



On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, and More (2nd Revised edition)

By Patti J. Shock, John M. Stefanelli, Cheryl Sgovio

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, On-Premise Catering: Hotels, Convention Centers, Arenas, Clubs, and More (2nd Revised edition), Patti J. Shock, John M. Stefanelli, Cheryl Sgovio, The only complete, in-depth guide to contemporary on-premise catering principles and practices On-premise catering is an essential part of the fast-growing catering and events industry, and this is the only guide that covers all the essential skills and knowledge a professional needs to succeed in the field. Written by three top catering experts and educators, On-Premise Catering is the definitive guide to catering in hotels, banquet halls, wedding facilities, conference centers, private clubs, and other venues. This new Second Edition has been thoroughly updated and revised to cover modern technological trends in the industry, including online marketing, social media, and digital proposals, as well as modern decor, effective menu writing, catering in stadiums and casinos, and more. * Fully updated to keep pace with current industry trends and practices * Covers all aspects of on-premise catering, from food and beverage service, room setup, and decor, to staffing, marketing, and financial controls * Ideal for caterers, event professionals, chefs working in on-premise facilities, and students in culinary, hospitality, and foodservice...



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