low fraud rates

Operations

MAKE TIME

- Configured to 24+ hours
- AI-powered capacity management

PRODUCTION SHEETS

- Detailed info for each item, component, + ingredient amount
- Printable

PACK SLIPS

- Printable checklist to complete as order is prepared
- Included with order for guest reference

LABELS + PACKAGING

- Aligned with your branding
- Labels that clearly denote common allergens
- Eco-friendly

FULFILLMENT + DELIVERY

- Designated catering pickup areas
- Marketplace DSPs for direct orders



Ready to accelerate your restaurant growth with catering?

Download the complete Catering Success Guide to learn how to assess the potential ROI for your brand, which elements you'll need to succeed, and how to hit the ground running.

[Get the Success Guide →](#)