

proper
Catering
ACADEMY

Catering Van Training

**The Complete Training Programme For Starting
and Running a Successful Catering Van Business**



Full or Part
Funded Training
Available
**Call Us
For More Info**

“ We wish we had done this years ago! We highly recommend that anyone looking to start a catering van business attend the Proper Catering Academy course...it has saved us a huge amount of time and money...learn from the experts! ”

Peter Gronbach, Halls Bakery, Chorley



Contact The Catering Van Experts on 0114 243 8132 For More Information

Who Are We?

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We started 10 years ago with a single retail shop in Sheffield's City centre, then we added another and another until we had the four corners of the UK covered.



We very quickly discovered that many people weren't able to try our fabulous food because they were nowhere near to our shops, this is when we decided to set up our very first catering van...taking our fabulous food to the workplace!

Our fleet has grown each year and we are now the proud owners of 6 shiny catering vans based in Sheffield serving 1000's of customers each day every day.



Oh...and we have also operated our own highly successful catering van business for over 8 years now so we'd like to think that we're something of an authority on the subject.

Learn the Proper Way with the Proper Catering Academy

We'll show you how we have operated a hugely successful mobile catering business for over 8 years, with each van delivering in excess of £120,000 per year and Gross profits in excess of 55%.

Our approach to mobile catering is what we attribute our long term success to and this is why we can confidently add more and more catering vans to our fleet. We want to share our ideas and successes with you which is why we started the Proper Catering Academy 3 years ago.



Paul
Sunderland,
Delizia,
Peterborough.

The Proper Catering Academy has helped my team to enhance their skills and provide me, as the owner of the business, with a great vehicle to continually improve my business, thanks John!

No doubt you'll have many questions about setting up your Catering Van Business and it's important that you receive the right advice. Making the wrong decisions about the type of van or the type of food that you should be selling could cost you tens of thousands of pounds.

The Proper Catering Academy team will provide you with the complete business model...start to finish and we'll hold your hand throughout the process of establishing yourself as a quality provider of food, we're not just a training company, we eat, sleep and breathe the Catering Van business.

All of our past clients continue to enjoy our support long after attending the training session, we like to think of ourselves as the Catering Van Mentors, our customers call us **"The Experts"**

"How do I run a catering van?"

"How do I get Customers"

"Where do I start?"

"Which van is the best... and the cheapest?"



"I need a business plan for my bank!"

"How do I run a burger van?"

"What food do I sell... at what price?"

"Do I need a license to serve food?"

All of your questions and more will be answered when you attend the Catering Van training course, in addition to everything that is detailed in the itinerary on the next page...it really is the complete coaching course!

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1 day intensive course Itinerary :-

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Catering Van Training

6.30 Van Prep Training

- Product Planning
- Bake Off
- Merchandising Planning

9.00 Introduction Presentation

- Company History
- The Catering Van Business Model
- The learning curve
- The Secrets to Catering Van Success

10.15 Break for Refreshments

10.30 Sales & Marketing

- The Financial Model
- Food Marketing
- Point of Sale / Menus
- Canvassing
- Route Planning

11.30 Lunch in the Proper Diner

12.30 Van Practical (Lunch Route)

13.30 Products, Price Points Systems and Procedures Call Rotation Method

14.30 Van Close Down Routine

15.00 Questions and Answers



John Briggs,
Jiffy Trucks,
Brighthouse.

For the past 8 years we have referred many of our clients to Proper Catering Academy to understand the business and learn from the professionals. As the UK's leading manufacturer of Catering Vans, Jiffy trucks are proud to be associated with Proper Catering Academy.



PROPER PASTY COMPANY
HAND MADE IN CORNWALL

Menu & Price List

Look Out for Our Daily Specials!

Delivering Quality Food to your Workplace
(0114) 243 8130 Office

Just Listen for the music of Proper Pasty!

www.properpasty.co.uk

Freshly Baked Daily

*** Spicy Chicken Pasty** £2.30
A unique blend of fine pickle, fresh yoghurt, saltcrust, mixed spices and mango chutney combined with fresh sliced leaves of chicken to produce a pleasant tangy taste (in flaky pastry).

Pork & Apple Pasty £2.30
Juicy pieces of sliced pork combined with potatoes, onions and rich Braised Apple sauce. We then add a generous measure of mixed herbs and special seasoning (in flaky pastry).

Cheese & Ham Pasty £2.30
Cheddar Cheese beautifully blended with tender sliced shoulder ham with potato, onion and sauce (in short crust pastry).

*** Lamb & Mint Pasty** £2.30
Tender lamb marinated in a rich mint sauce before being hand layered over fresh potato, sauce and onion and then finished with a special mint seasoning (in short crust pastry).

Ham & Leek Pasty £2.30
A delicious combination of sliced ham mixed with potato, leeks, onion and green and red peppers in a creamy mature cheddar sauce (in short crust pastry).

All Day Breakfast Pasty £2.30
Sausage, bacon, egg and beans (in flaky pastry).

Vegetarian Pasties £2.30

*** Cheese Pasty** £2.30
Milk over the cheddar cheese mixed together with potato sauce and onion (in short crust pastry).

Vegetable Pasty £2.30
A firm favourite containing potato, onion and sauce together with peas, sweet corn, and seasoning (in short crust pastry).

Wholesome Vegetable Pasty £2.30
A healthy alternative containing potato, onion and sauce together with peas, sweet corn and seasoning (in short crust pastry).

*** Spicy Vegetable Pasty** £2.30
Liberated to a mouthful still on course...A tempting blend of pepper, onion, kidney bean, potato, garlic, chili and ginger (in short crust pastry).

Broccoli & Sweetcorn Pasty £2.30
This is gorgeous sweetcorn, onion, sauce and potato and of course broccoli blended with cheddar cheese (in flaky pastry).

Hand Made Cornish Pasties! £2.30
"Because our Award Winning Cornish Pasties are baked fresh daily they can be refrigerated or frozen, so you can take them away and enjoy them anytime!"

* Products marked with an asterisk are available every day at our standard office, all other pasties of the Week offer!

In addition to spending this great information packed day with us you will also receive the additional resources, tools and references detailed on the following pages...

✓ INCLUDED: Catering Van Manual

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When you attend the training course you will receive **all of our secrets in a downloadable 84 page ebook**. The Catering Van Manual has been created to include **all of the procedures and operations that you will need** to guide you through the process of setting up your catering van business professionally. **This really is a hugely detailed guide!**

The Guide clearly details:-

1. The Proper Way! The Secret Methods to Our Success! **(perhaps the most valuable section)**
2. What the **financial model** is for a typical catering van business
3. A **business plan** which you can take to your own leasing / finance company
4. The complete **0700 to 1500** operating instructions.
5. The food costs and suggested **profit margins** for catering van retailing
6. How to **canvas new calls**, what to look for, how to dress and **what to say!**
7. Food **promotion design tips** to catch your customers eye.
8. Waste control methods which will save you a **small fortune**.
9. Optimal Routing to make sure your rounds are as tight as possible.
10. Our **“Proper” Promotional Templates**.
11. Stock control spreadsheets which automatically **calculate your sales and VAT**.
12. Call sheets which will allow you to monitor your **call efficiency**.
13. Purchasing guide...an idiots guide to product **sourcing and purchasing**.
14. Optimising the Sales Merchandising space on your **Catering Van for profit**.



John Grey,
New York Deli,
Newcastle.

This really is a no brainer... before you start your catering van business speak to the guys at Proper Catering Academy.



...and much more, we add new material all of the time and we'll keep you updated!

✓ INCLUDED: 4 Page Website

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When you attend the training course we will provide you with a **4 page website with your name all over it!** We find that many customers see our branded vans around the towns and cities and go straight to the internet to find out more about us.

It is becoming **more and more important** that you have a web presence and that you have a **professional site** that sells your service and promotes your quality products.



The website will contain the following content:-

- Page 1.** Home Page with your logo on and your telephone number (standard design)
- Page 2.** Information Page for you to add more current items about your business and services
- Page 3.** Products Page with prices and products
- Page 4.** Contact Us Page with your phone number and address



In addition to this you will have access to our extensive Online Video Training area where you can learn how to add more pages and information to your site.

✓ INCLUDED: Online Promotion



What more do you need? Well we're going to **promote** your business online for you in your local area. By using secret Online Marketing Strategies we'll make sure that you're found locally when people search online for Catering Vans or Food Delivery

✓ INCLUDED: The Admin Control Pack

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Keep your finger on the pulse of your business with the **Admin Control Pack**. A collection of standard letters and spreadsheets that we use to control our business on a daily basis, these documents **keep your business on track!**

The Admin Pack Contains:-

- Our Standard Sales Letters
- Stock Control Sheet
- Daily Profit Calculator
- Wastage control spreadsheet
- Route Grid
- Daily Call Monitor



✓ INCLUDED: The Point Of Sale Collection

It's so important that your customers understand exactly what you are selling and what **special promotions** you are offering, sometimes you may decide to change this monthly or maybe daily. The POS collection provides you with the templates that you need to be able to **control your own marketing and promotions.**

The POS Collection Includes:-

- Daily Specials Template
- 12 Monthly Promotion Templates

These are supplied to you in digital format and we'll show you where you can get free software to make your own changes! Keeping your offer fresh and interesting is so important!



And it doesn't end there! When you attend the **Proper Catering Academy Catering Van Training course** you will become one of our friends and we like to look after our friends, that's why we offer **ongoing support**.

If you have started your business and need more help or just need a refresher in sales training or food preparation, **just pick up the phone and we'll assist in anyway that we can**. Running a Catering Van Business can be a lonely job at times...sometimes you just need someone to bounce ideas off, **we're always there!**

The Training

Let's recap on what Proper Catering Academy training includes:-

1. **A Full Day of Training and Mentoring with the Catering Van Experts**
2. **Experience on our Catering Van with our Catering Van Manager**
3. **An 84 page downloadable Catering Van Manual**
4. **A 4 Page Website**
5. **90 Video online training resource for updating and maintaining your website**
6. **Google Local Places Optimised**
7. **An Online Press Campaign**
8. **The Proper Admin Control Pack**
9. **The Proper POS Collection**
10. **Ongoing Support and Mentoring**

The total cost of this Complete Catering Van Training package is only £1500 + VAT

Contact us today to **secure your place on the next available training course** before your competitors, this will be a decision that you won't regret...**just look at the great testimonials** inside this leaflet to see what our previous trainees have said about us!

Call 0114 243 8132 Today To Secure Your Place

Proper Catering Academy | Parkway House | 11-13 Parkway Rise | Sheffield | S9 4WQ
e: training@properpasty.co.uk | www.properpasty.co.uk

