

Sample Business Proposals



Food Services Catering Sample Proposal

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This sample is intended for use as a guide for you to get ideas on how to create your own proposal. Most proposals will start with a Cover Letter, Title Page, Executive or Client Summary and a Cost Summary or Estimate then will include additional material as needed.

Read this article to help you create a winning proposal using your Proposal Pack and this sample: [HOW TO WRITE A FOOD INDUSTRY OR CATERING BUSINESS PROPOSAL](#)

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10/23/20XX

Raquel Alvarez
Production Manager
SeaStar Film Productions
P.O. Box 7993
Blaine, WA 98230

Dear Ms. Alvarez,

Thank you for contacting us for a bid for your company dinner party. We would be honored to be part of such an exciting event.

Riche Cuisine, Inc. has been creating and serving delicious meals and party snacks to businesses in Washington State for eight years now. We have developed a reputation for efficiency and excellence. I've enclosed a few recommendations from some of our customers so you can see what they have to say about us.

We offer a varied menu of appetizers, salads, main courses, and desserts from which you can select to individualize meals for your guests. You're in charge. Simply tell us which items you'd like, the quantity of each, and the services you want us to provide. Then we'll present you with our plan and total invoice two weeks before your event for your final approval.

We handle food preparation, setup, and cleanup for you, so you can just enjoy the party!

Sincerely,

Allana Riche
Owner
Riche Cuisine, Inc.
555-500-1205
ariche@richcuisineinc.com
www.richecuisineinc.com

Riche Cuisine, Inc.
13562 W. Knight
Blvd.
Ferndale, WA 98248

(PH) 555-500-1205
(FX) 555-500-1206
www.richecuisineinc.com

10/23/20XX



Estimate

Food Services and Event Catering

Prepared for: Raquel Alvarez
Production Manager

Prepared by: Allana Riche
Owner



Description

We would be happy to cater your company party!

Riche Cuisine, Inc. is well known in the area for providing creative and delicious meals for special occasions. We offer a variety of menus from which SeaStar Film Productions can choose for the occasion.



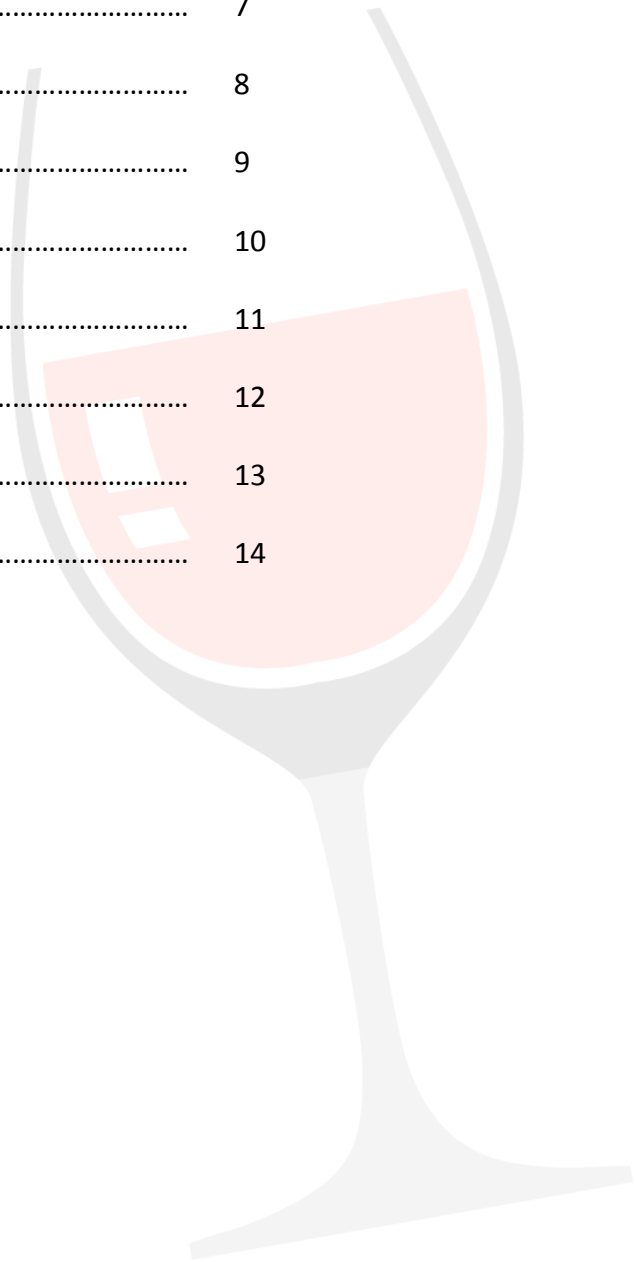
www.RicheCuisineInc.com

Proposal Number: SSFP5



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Client Summary

The Objective...

SeaStar Film Productions is located in Blaine, WA and wants to host a dinner party for their staff at their office space.

- Y **Need #1:** Great food, tables, and place settings
- Y **Need #2:** Open bar with bartending service
- Y **Need #3:** Delivery, setup, and cleanup services for the evening

The Solution...

Riche Cuisine, Inc. is well known in the area for providing creative and delicious meals for special occasions. offers a variety of menus from which SeaStar Film Productions can choose for the occasion.

- Y **Recommendation #1:** SeaStar Film Productions can choose from the attached menu and order the exact number and type of meals they want from Riche Cuisine, Inc.
- Y **Recommendation #2:** Riche Cuisine, Inc. will deliver and set up the tables and serve meals to the attendees, and set up and staff a full-service bar for the evening.
- Y **Recommendation #3:** Riche Cuisine, Inc. will remove all furniture, meal items, and trash, leaving the premises in their original condition.





Cost Summary

Please select from the following menu items. We will present you with the final invoice two weeks before your event.

Appetizers

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|-------------------------------------------------|--------------|-------------------|-------------------|
| 25 | Bacon-wrapped Prawns | \$4.99 | \$124.75 | |
| 25 | Savory Puff Cheese Pastry | \$3.99 | \$99.75 | |
| 25 | Bruschetta with Mozzarella, Tomato and Basil | \$3.99 | \$99.75 | |
| Total: | | | \$324.25 | |

Salads

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|--------------------|--------------|-------------------|--------------------------------------------------------------------------------------------------|
| 14 | Spinach Salad | \$3.99 | \$55.86 | <i>Fresh spinach, dried cranberries, walnuts, and gorgonzola in cranberry-walnut vinaigrette</i> |
| 20 | Garden Salad | \$2.99 | \$59.80 | <i>Fresh baby greens, cherry tomatoes, carrots and cucumbers in a creamy buttermilk dressing</i> |
| 13 | Caesar Salad | \$2.99 | \$38.87 | <i>Fresh romaine leaves in a classic Caesar dressing</i> |
| Total: | | | \$154.53 | |



Main Courses

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|--------------------|--------------|-------------------|---------------------------------------------------------------------------------|
| 20 | The Californian | \$23.99 | \$479.80 | Herbed chicken breast, wild rice pilaf, steamed vegetable medley |
| 10 | The Vegan | \$21.99 | \$219.90 | Pasta in olive oil garlic sauce with spring mushrooms, steamed vegetable medley |
| 17 | The Italian | \$21.99 | \$373.83 | Fresh manicotti with ricotta in herbed tomato sauce, steamed vegetable medley |
| Total: | | | \$1,073.53 | |

Desserts

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|-----------------------------------|--------------|-------------------|-------------------|
| 15 | Fruit tart with crème fraiche | \$3.99 | \$59.85 | |
| 15 | Poached pears in Marsala sauce | \$2.99 | \$44.85 | |
| 17 | Chocolate cake in raspberry sauce | \$3.99 | \$67.83 | |
| Total: | | | \$172.53 | |

Open Bar

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|------------------------------------------|--------------|-------------------|-------------------|
| 47 | Wine, beer, rum, vodka and tequila mixes | \$7.99 | \$375.53 | |
| Total: | | | \$375.53 | |



Event Services

| <i>Qty</i> | <i>Description</i> | <i>Price</i> | <i>Ext. Price</i> | <i>Item Notes</i> |
|---------------|-----------------------|-------------------|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | Bartender for 6 hours | \$175.00 | \$525.00 | <i>One bartender per 12 guests suggested</i> |
| 1 | Event Logistics | \$495.00 | \$495.00 | <i>Delivery, setup, and removal of all necessary furniture and tableware, food, and decorations, including trash removal for 6-hour event for 25-50 guests</i> |
| Total: | | \$1,020.00 | | |

Total Estimate for Event: \$3,120.37

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.





Of course you can sample our menu items in advance! Please schedule a complimentary tasting at our office/kitchen between 10 am and 5pm Monday thru Friday.

If for some reason you cannot come to our office, we will bring our samples to your location at a time you specify for a one-time service fee of \$25. Enough samples are included for three people to have a taste of each item.

Whether you come to us or we come to you, we offer the following sample trays for your tasting pleasure:

Y **Appetizer Sample Tray**

This includes samples of our Bacon-Wrapped Prawns, Savory Puff Cheese Pastries, and Bruschetta with Mozzarella, Tomato, and Basil.

Y **Salad Sample Tray**

This includes samples of our Spinach Salad, Garden Salad, and our Caesar Salad.

Y **Main Course Sample Tray**

This includes samples of our Herbed Chicken Breast, Manicotti with Tomato Sauce, Pasta with Fresh Mushrooms, and our Steamed Vegetable Medley.

Y **Dessert Sample Tray**

This includes samples of our Fruit Tart with Crème Fraiche, Poached Pears in Marsala Sauce, and our Chocolate Cake in Raspberry Sauce.

Y **Savory Party Platter Sample Tray**

This includes samples of our Cheese Parade, our Fresh Rolls and Flatbreads, and our Sushi offerings.

Y **Sweet Party Platter Sample Tray**

This includes samples of our Chocolate Collection, our Fruit Smorgasbord, and our Pastry Favorites.





Will your event include guests with special dietary needs, such as vegetarians, vegans, diabetics, or people with allergies? No problem! Just let us know so we can make appropriate suggestions for your menu. We can also provide a list of ingredients for each dish, tastefully presented so that you can place a card beside each item on your table and thus allow your guests to check for themselves.

We want everyone to have a great time at your function. Below are just a few categories of consumers we are accustomed to serving. We also welcome your suggestions and your recipes!

Y Diabetic Guests

Diabetics generally need complex carbohydrates that will metabolize slowly, as well as items with no sugar or very low sugar content. As well as our traditional meat, seafood, and vegetable dishes, consider our whole-grain pasta or our whole-grain pizza with no-sugar-added tomato sauce, and our breads, carrot cake, and cobblers made with whole grains and sugar substitute instead of sugar.

Y Guests on a Gluten-Free Diet

Simply let us know that you wish to accommodate these guests, and we will not add thickeners containing gluten to any meat, seafood, or vegetable dish. In addition, we can make many of our breads and desserts with rice flour, potato starch, and tapioca flours.

Y Guests with Allergies

The most common allergies to food are wheat, nuts, tree nuts, fish, shellfish, soy, eggs, and dairy products. We can prepare foods and adapt recipes so that none of these ingredients are included.

Y Vegan and Vegetarian Guests

Our chefs at Riche Cuisine are accustomed to creating succulent vegetarian dishes; these are among our specialties. Most of our vegetarian dishes do not include dairy products, but we can easily label those that do for our vegan customers. Many of our vegetable dishes are favorites of vegans, vegetarians, and omnivores alike—be sure to try our seed-encrusted lentil patties and our wide variety of potato dishes!

We pride ourselves on creating gourmet cuisine for everyone. We want all of your guests to enjoy our food!





At Riche Cuisine, we make all our dishes from scratch, so you can trust us to use only the freshest ingredients. Whenever it's possible, we use organic foods in our menu items. We also try to buy from local growers at every opportunity; we're proud to be part of the "Buy Local" trend that supports local businesses and reduces transportation costs and carbon footprints.

You will never find suspicious 'filler' ingredients imported from China in any of our dishes. The only imported ingredients we use are the incredible spices, flavorings, and grains that come from all parts of the world. We don't use food dyes or preservatives.

We are happy to provide a complete list of ingredients for any dish, printed on a stand-up card for display on a buffet. Simply ask for ingredients display cards when you finalize your catering menu with us.

We can also accommodate special diets. See the Special Needs page for more information.





Riche Cuisine, Inc. will provide the following services to SeaStar Film Productions.

Y Preparation and delivery of meals from our menu.

After you select appetizers, salads, main courses, and desserts from our menu to put together your event, we will prepare the food in advance at our facility and deliver it in appropriate containers (heated or chilled) in our specially outfitted delivery van.

Y Setup services for the event.

We will provide and set up tables, chairs, and formal place settings for the number of guests you specify. Tables will be covered with heavy dark red tablecloths and dressed with ivory cloth napkins and a centerpiece appropriate for the season and occasion. Place settings will be fine ivory-colored china, stainless steel flatware, crystal water glass and crystal wine glass.

Y Table service and bartending service.

Our servers will deliver the courses to the table for your guests, and take away plates as they finish. Bartender(s) will stand behind the bar table and fill drink orders as requested. Bartender and servers will be dressed in classic black pants or skirts and white shirts.

Y Cleanup service.

Plates will be removed from tables as guests finish with them. At the conclusion of your event, we will remove all furniture, dishes, linen, and surplus food. We will bag and remove all trash, and vacuum and clean surfaces as needed to leave your premises in the condition in which we found them.





Riche Cuisine's policies pertaining to our catering services are outlined below.

Please note that the following policy statements will be included in your final contract with us.

Policy: Minimum Guaranteed Headcount/Price

This proposal offers you menus from which to select. Although in many cases we offer a per headcount price, in this proposal, the final price for your event will be determined by the menu selections and quantities ordered. However, please be advised that for an event such as yours with meals, catering and bartending services, use of rented furniture, decorations and place settings, we require a minimum price of \$2500.

Policy: Limited Time Offer

The prices quoted in this proposal are guaranteed for sixty days from the date of proposal submission.

Policy: Cancellation

If you choose to cancel your reservation with us within 30 days of your scheduled event, we will refund 100% of your money. If you cancel within 15 days of your scheduled event, we will refund 50% of your money. If you cancel within 7 days of your scheduled event, we will refund 0%.

Policy: Rental/Damage

When using our staff to serve at your event, Riche Cuisine covers the cost of insuring rented furniture, decorative items, place settings, and/or cooking and serving equipment. If you choose not to use our staff when renting furniture or other items from us, we require a damage deposit of \$500. When rental items are delivered to you, you will also receive a list of items that must be returned, with values for each piece. Your damage deposit will be refunded in full when all listed items have been returned in undamaged condition.

Policy: Payment due

We require a 50% deposit at the time you contract with us and reserve a date for your event. We will bill you for the remainder of the total cost 30 days before your scheduled event. This remainder is due upon receipt and must be paid in full before the event.





Testimonials

The following are testimonials from some of our clients. Riche Cuisine, Inc. is dedicated to pleasing our customers and serving the highest quality meals at a reasonable cost.

Y **Border Bank, Point Roberts, WA**

“We have used Riche Cuisine, Inc. to host our annual holiday dinner for five years in a row, and they’ve never let us down!”

Y **Whitley Wedding Services, Mount Vernon, WA**

“We called Riche Cuisine, Inc. at the last minute after our regular caterer abruptly quit. Not only did Riche Cuisine come through, but they did a far better job than our original suppliers. We’ve used Riche Cuisine for wedding celebrations ever since.”

Y **Fabulous Fish Charters, White Rock, BC**

“We highly recommend Riche Cuisine, Inc. They have catered many end-of-trip parties for us, some with special themes such as Oktoberfest or Canada Day. They’re flexible and creative.”

Y **Adamson Advertising, Bellingham, WA**

“When it’s crucial to impress a client, we always order brunch or lunch from Riche Cuisine, Inc.”





At Riche Cuisine, we're proud of our staff, especially our chefs. Here are some brief descriptions of those who might be cooking for your event.

Y **Chef Angelique Boudreaux**

As you might guess from her name, Angelique (whom we call "Angel") comes to us from Paris, France, where she grew up eating French cooking. She later studied French cuisine and wines at the Institut de Cuisine. She is also trained in Italian and Spanish cuisine. Her specialties are soups and casseroles and decadent desserts.

Prior to joining Riche Cuisine, Chef Boudreaux was master chef at the Petit Hotel Francais in British Columbia, Canada.

Y **Chef Andrew Lasten**

Andrew Lasten joined Riche Cuisine after he moved to Bellingham from San Francisco, California. Chef Lasten trained at the Culinary Institute of California. His specialties are vegetarian cuisine and Mexican-influenced dishes of California.

Prior to joining Riche Cuisine, Chef Lasten was head chef at the prestigious Verde Health Cafe in San Francisco.

Y **Chef Margret Mason**

Margret Mason joins the Riche Cuisine team on request for evening and weekend events. She is also currently employed as daytime chef at the Waterfall Restaurant on Bellingham Bay. Chef Mason's specialties are seafood dishes and delectable appetizers.

Y **Owner and Gourmet Allana Riche**

Our company owner, Allana Riche, knows food and wine. She has studied cuisine in France, Italy, Switzerland, and California. Allana is primarily responsible for customer contact and menu selections, but she has been known to step in as chef when the occasion demands her expertise.





Riche Cuisine first opened its doors for business eight years ago in Bellingham, Washington.

Our mission is to provide the best gourmet food and the most professional catering services to our clients.

Whether your catering needs are for a large gathering or an intimate party, our staff can handle your event. Our state-of-the-art kitchen is in Bellingham, Washington, but we have a fully outfitted catering truck that serves as our "kitchen on the go." If you do not have cooking facilities at your venue, no problem! We can bring all supplies, equipment, and personnel with us.

We have catered meals and parties for more than 340 clients in Skagit, Whatcom, San Juan, and Island counties.

Riche Cuisine employs 21 full-time staff members, as well as providing temporary jobs to 32 on-call servers and bartenders.

Products – We specialize in creative fusion cuisine, choosing the best from all food traditions. We can provide any combination, from simple party appetizers to five-course meals. We're happy to work with you to suggest a menu, or we can cook to fulfill a menu you have already planned. We can also provide both alcoholic and non-alcoholic beverages for your event.

Services – Our chefs can cook in our kitchen or in yours. Our servers and bartenders will always be dressed and behave in the most professional manner. We can also provide pre-event setup services and cleanup and take-down after an event. In short, just leave it all up to us and enjoy yourself!

How to Contact Riche Cuisine - You can reach us at:

Riche Cuisine, Inc.
13562 W. Knight Blvd.
Ferndale, WA 98248

Phone: 555-500-1205
Fax: 555-500-1206
E-Mail: sales@richcuisineinc.com
URL: www.richecuisineinc.com

Client contact: Allana Riche - Owner
Phone: 555-500-1205
Fax: 555-500-1206
E-mail: ariche@richcuisineinc.com





Riche Cuisine, Incorporated maintains a \$1,000,000.00 general liability and damage insurance policy (Insurance Certificate #9784 from Tarvell Corporate Insurance Services).

Policy details as well as the scanned certificate may be viewed on our website at www.richcuisineinc.com.

Should you have questions regarding insurance or liability issues for your event, please feel free to call our office to discuss your concerns with us.



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