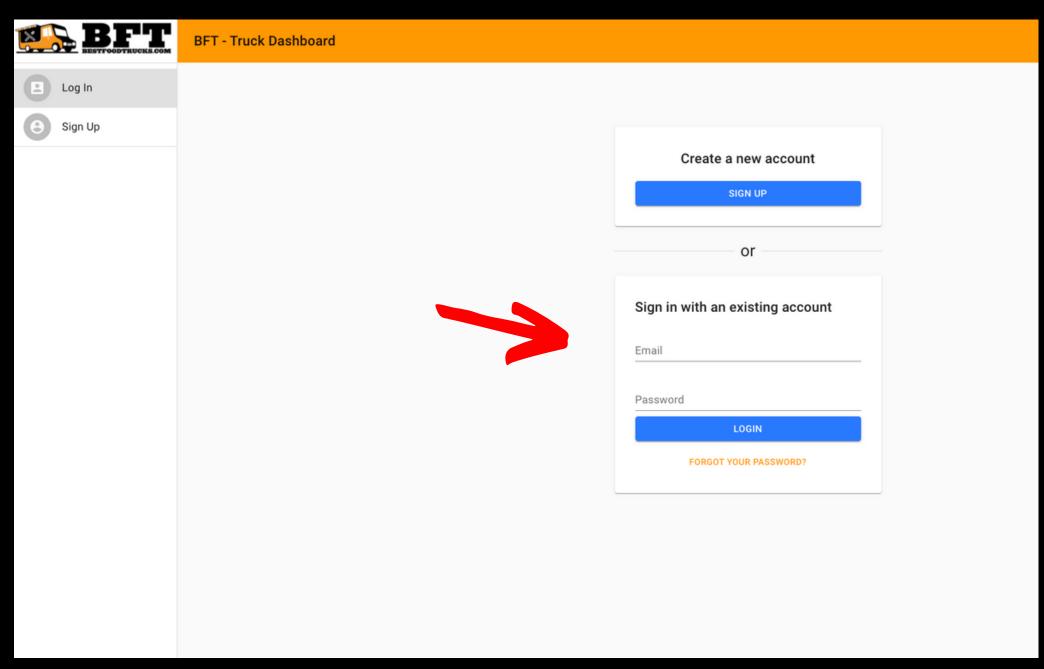# HOW TO CREATE A NEW CATERING MENU
& SUBMIT CATERING PROPOSALS

For purposes of this instructional guide, we will be using a computer, but the same process can be done through the BFT App.
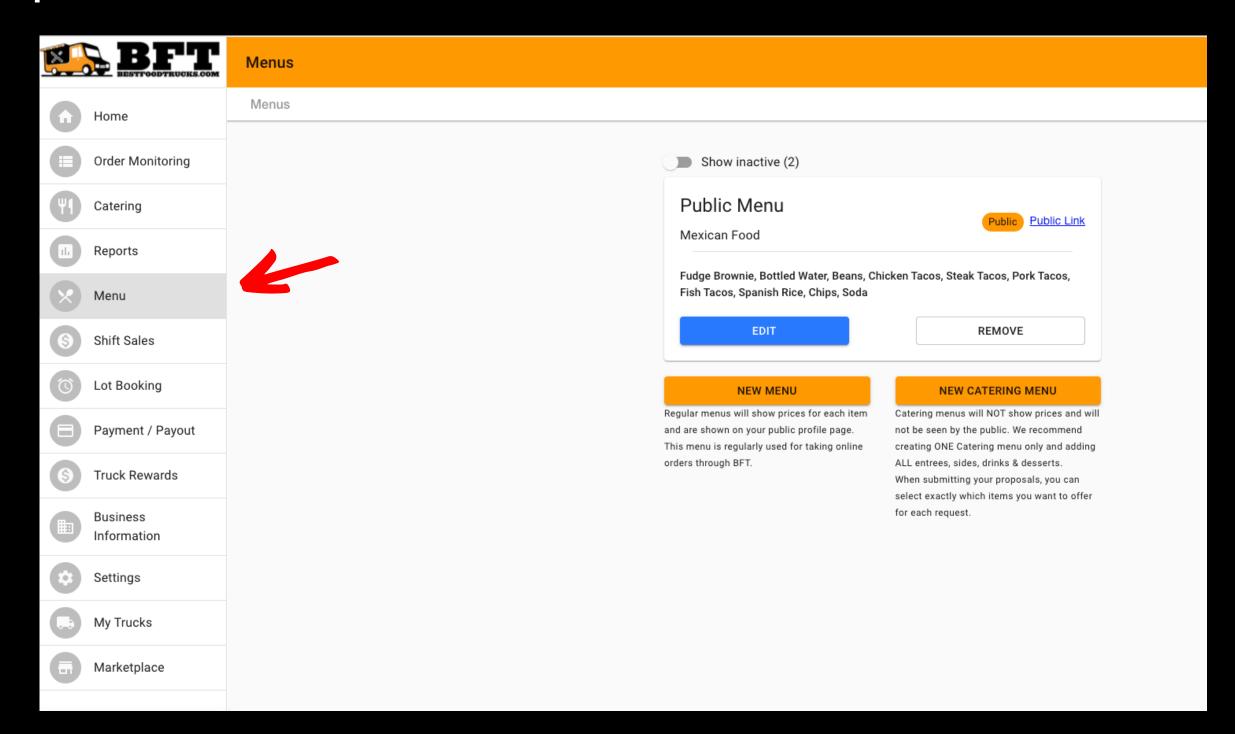
Step 1: Sign into our BFT account by going to: https://trucks.bestfoodtrucks.com/
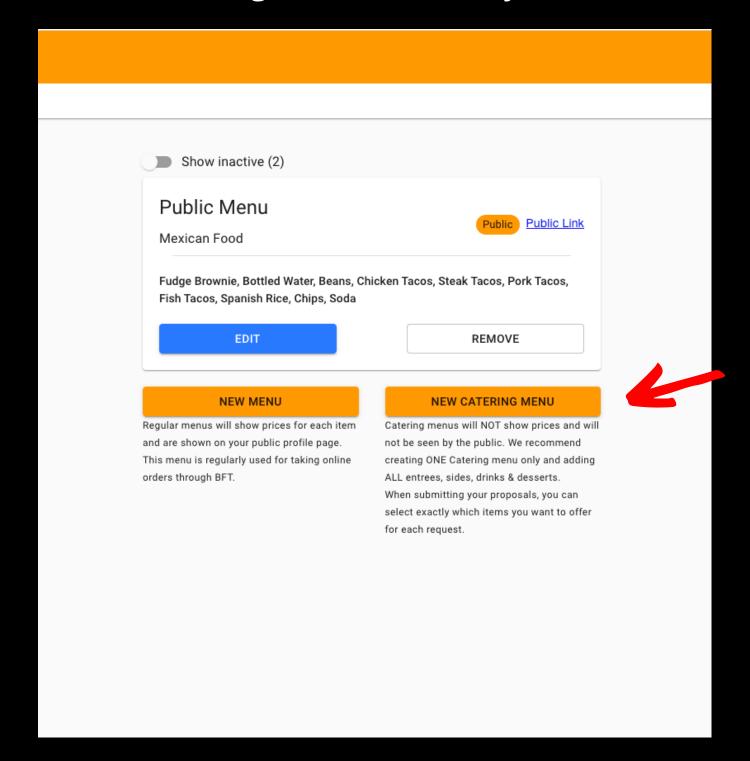*Make sure to sign into the "Truck Login", not the "Client Login"

Step 2: Once logged in, you will be directed to the Truck Dashboard homepage

Step 3: From the list of tabs on the left, Click on the "**Menu**" tab

Step 4: Now let's click on the orange button that says **"NEW CATERING MENU"**

Show inactive (2)

Public Menu

Public Public Link

Mexican Food

Fudge Brownie, Bottled Water, Beans, Chicken Tacos, Steak Tacos, Pork Tacos, Fish Tacos, Spanish Rice, Chips, Soda

EDIT   REMOVE

NEW MENU   NEW CATERING MENU

Regular menus will show prices for each item and are shown on your public profile page. This menu is regularly used for taking online orders through BFT.

Catering menus will NOT show prices and will not be seen by the public. We recommend creating ONE Catering menu only and adding ALL entrees, sides, drinks & desserts. When submitting your proposals, you can select exactly which items you want to offer for each request.

Step 5: By default the menu will be named "Catering Menu". Next select your cuisine type from the drop down menu provided. You can select multiple cuisines if your menu has a variety of items. For this example, we selected "**Mexican Food**"

New Catering Menu

Name

Catering Menu

Cuisine Types

After you create a catering menu, you need to create / import items that can later be used during catering.

You can include a full set of catering items in this menu. When later making a proposal to customers you can choose any subset of the items for each customer.

CREATE

Now click the blue **CREATE** button to go to the next step

☐ Laotian

☐ Latin

☐ Lebanese

☐ Lemonade/Ice Tea

☐ Lobster

☐ Mac And Cheese

☐ Mediterranean

☑ Mexican Food

☐ Mexican Fusion

☐ Nepalese

☐ Organic Fusion

☐ Pakistani

☐ Peruvian

☐ Philly Cheese

☐ Pizza

Step 6: For this example we are creating a New Catering menu from scratch. We highly recommend adding EVERY menu item you can think of. Even if you only serve items seasonally or for special occations, add them to this menu anyway. Some trucks make a new catering menu for every job but you don't have to do that. All can be put onto one MAIN menu and we'll explain why later in this guide

Menu

Name

Catering Menu ✎

Food Types

Mexican Food ✎

Some organizers limit booking depending on your menu cuisine

Public menu

No ✎

Show this menu on your public menu page

IMPORT ITEMS   ADD NEW MENU ITEM

Let's get started by adding our first menu item

Click: **ADD NEW MENU ITEM**

*TIP: if you already have an existing menu that has all of your menu items on it, you can copy them from there onto this new menu instead of adding them one by one. Just click the IMPORT ITEMS button, select the Menu you want to copy from, select the items you want to copy and then click **IMPORT**.

Step 7: Here you will add the Name of the menu item, select what the menu type is (Examples; **Entree**, **Side**, **Drink** or **Dessert**), write a yummy description, add a good looking picture and select your dietary tags (if any). **PICTURES ARE HIGHLY RECOMMENDED!**

For this example we will be adding our first "Entree".

Add Name: Carne Asada Taco
Select Menu Type: Entree
Description: Describe your entree

Check box any dietary tags (this is optional but clients like to see them!)

When done, click **CREATE**

You want to repeat this step for EVERY entree you serve. For example, we would add our Burritos, Quesadillas and Nachos next

Step 8: Next we will add all of our **Side / Appetizer items**, the same way we added all of the Entrees. **AGAIN PICTURES ARE HIGHLY RECOMMENDED!**

For this example we will be adding our first "Side".

Add Name: Mexican Rice
Select Menu Type: Side
Description: Describe your side

Check box any dietary tags (this is optional but clients like to see them!)

When done, click **CREATE**

You want to repeat this step for EVERY Side you serve. For example, we would add our Beans, Chips & Salsa and Guacamole next

Step 9: Next we will add all of our Drinks, the same way we added all of the Entrees & Sides. For pictures of your drinks, you can just use generic images you find online of a water bottle or assorted canned sodas for example.

For this example we will be adding our first "Drink".

Name: Assorted Canned Sodas
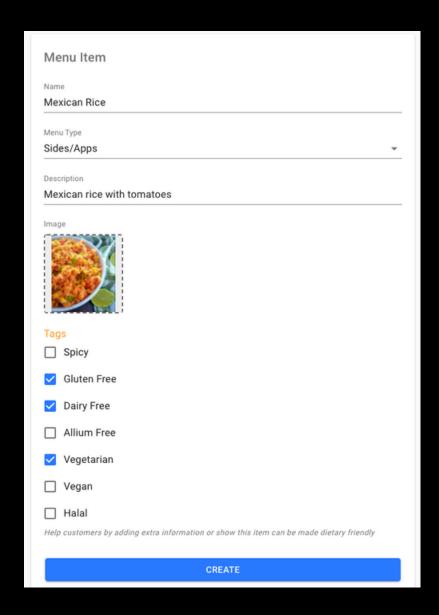**Select Menu Type:** Drinks
Description: Describe your drinks

Check box any dietary tags (this is optional but clients like to see them!)

When done, click **CREATE**

You want to repeat this step for every Drink you serve. For example, we would add Bottled Water and Jalisco Sodas next

Step 10: Next we will add all of our Desserts. It may not be common to have desserts on your regular menu but many times, clients want a food truck to add small dessert to the meal for an additional cost rather than booking a dessert truck. Just add something simple (or homemade), like brownies, cookies, churros, etc. Remember this menu won't be seen by the public, only private events.

Menu Item

Name
Fudge Brownie

Menu Type
Dessert ▾

Description
Fudge brownie with chocolate chips

Image

Tags
☐ Spicy
☐ Gluten Free
☐ Dairy Free
☐ Allium Free
☐ Vegetarian
☐ Vegan
☐ Halal

Help customers by adding extra information or show this item can be made dietary friendly

CREATE

For this example we will be adding our first "Dessert"

Name: Fudge Brownie
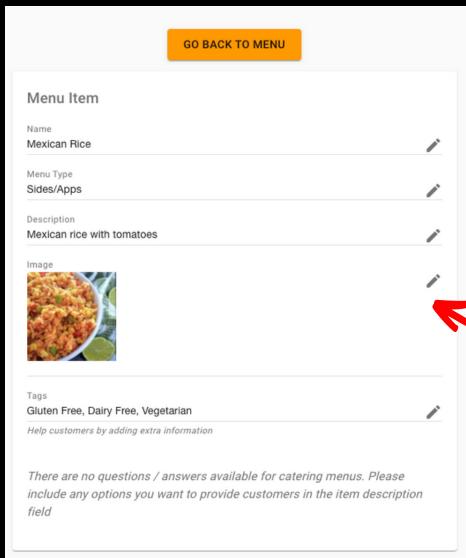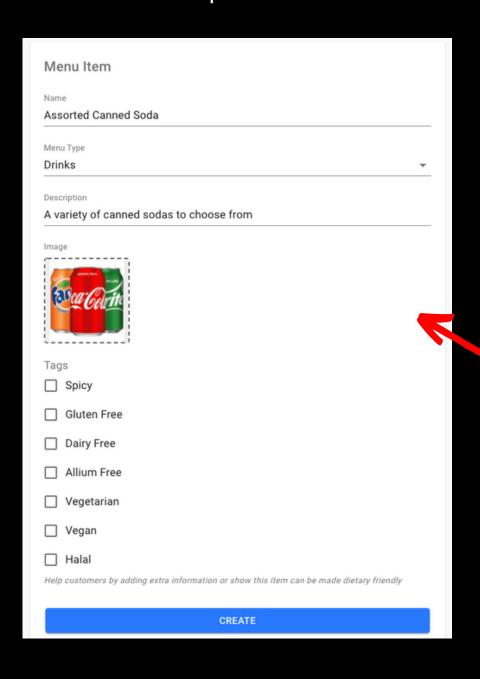**Select Menu Type:** Dessert
Description: Describe your dessert

Check box any dietary tags (this is optional but clients like to see them!)

When done, click **CREATE**

You want to repeat this step if you have multiple desserts, but usually 1-2 is plenty. In this example we only provide 1 dessert option.

*TIP:

If you do not add a dessert item to your menu, you will NOT be able to submit for any catering requests that require a dessert as part of the meal.

It is not mandatory to add a dessert or submit to jobs you don't want to, but if the client requests a dessert option, the system will not let you submit without one.

This same rule goes for all menu items.

Below is an example of what our menu looks like after we added **1 Entree**, **1 Side**, **1 Dessert** and **1 Drink** Item. Continue to click the "ADD NEW MENU ITEM" button to add ALL of your menu items one at a time! It may seem like a lot of work, but you only have to do this once.

SUBMITTING PROPOSALS FOR CATERING REQUESTS

Now that your Catering menu is built correctly, we're going to show you how you use that menu to submit to catering requests in under 10 seconds.

** IMPORTANT TIP:

If you do not add a dessert item to your menu, you will NOT be able to submit for any catering requests that require a dessert as part of the meal.

It is not mandatory to add a dessert or submit to jobs you don't want to, but if the client requests a dessert option, the system will not let you submit a menu without one.

This same rule goes for all menu items. For example, if the client requests for each guest to have a choice of 1 Entree + 1 Side + 1 Drink and you don't have any drinks uploaded to your menu, the system will NOT allow you to submit your proposal.

SUBMITTING MENU PROPOSALS

STEP 1: When a new catering request comes through, you will receive a notification via email and as an In-App notification. To view the catering request, you must be logged into your BFT account on the app or on your computer BEFORE you click on the link. Once you click on the link you will be able to view all of the event details and decide whether or not you'd like to submit a proposal or to Reject the offer. There is now a **"new feature"**. If you are available, but the budget seems too low, you can now counter offer and increase the budget. Keep in mind, the total budget you request will be an "ALL INCLUSIVE" payout. Be careful, if you bid too high, you could lose the job.

You can also access ALL catering requests by logging into your BFT account and then navigating to the "**CATERING**" tab from your Truck Dashboard (see below):

Once you are in your Catering Dashboard click on any one of the Event ID's to view the event details

The Event ID's usually contain a City code and the date of the event. For example, if a job was in Nashville on December 3rd, 2021, the ID would be **NAS-2021-12-03**

SUBMITTING MENU PROPOSALS

STEP 2: Now that you have clicked on the **Event ID**, you will be able to review the **Location Address** (only the city, 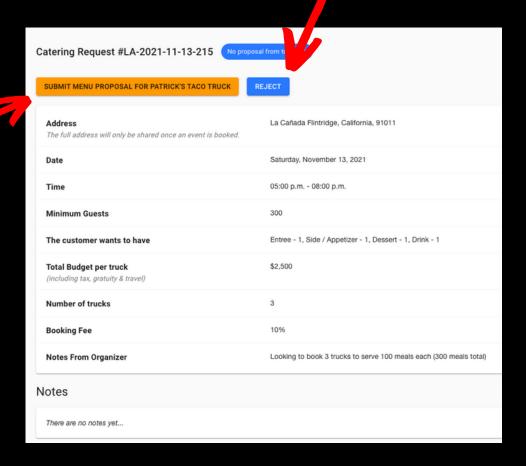zip is displayed until the job is confirmed), **Date**, **Time**, **# of Guests**, **Meal Request**, **Total Budget**, Special Notes from the client and our Booking Fee (*99% of the time we will charge the client a fee so your Fee will be $0).

If you're reviewed all of the details and aren't available for the date, just click on the "**REJECT**" button and please leave a reason why you rejected

If you are available, but the budget is too low, you can request a budget increase on the final submission page. Be careful, if you bid too high, you could lose the job.

If you've reviewed and approve all of the details and would like to apply for the job, just click on the orange button that says "**SUBMIT MENU PROPOSAL**" to follow the next steps for submittinf

Catering Request #LA-2021-11-13-215   No proposal from t

SUBMIT MENU PROPOSAL FOR PATRICK'S TACO TRUCK   REJECT

Address	La Cañada Flintridge, California, 91011
The full address will only be shared once an event is booked.	
Date	Saturday, November 13, 2021
Time	05:00 p.m. - 08:00 p.m.
Minimum Guests	300
The customer wants to have	Entree - 1, Side / Appetizer - 1, Dessert - 1, Drink - 1
Total Budget per truck	$2,500
(including tax, gratuity & travel)	
Number of trucks	3
Booking Fee	10%
Notes From Organizer	Looking to book 3 trucks to serve 100 meals each (300 meals total)

Notes

There are no notes yet...

Select menu — Select items — Budget & review

Review & submit

The initial budget is $1,200.
If it's too low you can request an increase to it.
All things being equal customers choose trucks that haven't altered the budget.
The budget cannot go below what customer has initially requested.

Budget
$ 1350

including tax, gratuity & travel

GO BACK   UPDATE PROPOSAL

SUBMITTING MENU PROPOSALS

STEP 3: Now that you are ready to submit, we will ask you which menu you would like to use for your proposal. For this example we care going to use the sample menu we created above so we would select the menu titled **"CATERING MENU"**

SUBMITTING MENU PROPOSALS

STEP 4: Now we're going to explain why we wanted you to add ALL of your menu items to one single CATERING MENU rather than creating a new menu for each job. Once you click on this Menu to submit, on the pop-up screen you will have the option to check box all items you'd like to submit for this job specifically. You can customize your proposal with as many menu items as you'd like or whatever works best for the budget offered. The client is only going to see the items you check box.
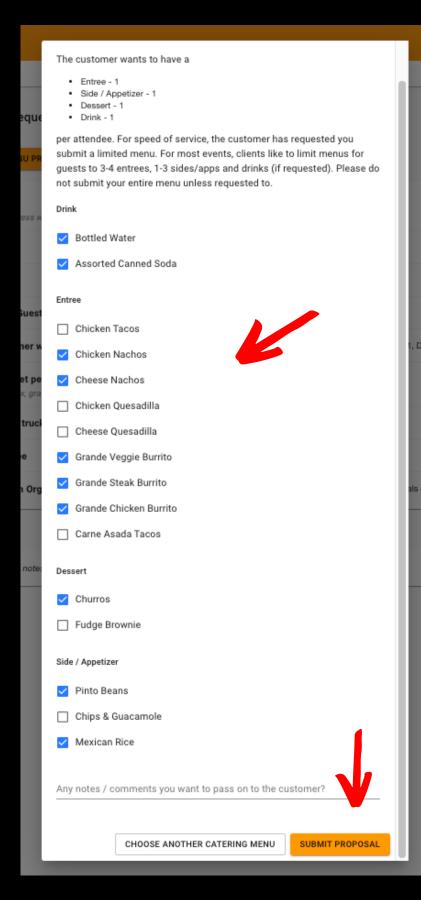
For this example the client would like us to submit a choice of **Entrees**, **Sides**, **Drinks** and a **Dessert**.

To limit my menu and speed up my service, I am only going to choose 5 of my **Entrees**, 2 of my **Sides**, 1 of my **Desserts** and both my **Drinks**. You can see that I didn't select a number of my other Entrees and Sides

Once I have selected the items for this menu proposal, all I have to do next is click **"SUBMIT PROPOSAL"**

That's it! Your menu has been submitted. If the client would like to book you, you will be notified via email. If we do not contact you, the client most likely booked another truck.

The customer wants to have a

- Entree - 1
- Side / Appetizer - 1
- Dessert - 1
- Drink - 1

per attendee. For speed of service, the customer has requested you submit a limited menu. For most events, clients like to limit menus for guests to 3-4 entrees, 1-3 sides/apps and drinks (if requested). Please do not submit your entire menu unless requested to.

Drink

- ☑ Bottled Water
- ☑ Assorted Canned Soda

Entree

- ☐ Chicken Tacos
- ☑ Chicken Nachos
- ☑ Cheese Nachos
- ☐ Chicken Quesadilla
- ☐ Cheese Quesadilla
- ☑ Grande Veggie Burrito
- ☑ Grande Steak Burrito
- ☑ Grande Chicken Burrito
- ☐ Carne Asada Tacos

Dessert

- ☑ Churros
- ☐ Fudge Brownie

Side / Appetizer

- ☑ Pinto Beans
- ☐ Chips & Guacamole
- ☑ Mexican Rice

Any notes / comments you want to pass on to the customer?

CHOOSE ANOTHER CATERING MENU   SUBMIT PROPOSAL

** TIPS ON SUBMITTING GOOD PROPOSALS

- **APPLY ASAP** - We know you may be in the middle of a busy lunch when you receive a new catering request, but some jobs are booked within an hour after they are sent out. Once you have your menus built correctly, submitting to requests will take you less than 10 seconds. The faster you submit the better chance you have at booking!

- **LIMITED MENUS -** Most clients like to see limited menu proposals. For example some trucks have over 20 entrees to choose from for regular service. But for catered requests, clients prefer their guests to have limited options so there is less confusion and no long lines. We highly recommend submitting a minimum of **3 - 6 Entrees**, **1-3 Sides**, **A variety of Sodas, Juices and Water** and a minimum of **1 Dessert**. You're free to offer more than what we suggest but speed of service also matters as well. Too many options slows you down and wastes food!

- **DIETARY NEEDS** - Clients like trucks that can accommodate all of their guests' diets. People have different dietary needs. We find that the trucks that are proposing menus with a good variety of Proteins (Beef, Chicken, Turkey, Fish etc), Vegetarian, Vegan, and or Gluten Free items are getting booked more often. We understand that some cuisines can't satisfy everyones requirements, but it's just something to keep in mind.

- **PICTURES PICTURES PICTURES** - we know you guys are busy and it's hard to take pictures of your menus or maybe you don't have the money to hire a photographer to take professional pictures of your food. But keep in mind that if a client is deciding between two trucks, 99.9% of the time, they will book the truck with the better "looking" menu. We conducted a quick survey with hundreds of clients and almost 100% of them said they prefer looking at pictured menus. It's your brand so display it well!

- **OVERALL PROFILE TOUCHUP** - aside from your menus looking good, clients are always asking more about the food trucks we submit. The first question we get is "**Do you have a picture of the food truck?**". Whether it be a bride trying to find a truck to fit their theme or a PR company looking for a truck to fit their Brand, it helps to add a professional picture of your food truck to your BFT profile. You can do this by clicking on the **MY TRUCK** tab from your Dashboard and then clicking the **CONFIGURE** button. Lastly, clients like to know about the background or history of your business, kind of like an "**ABOUT US**" page. Also under the Truck configuration section you should write a paragraph about your truck under the "**PUBLIC DESCRIPTION"** section.

** TIPS ON WHAT "NOT" TO DO

- **UPLOAD JPEGS OF YOUR ENTIRE MENU** - Some trucks think they can cut corners buy uploading a Jpeg of their entire menu for every menu item. Please do not do this. It looks lazy and clients just skip right over trucks that do that.

- **NOT SUBMITTING ENOUGH OPTIONS** - Clients want their guests to have options to choose from, but we also understand that to save on time and costs we ask trucks to limit their menus. That doesn't mean only offering 1 item in each category. For example, we have trucks that will submit **1 entree**, **1 side** and **1 drink** for their catering proposal. This leaves Zero choices for guests. Imagine if you were a client and a truck only offered your guests Just 1 Beef Burger, Chips and Water, no other options. If I'm that client and know that there's a number of guests that don't eat beef or are vegetarian, I'm going to reject that offer right away. Variety is key!

- **DO NOT EMAIL US YOUR PROPOSALS** - Simply replying to the catering notification email and sending us your menu will not work. All menu proposals must be submitted through the catering portal.

FINAL MENU TIP!

This guide is focused on showing you how to correctly build a "**Catering**" menu to use for submitting to catering requests you receive. Catering menus are kept **"Private",** do not display prices, fully customizable and are only seen by clients when you submit to a job.

But please keep in mind that you should also build a "**Regular**" menu that will be displayed **"Publicly"** on your truck profile page. In addition to booking trucks on catered (prepaid) events we also book trucks at daily lunch and dinner lots across the country, where customers order online through our App. For these bookings, your "**Regular**" menu would be displayed "**With Prices**" so you can accept orders online and offer your full menus instead of ones customized for a prepaid events.

After you create your "**Catering**" menu, repeat these instructions to build your "**Regular**" menu. Just start back at the beginning of this guide on **Page 5** and instead of clicking on the orange "**NEW CATERING MENU**" button, you would now click on the orange "**NEW MENU**" button. But the good thing is, now that you have already uploaded all of your menu items to your **Catering Menu**, you can just copy those items over to your new **REGULAR MENU** by clicking on the **IMPORT ITEMS** button. Once you click that button, it will ask you what menu you would like to import items from, just select your Catering menu, check box the items you want to copy over and then click "**Import**". After a few minutes, refresh your screen and the items should be there!

In the Regular Menu builder, you will see there are a few more customizable options. For example you can add prices for each item (including or excluding tax). Most important, you can create ordering questions for customers allowing them to customize their order. For example, if you sell different Bowls and need customers to select their Base (rice or lettuce) and then select their Protein (chicken, beef or tofu), you can create questions that customers will have to answer as they are placing their order. You can also add up sell questions like "Add extra chicken" and you can set the extra cost to whatever you'd like (for example $3).

FOR ANY QUESTIONS OR FURTHER ASSISTANCE PLEASE EMAIL US AT
sales@bestfoodtrucks.com