Catering Guide
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A successful catering program can increase sales and profits

Within a three mile radius of your store, there could potentially be hundreds of businesses, residences, schools, local groups, events or other places where hungry people gather daily, weekly or on a regular basis. Catering makes it possible for them to become familiar with our brand and associate the great food from Blimpie® with good times.

If you are aggressive, catering sales could bring in hundreds, or even thousands, of dollars. Once you establish catering relationships, make every effort to maintain them. This will enable you to take advantage of repeat business while continuing to seek out new business. Remember, with a typical catering order, approximately 25 new customers will sample your food, receive your menu and learn where your restaurant is located. Catering is an ideal way to promote new business with virtually no added overhead!
Create a Catering Plan

Identify Catering Opportunities

The first step is to get familiar with your trade area. Depending on the type of city your restaurant is located in, your customer base likely comes from the 1-3 mile radius around you. As described in the LSM manual, obtain a map of your neighborhood and walk or drive the radius around your restaurant to identify potential catering customers. Consult the following resources to research and identify catering opportunities:

1. Internet or Google® Search
2. Chamber of Commerce
   Your local Chamber of Commerce usually has a list of all the businesses in your area. Their list usually includes the name and type of business, address and phone number. Occasionally the list will also include names of the executives and the number of employees.
3. Local Newspapers/Community Magazines
   Event listings will help you identify groups of people who meet regularly in your area and might employ caterers for their meals. This is particularly useful because they list the dates of their events in advance. Some possibilities might include fraternal organizations, clubs, senior centers, assisted living residences and church groups.

Determine Your Catering Needs

Before setting a catering goal, evaluate how catering will fit into your business. Most types of catering add little or no cash investment to your present operation. However, catering can necessitate an initial investment determined by the extent of your sales effort. Types of catering you can implement include the following:

1. Basic service (no additional investment required)
   - Orders taken in advance via phone or fax; request time for order to be completed and ready for pick up.
   - Include a catering menu and your regular menu with each order.

2. Delivery service (most common type of service when investing in catering; transportation required)
   - Group orders taken via phone or fax to be delivered at a certain time and location. Orders often include party trays and/or lunch boxes.
   - Require a minimum dollar order.
   - Price should include catering services and cost of transportation.
   - Be cautious of health codes – always prepare the food just before the order is to be delivered; make sure cold and hot foods are separated.
   - Include enough regular and catering menus for the guest count of the group.

3. On-site service (preparing and serving at the customer’s facility)
   - Requires investment in purchasing necessary equipment, transportation to carry cooking equipment, cash register and added overhead of a chef and servers.
   - Pursue this advanced type of catering only if significant, regular off-site business has presented itself.
Establish Realistic Goals

Start small. Set aside time to make a short list of potential targets from the various categories that you have identified. Start with a few prospects to get familiar with procedures and execution times until you optimize the process. Keep in mind the following:

- No one knows your restaurant better than you; plan your daily or weekly goals based on the time you have available to visit potential accounts.
- Know your costs.
- Be positive and enthusiastic.
- Dress professionally.
- Always meet your potential business in person, not over the phone.
- Do not be discouraged if you have to “knock on a lot of doors” before getting any business.

If you do not like sales or do not have the time yourself to prospect, hire a catering manager. Things to consider when hiring a catering manager:

- Ask a family member or a reliable employee who has shown initiative to take on the position.
- Offer a minimal salary plus a fair percentage of sales.
- Make sure they have their own computer and can maintain accurate records.
- Train your catering manager on your business, your products and your catering pricing structure.
- Have your catering manager work in your restaurant for a short period of time to help speed up the learning process.

Once you get a feel for the process and how long it takes to get business from these prospects, schedule time on your calendar and get started! Remember...

- Catering has no seasonal slumps! People get together all year long.
- Birthday parties are thrown every day of the year.
- Holiday gatherings occur throughout the year.
- During any given month, people are gathering to watch sporting events on TV in their homes.

Getting Started!

You identified opportunities. You know your restaurant’s catering needs. You set realistic goals. Now it is time to get started!

Be Prepared

Have an idea of what you are going to say before you begin. Your pitch should go something like this:

Hello my name is _____ and I am the General Manager (Owner) of Blimpie on ___ and _____. Have you tried our subs? We would like to offer you our catering services. Our meals can be delivered to you for meetings, group lunches, dinners and celebrations. We offer a delicious and high quality assortment of _____. Would you consider using our catering services for your next business/organization/event?

Questions your prospects may ask you:

- Do you require advance notice on catering orders?
- Do you set up the food?
- Do you provide servers? What is the cost? Is there a minimum order required for such services?
- Do you provide serving utensils?
- Are drinks provided?
- What are my payment options? Do I have to leave a deposit?
- Can I set up a corporate account?
- What is your cancellation policy?
- Is there a minimum order amount?
- Do you deliver? Is there a fee?

Keep Track of Progress and Results

Keep a daily log of all the prospects you have visited. Always follow up with a phone call. Track all catering orders when they are placed and the frequency with which regular customers place them. Follow up on all prospects with monthly mailings. Use the following tools (available from your Marketing Manager) to help you track catering progress and results:

- Catering Sales Tracking Form
- Catering Mailing Card
**Best Practices**

**Designate one person** to handle catering orders.
In most cases, this will be you. All catering orders should funnel through the same one or two people for consistency. It is all about instilling confidence in your restaurant’s execution abilities. When you designate one or two people, they should be well trained on pricing, how many people each tray feeds, etc. Let an expert handle these orders since there is also a huge opportunity to suggest additional items such as bottled beverages, cookie trays, etc.

**Make it easy** for your customers to place a catering order.
Do you have an email address for your store so customers can email a catering order? How about fax orders? Keep in mind, it might not always be what is easiest for you, but it must be easy and convenient for your customers.

**Label orders** so they can be easily identified.
How do you make it easy for your customers to figure out whose lunch box is whose when there are 35 people in the meeting? How do you identify which subs are on the tray?

**Train your crew** to recognize catering opportunities.
It is likely that you see the same group of office workers frequent your lunch shift. Suggest Blimpie® subs for their next sales meeting or office event. Get your crew excited about catering. Put together a contest to help drive catering business. There is a lot you can do to promote catering in-store, so take every opportunity to let your existing and loyal customers know you can cater their next football party or office get-together.

**Follow up** with catering customers.
Once you have completed the order, follow up with a phone call to ensure the catering experience exceeded their expectations. Provide an offer especially for them to generate repeat business. Create a catering loyalty program for repeat customers. Send a thank you card with a $10 gift card after a large catering order.
Catering thank you cards can be found on Creative Online.

Do you have these simple systems in place to provide a professional catering experience? It takes more than a great marketing campaign to build your catering business. Very often it is these little things that create a memorable experience. Train your crew, make sure you have all the right supplies for a last-minute order, execute flawlessly and you will be on your way to building catering sales.
Required Catering Program

Download the Blimpie® Catering Form from KTEC Online [http://ktec.kahalamgmt.com](http://ktec.kahalamgmt.com), password: blimpiebest

---

## Catering Order Form

<table>
<thead>
<tr>
<th>ORDER TALLY</th>
<th>DATE ORDER TAKEN</th>
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<tbody>
<tr>
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<table>
<thead>
<tr>
<th>CUSTOMER NAME</th>
<th>CUSTOMER PHONE</th>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STREET ADDRESS</th>
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<th>GUEST COUNT</th>
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<th>ZIP</th>
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<tbody>
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<table>
<thead>
<tr>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>QUANTITY</th>
<th>NOTES (BREAD, TOPPINGS, ETC.)</th>
<th>PRICE PER</th>
<th>TOTAL PRICE</th>
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<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- **Lunch Box**
  - Description: Deli Mix
  - Wrap

- **3-ft Blimpie Blast**
  - Description: Turkey & Provolone
  - Club
  - Custom

- **6-ft Blimpie Blast**
  - Description: Turkey & Provolone
  - Club
  - Custom

- **Wrap Tray**
  - Description: Simple Beef
  - Turkey & Provolone
  - Club
  - Custom

- **3-inch Sliders Tray**
  - Description: Simple Beef
  - Turkey & Provolone
  - Club
  - Custom

- **Meat & Cheese Tray**
  - Description: Assorted meats & cheeses

- **Cheese Tray**
  - Description: Assorted cheeses

- **Cookie Tray**
  - Description: Assorted cookies

- **Chips**
  - Individually bagged chips

- **Bottled Beverage**
  - Bottled/Canned Beverages

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<tr>
<th>Sub Total</th>
<th>$</th>
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</thead>
<tbody>
<tr>
<td>Tax</td>
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<tr>
<td>Total</td>
<td>$</td>
</tr>
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Optional Catering Program

Catering Order Form

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<th>Notes</th>
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<th>Total Price</th>
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<tr>
<td>Deli Sub</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrap</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple Beef</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey &amp; Roastini</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Club</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple Beef</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey &amp; Roastini</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assorted meats &amp; cheeses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assorted cheeses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assorted vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seasonal fruit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tossed Salad w/Seasonal Vegetables &amp; Dressing Pickles</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assorted cookies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-gallon bowl of macaroni and cheese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-gallon bowl of potato salad</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>25-gallon bowl of spaghetti</td>
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</tr>
<tr>
<td>Individual bag of chips</td>
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<td></td>
</tr>
<tr>
<td>Bottled/Canned Beverages</td>
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</tr>
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</table>

Sub Total: $0.00
Tax: $0.00
Total: $0.00

Download the Blimpie Catering Form from KTEC Online [http://ktec.kahalamgmt.com](http://ktec.kahalamgmt.com), password: blimpiebest
LSM Strategies & Tactics

1. “Win A Party for 20!” Promotion
Before hitting the street start with your best prospects—your current customers.
- Place a ballot box on your front counter with the sign, “Please drop your business card here for a chance to win a party for 20!”
- Run the promotion for one month at a time.
- Collect valuable information from people who already like your food (they were in your restaurant to eat) and who want to win a party for 20 people.
- Provide an entry form for guests without business cards.
- Always deliver the catering order with plenty of menus.
- Keep all the business cards and use them as a reference for where to drop off catering menus in the future.

2. In-Store Signage
- Be sure you are displaying the current catering POP in your store. The packaging you are using should match the image on the catering POP. If it does not, you can order new catering POP at www.blimpie.com.
- Display a catering window cling in front window and catering take away menus at the register.
- Contact your National Marketing Manager if you feel there is any additional signage needed to promote your catering program.
- While signage is a good way to expose current customers to your catering services, it should not be the only method you use to attract catering business.

3. Marketing to Businesses
Use this tactic for businesses such as corporations, auto dealerships, real estate offices and doctor offices/pharmaceutical reps.
- Often it is the receptionist of a corporation that organizes the meals for meetings, but make sure you ask when you first visit a business.
- Offer your services and bring a gift card with you.
- Sampling is the BEST way to motivate people to try your food! See your LSM manual for more on sampling.
- Sampling usually works best around 11:30 am – just before lunch.
- Describe your catering services and provide a handful of catering menus, along with your business card.
- Ask how often they order meal delivery and if they order from any particular restaurants regularly.
- Be prepared to explain why your catering services are better.
- Provide a gift card to the receptionist and/or the person responsible for organizing group meals for every order that is placed in the amount of $50 or more.
- Ask for a business card and include the business when you send follow-up cards and mailings.

4. Marketing to Schools – We Cater to Your Team/Club!
Follow the guidelines in your LSM manual for getting to know your local schools.
- Schedule a meeting with your local school principal or coach to discuss catering for your school’s athletic teams and/or clubs.
- Bring catering menus.
- Offer to give students a Student Discount Card with their first order.
- Offer to hang team flags in your restaurant if your restaurant can be their team’s exclusive catering provider.
- Learn how often the team/club uses catering services and if they regularly order from a particular restaurant.
- Be prepared to explain why your services are better.
- Point out the healthier options on your catering menu.

5. Marketing to Groups – Let Us Bring You Breakfast/Lunch/Dinner! / Invite Us to Your Next Party!
Make sure you have already identified the type of group you are prospecting to help you choose the appropriate offer. Good prospects include senior centers, community clubs/events, church groups, fraternities and sororities, schools and teachers.
- Choose the meal based on the group’s regular meeting times. Note their meeting times in the community newspaper or magazine in which you found them.
- Offer the decision-maker a free sample or gift card. When there are no decision-makers, bring a sample tray to their group meeting along with your flyers and catering menus.
- Make sure the flyer states your minimum order amount and policies, as well as information regarding how far in advance the order should be placed.
- Lunch meetings at offices are being held on any given day of the week!
Catering Preparation

Catering requires planning and preparation. To use your time efficiently, make preparation and delivery checklists. The following lists will help with organization and ensure you do not forget anything.

1. The Day/Night Before (for advance orders)
   - Confirm the order and guest count the day before.
   - Estimate food preparation time and schedule crew members appropriately.
   - Complete food prep the night before.
   - Double-check all materials and food the night before.

2. The Morning/Day Of
   - Double-check catering supplies first thing in the morning.
   - Enter orders into the register early in the morning.
   - Double-check beverages.
   - Talk with crew about timing and volume.
   - Begin food assembly earlier than you think you should.

3. Catering Checklist: (a sample is included at the end of this guide)
   - Include a checklist that provides a summary of the food, drinks and supplies included in the order. To serve as a guide for all employees working on the order, staple the receipt to the checklist and include it with the order.

4. Delivery
   - Proper planning = safe driving.
   - All delivery personnel should be in proper attire, i.e. Blimpie® uniform.
   - Include the receipt in an envelope or with the catering checklist.
   - Leave menus and coupons on the tables.
   - Presentation, presentation, presentation! Make sure all products look great!
   - Do not forget to thank your customer.

Health Code Adherence

Be aware of the factors involved in the preparation, transportation and serving of food. There are specific codes/requirements in various states, counties and cities that apply to catering. It is your responsibility to adhere to all local rules and regulations.

Most importantly, do not forget that when you cater, you represent the Blimpie® brand. If you leave a bad impression, it will affect how these potential customers perceive the brand and other Blimpie franchisees. Follow these simple rules:
   - Be on time!
   - Be courteous!
   - Be prepared!
Catering Pricing

What Does Your Competitor Charge?

Before setting your catering prices, gather information using the Pricing Survey to help keep your prices in line with the competition. Download the Pricing Survey from KTEC Online [http://ktec.kahalamgmt.com](http://ktec.kahalamgmt.com), password: blimpiebest).

Use the Cost of Goods/Suggested Catering Pricing Excel Spreadsheet

To help determine what prices are best suited for your store, use the customizable Cost of Goods/Suggested Catering Pricing Excel spreadsheet available for download from KTEC Online ([http://ktec.kahalamgmt.com](http://ktec.kahalamgmt.com), password: blimpiebest).

In the yellow cells (shown in the screenshot below), enter your specific cost of goods and then select a suggested catering price from the drop-down menu (green cells) to determine your return to net.

Notes about the recommended prices on the Cost of Goods/Suggested Catering Pricing spreadsheet:

- Products are calculated at 95% yield.
- Cost of Goods includes both paper and food.
- Cost of Goods may vary greatly based on your location; pricing may vary.

Access Resources on KTEC Online

Product Recipes

NOTES

Blast Boxes — The 3-ft Blimpie® Blast box is available from your Distribution Center.

Catering Boxes — A 22” x 6¼” x 3½” Blimpie logoed box is available from your Distribution Center.

Foil pans — Half size and full size pans are available through most food suppliers. Check with your Distribution Center for availability.

Operations Resources — Refer to your Blimpie Operations Manual and Ops Toolkit (specifically, Recipe Cards) for additional information related to product recipes.
Prepping Bread for Blimpie® Blasts

Gather the following:
- Frozen loaves of dough ......................... 9 loaves per 3-ft Blast
- Flat sheet pan with liner ....................... 1 per 3 ft
- Spray-on baking release
- Plastic bags

Preparation:
1. Place a liner on a flat sheet pan.
2. Lightly spray liner with baking release.
3. Place frozen loaves of dough on the sheet pan, spaced at least ¼” apart; cover and retard overnight or thaw for 1½ to 2 hours.
4. Braid the dough while stretching it to a max length of 14”:
   - Take 3 loaves side by side; connect them at one end by pressing the dough together; separate the loose ends.
   - Pull the “loose” loaf strand on the left over the center loaf; pull the “loose” loaf strand on the right over the new center loaf; repeat this sequence until only the ends remain.
   - Push the ends together as done at the top of the loaves.
5. Place 3 braided loaves evenly spaced on a lined sheet pan.
6. Spray a pan liner and place over the loaves coated side down; place a second sheet pan on the liner and lightly press down to make the bread wider.
7. Proof and bake in the same manner as regular bread; let cool to 90°F.
8. Cut each loaf down to 1-ft lengths, leaving one end uncut on 2 loaves; the uncut loaves form the ends of the Blast and the rest of the loaves fill in the middle.
9. Store cooled and cut loaves in plastic bags until ready to use.

<table>
<thead>
<tr>
<th>Blast Portion Guide</th>
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<tbody>
<tr>
<td><strong>3-ft Blast feeds approximately 15-20 people</strong></td>
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<table>
<thead>
<tr>
<th></th>
<th>3-ft Blast</th>
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<tbody>
<tr>
<td><strong>Blimpie Best®</strong></td>
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</tr>
<tr>
<td>Ham</td>
<td>18 oz</td>
</tr>
<tr>
<td>Salami</td>
<td>8 oz</td>
</tr>
<tr>
<td>Capicola</td>
<td>8 oz</td>
</tr>
<tr>
<td>Prosciutti</td>
<td>8 oz</td>
</tr>
<tr>
<td>Provolone</td>
<td>16 slices (12 oz)</td>
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<tr>
<td><strong>Club</strong></td>
<td></td>
</tr>
<tr>
<td>Ham</td>
<td>18 oz</td>
</tr>
<tr>
<td>Turkey</td>
<td>22 oz</td>
</tr>
<tr>
<td>Swiss</td>
<td>12 slices (9 oz)</td>
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<tr>
<td><strong>Turkey and Provolone</strong></td>
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</tr>
<tr>
<td>Turkey</td>
<td>45 oz</td>
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<tr>
<td>Provolone</td>
<td>12 slices (9 oz)</td>
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<tr>
<td><strong>Build Your Own</strong></td>
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<tr>
<td>Meat</td>
<td>40 oz</td>
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<tr>
<td>Cheese</td>
<td>12 slices (9 oz)</td>
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<td><strong>Condiments</strong></td>
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</tr>
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<td>Tomatoes</td>
<td>3</td>
</tr>
<tr>
<td>Lettuce</td>
<td>1 lb</td>
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<tr>
<td>Onions</td>
<td>¼ lb</td>
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<tr>
<td>Oregano</td>
<td>as needed</td>
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<tr>
<td>Blimpie Napkins</td>
<td>25</td>
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<tr>
<td>Blimpie Blast Box</td>
<td>1 each</td>
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<tr>
<td>Toothpicks</td>
<td>20</td>
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<tr>
<td>13”x16” Sub Wrap</td>
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<tr>
<td>Mayonnaise Packets</td>
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<td>Special Dressing</td>
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</table>

**FOOD SAFETY**
Always wash your hands and put on food prep gloves before starting this procedure.
3-ft Blimpie® Blasts

Gather the following:

- Blimpie Blast catering box ......................... 1 per 3ft Blast
- Blimpie sandwich wrap .............................. 3-6 pieces
- Meat and cheese ....................................... per Blast Portion Guide on page 14
- Tomato ...................................................... per Blast Portion Guide on page 14
- Shredded lettuce ....................................... per Blast Portion Guide on page 14
- Onions ....................................................... per Blast Portion Guide on page 14
- Oregano .................................................... per Blast Portion Guide on page 14
- Colored or foiled toothpicks ....................... 1 per piece

Preparation:
1. Line the box with sandwich wrap.
2. Slice the bread in half horizontally, taking extra care to make a smooth, straight cut through the loaf (40% top, 60% bottom). Using an electric bread knife will aid in this process.
3. Slice meat and cheese according to the build chart. Leave the slicer at the standard “two slices of ham equals 1 oz.”
4. Place bottom portion of bread in the box.
5. Partially fold each meat and place in order on the bottom portion of bread; repeat for cheese.
6. Dress the sandwich.
   - Place 2 tomato slices across the sandwich and then continue down the length of the sandwich.
   - Evenly distribute lettuce and onions.
   - Sprinkle with oregano.
7. Place top portion of bread on the sub.
8. Clean fallen produce from the box. Divide the Blast by evenly spacing toothpicks along the sub, making 20 pieces for a 3-ft Blast.
9. Cut down the middle of the Blast along the length of the bread, followed by cuts across the middle making 20 pieces for a 3-ft Blast. Be sure to cut all the way through the bread.
10. Loosely cover the Blast with plastic wrap to help maximize freshness and aid in transporting.
11. Fold the top of the box and close. Place in cooler until ready for delivery or customer pick-up; maintain product between 35°F and 40°F at all times.

6-ft Blast Boxes are no longer available, but...

To fulfill a request for a 6-ft Blast, combine two 3-ft Blasts and place into two 3-ft Blast boxes.

When customers prefer the “WOW” factor of a 6-ft blast, prepare two 3-ft Blasts. Cut off one rounded end of the bread from each of the 3-ft Blasts and discard. Take the 2 cut edges and place next to each other to achieve the look of one continuous 6-ft Blast.
Sliders Tray

Sliders are 3" sandwiches — Blimpie Best®, Club, Turkey and Provolone and/or Build Your Own. Up to 24 Sliders can be arranged in a catering box.

Gather the following:

<table>
<thead>
<tr>
<th></th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-3 pieces</td>
<td>3-5 pieces</td>
</tr>
<tr>
<td>Slider ingredients</td>
<td>per recipe cards</td>
<td>per recipe cards</td>
</tr>
<tr>
<td>Colored or foiled toothpicks (optional)</td>
<td>1 per slider</td>
<td>1 per slider</td>
</tr>
<tr>
<td>8 oz soup cup for condiments</td>
<td>7 per tray</td>
<td>14 per tray</td>
</tr>
<tr>
<td>Blimpie Special Dressing packets</td>
<td>1 per person</td>
<td>1 per person</td>
</tr>
<tr>
<td>Mayonnaise and mustard packets</td>
<td>1 per person</td>
<td>1 per person</td>
</tr>
</tbody>
</table>

Food Safety
Always wash your hands and put on food prep gloves before starting this procedure.

Preparation:
1. Follow Recipe Cards for preparing large subs, doing so with a combination of white and wheat bread. Dress subs with tomato, lettuce and onion. Do not add condiments.
2. Cut each large sub into four 3-inch pieces.
3. If using toothpicks to identify and hold sliders together, place one into each 3-inch sandwich.
4. Line the box with sandwich wrap.
5. Arrange the sandwiches in the box alternating white and wheat bread (if applicable) in an attractive manner.
6. Place in cooler until ready for delivery or customer pick-up; maintain product between 35°F and 40°F at all times.
7. See pictures below for ideas to fill the catering box when a guest orders a small, half tray.

Sliders Portion Guide

<table>
<thead>
<tr>
<th>Guest Count</th>
<th># of Large Subs to prepare</th>
<th># of resulting 3&quot; cut pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9</td>
<td>3</td>
<td>12 (half pan)</td>
</tr>
<tr>
<td>10-15</td>
<td>6</td>
<td>24 (full pan)</td>
</tr>
</tbody>
</table>

Best Practice
Use 3" colored or foiled toothpicks of different colors to identify sandwiches. Be sure to let the customer know which color is for which sandwich.
Wrap Tray

Wraps are available in two tray sizes and can be made with any of our wrap builds. The standard Wrap Tray comes with either Blimpie Best®, Turkey and Provolone and/or Build Your Own.

Gather the following:

<table>
<thead>
<tr>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box .......................................... 1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional) ................................. 1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap ............................. 5-7 pieces</td>
<td>10-12 pieces</td>
</tr>
<tr>
<td>Flour Tortillas ........................................ 3 per tray</td>
<td>5 per tray</td>
</tr>
<tr>
<td>Spinach Tortillas ................................. 2 per tray</td>
<td>5 per tray</td>
</tr>
<tr>
<td>Wrap ingredients .................................. per build chart</td>
<td>per build chart</td>
</tr>
<tr>
<td>Kale (shocked and dried) .......................... 1 bunch</td>
<td>1 bunch</td>
</tr>
<tr>
<td>8 oz soup cup for condiments .................... 7 per tray</td>
<td>14 per tray</td>
</tr>
<tr>
<td>Peppercorn ranch dressing ......................... 2 soup cups</td>
<td></td>
</tr>
</tbody>
</table>

Preparation:

1. Prepare the wraps according to the Recipe Cards without the specified sauce. Before rolling each wrap, be sure to fold in only the outer 1" of the tortilla and place food products only in the lower third of the tortilla to ensure compact rolling of the wrap.
2. Roll each completed wrap in a piece of sandwich wrap.
3. Cut into three even sections. Use a small piece of tape to secure each wrapped section.
4. Line the box or foil pan with sandwich wrap.
5. Place sections, meat side up, in rows in the catering box. If multiple types of wraps are ordered, alternate wrap and tortilla flavors in the box.
6. Provide peppercorn ranch dressing in soup cup.
7. Use kale as a garnish to fill out the box.
8. Place in cooler until ready for delivery or customer pick-up; maintain product temperature between 35°F and 40°F at all times.

**SHOCK THE KALE**
Soak kale in an ice bath for 20 minutes and allow to dry before serving. This step removes residual dirt and makes the kale bright green, firm and attractive.
Meat and Cheese Tray

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size</td>
<td>1 full size</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-2 pieces</td>
<td>2-3 pieces</td>
</tr>
<tr>
<td>Ham</td>
<td>11 slices</td>
<td>22 slices</td>
</tr>
<tr>
<td>Salami</td>
<td>35 slices</td>
<td>70 slices</td>
</tr>
<tr>
<td>Turkey</td>
<td>8 slices</td>
<td>16 slices</td>
</tr>
<tr>
<td>Roast Beef</td>
<td>11 half slices</td>
<td>22 half slices</td>
</tr>
<tr>
<td>Swiss Cheese</td>
<td>5 slices</td>
<td>10 slices</td>
</tr>
<tr>
<td>American Cheese</td>
<td>5 slices</td>
<td>10 slices</td>
</tr>
<tr>
<td>Provolone Cheese</td>
<td>5 slices</td>
<td>10 slices</td>
</tr>
<tr>
<td>Cheddar Cheese</td>
<td>5 slices</td>
<td>10 slices</td>
</tr>
<tr>
<td>Kale (shocked and dried)</td>
<td>1 bunch</td>
<td>1 bunch</td>
</tr>
</tbody>
</table>

Preparation:

1. For a better presentation, slice each meat 25% thicker than normal (i.e., ¾ oz per slice of ham).
2. Cut each cheese into triangles. In the case of provolone and Swiss, cut each slice in half and then half again to form a triangle.
3. Line the box or foil pan with sandwich wrap.
4. Fold each piece of turkey, ham and roast beef into thirds; fold each piece of salami in half. Stack the meat and cheese as shown in the picture. Arrange one type of meat or cheese before moving on to the next. Alternate meat and cheese groupings, as pictured. Keep each item neatly arranged in a pie-shaped wedge, always working from the outside edge towards the center for each item.
5. Garnish the tray with a cluster of kale pieces in the center of the tray.
6. Place in cooler until ready for delivery or customer pick-up; maintain product between 35°F and 40°F at all times.
Cheese Tray

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-2 pieces</td>
<td>3 pieces</td>
</tr>
<tr>
<td>Provolone Cheese</td>
<td>10 slices</td>
<td>20 slices</td>
</tr>
<tr>
<td>Swiss Cheese</td>
<td>10 slices</td>
<td>20 slices</td>
</tr>
<tr>
<td>American Cheese</td>
<td>10 slices</td>
<td>20 slices</td>
</tr>
<tr>
<td>Cheddar Cheese</td>
<td>10 slices</td>
<td>20 slices</td>
</tr>
<tr>
<td>Kale (shocked and dried)</td>
<td>1 bunch</td>
<td>1 bunch</td>
</tr>
</tbody>
</table>

Preparation:
1. Line the box or foil pan with sandwich wrap.
2. Cut cheese slices into triangles; in the case of provolone and Swiss, cut each slice in half and then half again to form a triangle.
3. Arrange each variety of cheese, each slice upon the next in a staggered manner keeping cheese types together, as pictured.
4. Arrange the stacks on the tray working around the edge toward the center; shingle each stack to form a “bowl” in the middle of the tray.
5. Garnish the tray with kale in the middle.
6. Place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.

Condiments

As a convenience to your customers, be sure to provide condiments with sliders and wrap trays.

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soup bowls</td>
<td>7 each</td>
<td>14 each</td>
</tr>
<tr>
<td>Pickles (sliced into spears)</td>
<td>3 each</td>
<td>6 each</td>
</tr>
<tr>
<td>Onions (sliced)</td>
<td>3 oz</td>
<td>6 oz</td>
</tr>
<tr>
<td>Banana Pepper rings (well-drained)</td>
<td>4 oz</td>
<td>8 oz</td>
</tr>
<tr>
<td>Olives (well-drained)</td>
<td>4 oz</td>
<td>8 oz</td>
</tr>
<tr>
<td>Mustard</td>
<td>8 oz</td>
<td>16 oz</td>
</tr>
<tr>
<td>Mayonnaise</td>
<td>8 oz</td>
<td>16 oz</td>
</tr>
<tr>
<td>Blimpie Special Dressing packets</td>
<td>1/person</td>
<td>1/person</td>
</tr>
</tbody>
</table>

Preparation:
1. Place condiments in soup cups. For large trays, divide each condiment into two soup cups.
2. Arrange condiments in box.
3. Place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.
Cookie Tray

Gather the following:

<table>
<thead>
<tr>
<th></th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-2 pieces</td>
<td>2-3 pieces</td>
</tr>
<tr>
<td>Assorted cookies</td>
<td>20</td>
<td>40</td>
</tr>
</tbody>
</table>

Preparation:

1. Bake all cookies as specified on the How to Bake Cookies Procedure Card in the Blimpie Ops Toolkit.
2. Line the box or foil pan with sandwich wrap.
3. Working back to front, arrange the cooked and cooled cookies, as pictured.
4. Store in a cool dry area until delivery or customer pick-up.

FOOD SAFETY
Always wash your hands and put on food prep gloves before starting this procedure.

Blimpie Catering Stickers are available for purchase at www.blimpiepop.com
Lunch Boxes

Lunch Boxes include a wrap or a regular deli sub and a bag of chips, a cookie and a bottled beverage.

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch box</td>
<td>1 per person</td>
</tr>
<tr>
<td>Mayonnaise and mustard packets</td>
<td>1 of each per person</td>
</tr>
<tr>
<td>Blimpie® Special Dressing packets</td>
<td>1 per person</td>
</tr>
<tr>
<td>Regular sub or wrap</td>
<td>1 per person</td>
</tr>
<tr>
<td>Blimpie sandwich wrap</td>
<td>1 per person</td>
</tr>
<tr>
<td>Bag of chips</td>
<td>1 per person</td>
</tr>
<tr>
<td>Cookie in Blimpie® Cookie Bag</td>
<td>1 per person</td>
</tr>
<tr>
<td>20 oz bottled beverage</td>
<td>1 per person</td>
</tr>
</tbody>
</table>

Preparation:

1. Follow instructions for preparing regular deli sub or wrap. Dress subs with tomato, lettuce and onion (unless otherwise requested). Do not add condiments.
2. Wrap sub or wrap.
3. Arrange the sandwich or wrap in lunch box along with a bag of chips and a cookie.
4. Close and label the outside of the box with sticker or neat handwriting so customers know what the lunch box contains.
5. Place in cooler until ready for delivery or customer pick-up; maintain product temperature between 35°F and 40°F at all times.
Vegetable Tray (Optional)

Standard vegetable trays include nine different vegetables, varying in color and texture – broccoli, cauliflower, cucumbers, celery, red peppers, green peppers, yellow peppers, baby carrots and cherry tomatoes.

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-2 pieces</td>
<td>2-3 pieces</td>
</tr>
<tr>
<td>Ranch dressing</td>
<td>8 oz</td>
<td>16 oz</td>
</tr>
<tr>
<td>Soup cup</td>
<td>1 each</td>
<td>2 each</td>
</tr>
<tr>
<td>Vegetables</td>
<td>8 oz of each</td>
<td>16 oz of each</td>
</tr>
</tbody>
</table>

Preparation:

1. Rinse and prep each vegetable:
   - Broccoli/Cauliflower – trim off the stalks; use only the florets.
   - Cucumber – wash and cut into disks.
   - Celery – cut into 3” sticks.
   - Bell peppers – cut off top, remove seeds and cut into sticks.
   - Baby carrots, cherry tomatoes – wash and let dry before arranging on tray.
2. Line the box or foil tray with sandwich wrap.
3. Place a soup cup of ranch dressing in the center of the tray.
4. Place vegetables in neat bunches around the catering tray.
5. Place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.
Standard fruit trays include seven different types of fruit – seedless red grapes, kiwi, cantaloupe, strawberries, oranges, honeydew and watermelon.

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Blimpie® sandwich wrap</td>
<td>1-2 pieces</td>
<td>2-3 pieces</td>
</tr>
<tr>
<td>Dannon vanilla yogurt (8 oz cup)</td>
<td>1 each</td>
<td>2 each</td>
</tr>
<tr>
<td>Fruits</td>
<td>10 oz of each</td>
<td>20 oz of each</td>
</tr>
</tbody>
</table>

Preparation:

1. Rinse and prep each type of fruit:
   - Berries – carefully rinse and let dry.
   - Watermelon – cut into 1” cubes.
   - Oranges – cut unpeeled orange in half, then cut into ½” slices.
   - Honeydew/Cantaloupe – cut into 1” cubes.
   - Kiwi – peel and cut into ¼” slices.
   - Grapes – cut into smaller bunches of 4-6 grapes.

2. Position the yogurt-filled cup in the center of the tray.

3. Place each selection of fruit on the tray, alternating dark and light colored fruits.

4. Place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.
# Fresh Tossed Salad (Optional)

Gather the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering box</td>
<td>1 each</td>
<td>1 each</td>
</tr>
<tr>
<td>Foil pan (optional)</td>
<td>1 half size pan</td>
<td>1 full size pan</td>
</tr>
<tr>
<td>Iceberg/Romaine lettuce mix</td>
<td>2 lbs</td>
<td>4 lbs</td>
</tr>
<tr>
<td>Grape tomatoes or tomato wedges</td>
<td>1 lb</td>
<td>2 lbs</td>
</tr>
<tr>
<td>Carrots (shredded)</td>
<td>3 oz</td>
<td>6 oz</td>
</tr>
<tr>
<td>Cucumber (medium size)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Onions</td>
<td>2 oz</td>
<td>4 oz</td>
</tr>
<tr>
<td>Shredded red cabbage (optional)</td>
<td>2 oz</td>
<td>4 oz</td>
</tr>
<tr>
<td>Assorted dressing packers</td>
<td>1 per person</td>
<td>1 per person</td>
</tr>
</tbody>
</table>

Preparation:

1. Thoroughly wash produce and allow to dry.
2. Prepare all produce:
   - Tomatoes — cut into wedges (or use grape tomatoes).
   - Carrots — peel and shred with a cheese grater.
   - Cucumbers — slice into ⅛” slices and cut slices in half.
   - Onions — slice into ⅛” slices and cut rings in half.
   - Red cabbage — shred with a cheese grater.
3. Combine iceberg/romaine lettuce mix in a large mixing bowl.
4. Add remaining ingredients: tomatoes, shredded carrots, cucumber slices, onion rings and shredded red cabbage (optional).
5. Mix all ingredients together and then transfer to foil pan.
6. Cover foil pan with plastic wrap and place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.
Macaroni Salad, Potato Salad, Cole Slaw (Optional)

Gather the following:
28 oz salad bowl and lid........................................ 1 each
Macaroni salad, potato salad or cole slaw ..........28 oz

Preparation:
1. Transfer macaroni salad, potato salad or cole slaw to a 28 ounce salad bowl.
2. Place in cooler until time for delivery or customer pick-up; maintain product temperature at 35°F to 40°F at all times.
Appendix

Access the Tools

Download resources referred to in this guide, including those in the Appendix, from KTEC Online at http://ktec.kahalamgmt.com, password: blimpiebest.
Crew Phone Scripts

Answering the Telephone

Take advantage of every opportunity to let your customers know that Blimpie® caters. For example, add a catering message in your daily phone greeting:

- “Thank you for calling Blimpie. Did you know that we cater?”
- “Thank you for calling Blimpie. How can I help you with your catering needs?”
- “Thank you for calling Blimpie. Where can we cater your next event?”

When Someone Calls for Catering Information

Ask the following questions:

- What type of event are you planning?
- How many people do you expect at your event?
- When is the event taking place? By what time do you need the food?

Based on your store’s catering program, let the customer know what your Blimpie offers for their event. Remind customers that a 24-hour notice is required for 3-ft Blasts. If they need something sooner, suggest something simpler like Slider Trays. When an order has been placed, be sure to review the order with the customer. Repeat all of their contact information, as well as their order and pick-up time.

Pricing

If you are not sure of proper pricing, ask for the customer’s contact information and let them know that the catering manager or store manager will call them back to confirm prices.
Catering Check List

Required
- Napkins
- Salt Packets
- Pepper Packets
- Mayonnaise Packets
- Mustard Packets
- Blimpie® Special Dressing Packets
- Assorted Dressing Packets *(for salad only)*

Recommended
- Serving Utensils
- Dining Utensils *(for salad only)*
- Plates
- Soup Cup with pickles, peppers, etc.
- Bounceback Coupons
- Extra Menus

NOTES

Date of Event _______________________
Customer’s Name ____________________
Guest Count _______________________

☐ Checklist completed
☐ Order double checked
☐ Order form attached

Employee Signature