



Sales Guide for Caterers

Duck: Creating Opportunities to Impress Your Clients

Fresh Suggestions Pave the Way for Catering Sales

Even with savvy consumers who are frequently exposed to many different types of proteins and cuts of meat, some clients feel that duck is still too risky to offer at their events. Some aren't convinced their guests will like it, while others have

misconceptions about its cost and preparation options. By understanding these perceptions, you can effectively address their concerns and find a point-of-entry for duck that meets their needs and lets you showcase your culinary talent.

The following chart outlines some common objections you're likely to encounter when serving duck:

What clients say...	How you can respond...
<p>"I've never tried duck. What does it taste like?"</p>	<p>"Not only does duck breast have a succulent, mild flavor similar to a beef filet; it is actually leaner and has less saturated fat than other red meats. Plus our expert preparation eliminates 70% of the fat."</p>
<p>"I enjoy duck but I'm afraid my guests won't like it."</p>	<p>"At an event like yours, guests look for something unique. Our delicious duck appetizers—which feature popular ethnic flavor profiles—are a great way to serve your guests an unexpected treat."</p> <p>"Your guests might appreciate a surprise, such as a butler-served second duck entrée. It's a sure way to elevate the occasion."</p>
<p>"I'd like to serve something unexpected, yet still appeal to the majority of the group."</p>	<p>"Serving duck is a sure success, especially when it's a choice on a buffet line or appetizer tray. You'll be amazed how many people prefer it to standard beef or chicken fare."</p> <p>"Duck caters to today's sophisticated palate. Serving duck on the menu sends the message that you're on top of food trends."</p>

MORE SALES TIPS ON THE FOLLOWING PAGE...

What clients say...

How you can respond...

“Is duck considered a ‘safe bet’ like beef or chicken?”

“Yes, it’s a safe bet for a great meal. Guests are looking to be impressed at special events. They’ll see serving duck as a refined choice, whether you serve it as an appetizer, entrée or as a duet entrée paired with another premium meat.”

“My guests are rather sophisticated, yet I’m reluctant to serve duck as the sole entrée.”

“Duet entrées featuring duck breast and another premium meat are ideal if you want to offer your guests the best—as well as a choice.”

“If you’re not sure about duck as a main or duet entrée, there are many delicious ways to incorporate it into your menu—including live-action buffet stations, appetizers, second-course mini plates, and salad toppers. Your guests will be excited to try these unique, interesting dishes.”

“A first-course salad or second-course mini-plate featuring duck might be the perfect option. I’m confident your guests will appreciate these creative choices.”

“I’ve heard your chef is quite talented. Can he/she create something different and unique?”

“The superior quality duck that we serve lets our chef showcase many original recipes. Would you like to arrange for a tasting?”

“You might like our live-action buffet station with an array of ethnic-themed mini-plates that are ‘made to order.’ This type of service adds unique, show-stopping excitement that guests love.”

“I need to play it safe with the entrée. Do you have any suggestions to make the rest of the meal more interesting?”

“Duck is extraordinarily versatile, so it’s easy to add a taste of adventure to a safe menu with duck appetizers or salad toppers.”

“I’d like to make a ‘statement,’ but only have the budget for a buffet event.”

“Because duck is consistently and reliably delicious, we can offer it at an excellent value.”

“You can serve duck in salads, appetizers, pastas, pizzas and other dishes that have high-impact yet still fit into your budget.”

