

. Hi {Fname},



Bill Hansen's Weekly Catering Newsletter

Successful Catering Begins Here

leadingcaterers.com

Just for Fun

One World Café in Salt Lake City has made national news because the owner, Denise Cerreta **cooks whatever she wants** each day, and **customers pay whatever they want** as well. Yes, that's right, there are no prices. And believe it or not, it works for her. I'm curious to see if this might work for catering. Has anyone ever tried it? It's quite a bit more risky for catering, since most clients are first-time buyers, and have no clue as to prices. But perhaps for corporate clients who are familiar with the marketplace, it might be worth a try... but of course, don't test it on anything too grand, or you could lose not only your shirt, but also lots of hard earned cash. There must be a few daring souls out there who would risk it, and get out of their comfort zones. This strategy could help you gain an edge on the competition. Just a thought!



Leading Caterers of America has established itself as the #1 Internet site for caterers and suppliers to the catering industry. **Since 1996 we have shared knowledge, Internet exposure and leads with our members.** We have a true passion for catering, and want to contribute to making it better. For the past five years, **leadingcaterers.com** has been, and continues to be **number one on Google under keyword search 'caterers'** (try it!). **LCA members get true, high level exposure.**



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