

**FROM RENTING TO
BUYING:
MOVING YOUR
CATERING COMPANY**

The Blue Plate Case Study

Michael Porto



Partner & Director of Ops
Joined Blue Plate in 2014,
partner since 2023

David Porto



Partner & GM
Joined Blue Plate in 2004,
managing partner since 2014

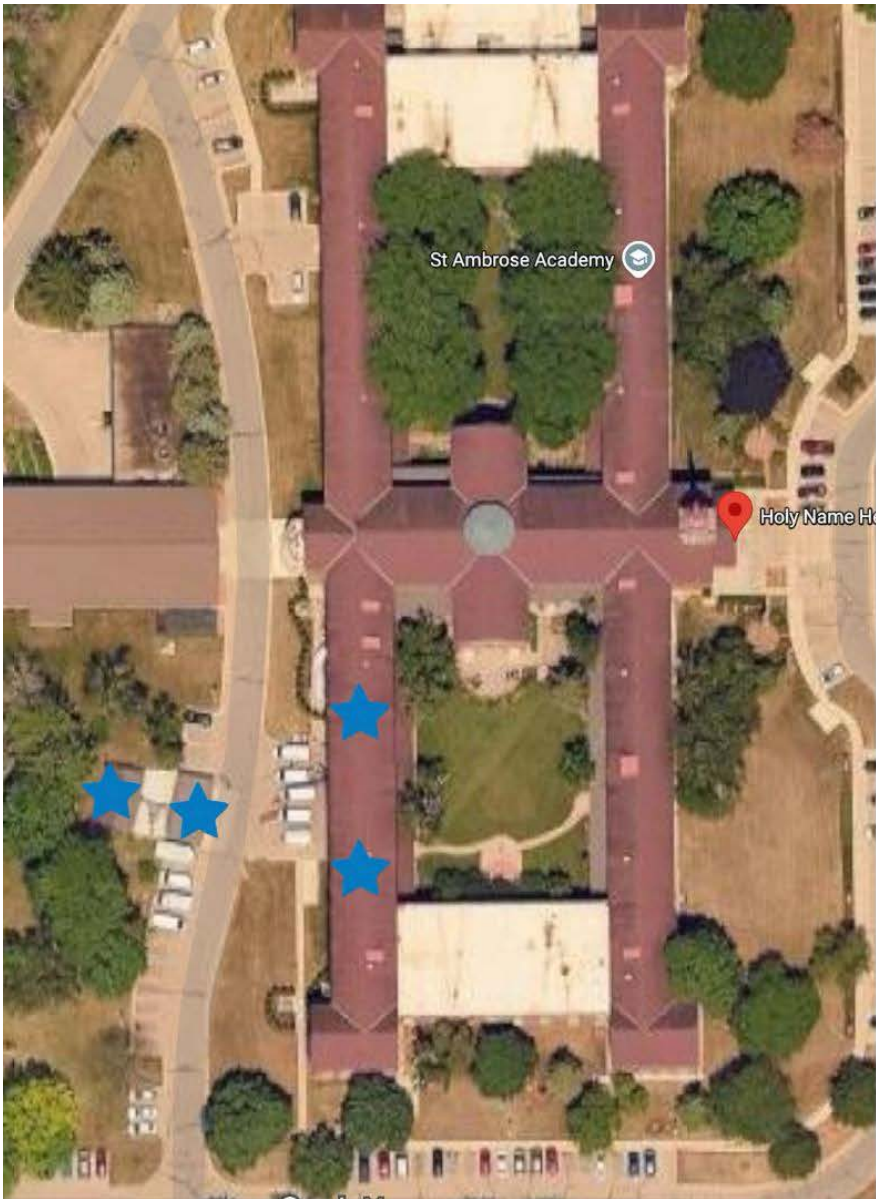




REASONS FOR MOVING

Space!





Space!



Space!



Space!



Space

Opportunity For Growth





Opportunity for Growth

Brand Identity & Client Experience





Then



Now



Now

Control





Landlord / Tenant Relationship



Financial Benefit



ROUGH GENERAL TIMELINE

> 36

Months



> 36 Months: Finances



> 36 Months: Leadership Unity

> 24

Months

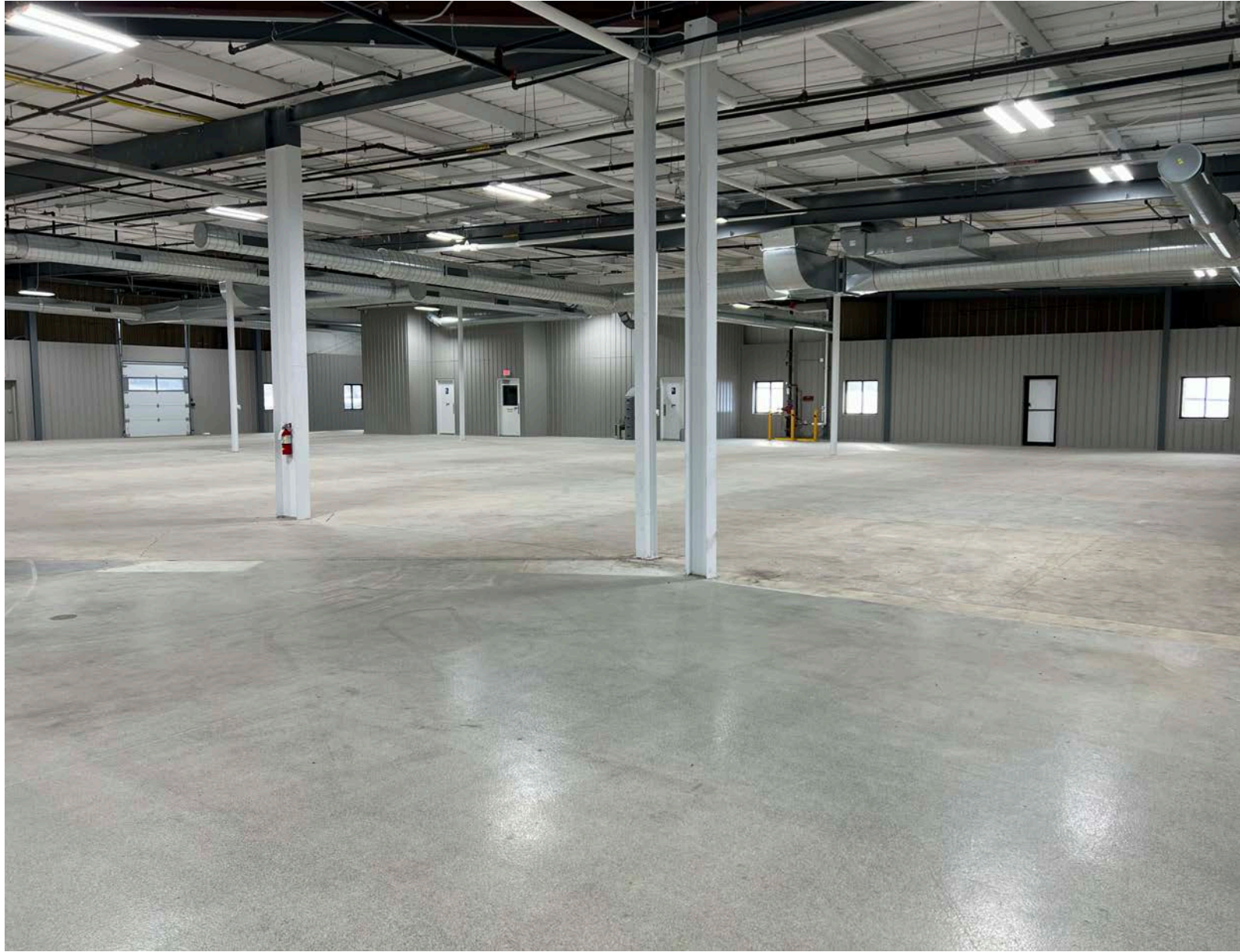




> 24 Months: Tour Other Caterers



> 24 Months: Tour Other Caterers



> 24 Months: Out Real Estate



> 24 Months: Start Designing



> 24 Months: Secure GC

> 12

Months





> 12 Months: Secure The Building



> 12 Months: Finalize The Design



> 12 Months: Share With Staff



> 12 Months: Staff Point Person

> 6

Months





➤ **6 Months: Key Staff Identified**

- Vendors**
- Utilities**
- Open or Closed for Move?**
- Staff Engagement**
- Health Department**
- New Needs**

> 6 Months: Logistics

>1

Month



- **Schedule Move Day**
- **Move Day Logistics**
- **Dpt. Lead Briefings**
- **Equipment Finalized**
- **↑ Staff Communication**

> 1 Months: Logistics

	Saturday November 22nd	Sunday November 23rd	Monday November 24th	Tuesday November 25th	Wednesday November 26th	Thursday November 27th	Friday November 28th	Saturday November 29th
Contracts	3 Weddings - 500ppl UW Football - 150 Hospital Meals: Cooked	Nothing	Accuray** & Cafe** Hospital Meals: Boxed	PUBG** Hospital Meals: Boxed UW Football - 150ppl	Hospital Meals: Delivered 6 Other Contracts	UW Football - 220ppl	UW Football - 220ppl	Wedding - 150ppl
Culinary			All line Equipment Moved PFS Delivering to 5302	- Move kitchen office	First day of Production @5302	Cooking @5302	Cooking @5302	Cooking @5302
Operations	Events returning from today are brought back to 5302		First day of Ops Moving	More moving	First day of Production @5302			
Office/Admin			- Helping Ops and Kitchen move	Helping Ops and Kitchen move	Working @5302 and helping with last bits of moving			
Bar								
Scheduling	- Dishwashers @5302 - Schedule PT for any hours needed	- Dishwashers @5302						
Misc	Moving truck available	Moving truck available	Moving truck available	Moving truck available	Moving truck available			

> 1 Months: Logistics

Moving Method

Culinary	Green
Operations	Purple
Office	Red
Bar	Blue
Warehouse	Yellow
Receiving	White
Venue	Orange



> 1 Months: Logistics

Department Leads

Overall	Michael	Phones, internet
Culinary	Ben	Equipment, smallwares, product, chemicals
Operations	Jon	Vehicles, packroom, shed, dishes, uniforms
Office	Nick	Desks, computers, printers, Contract Books
Bar	Kristin	Bar Product, beer cooler
Scheduling	Ceci	Questions, availability, clock-in stations

> 1 Months: Logistics

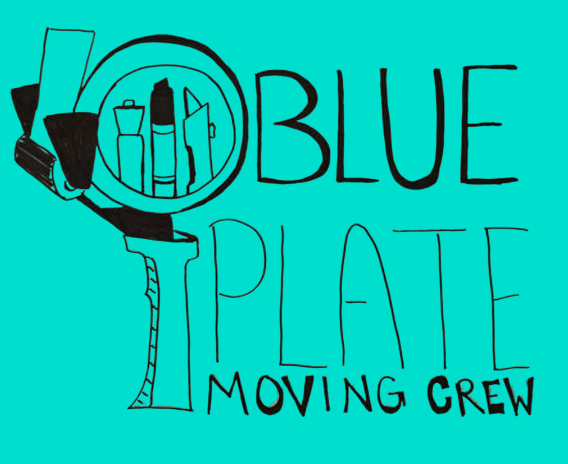
Week

Of



- **Start Early**
- **Overstaff**
- **Have a Plan for Everything**
- **Secure Equipment**
- **Enjoy It!**

Week of: Logistics



After The Move...





- **More chaos**
- **Less efficiency**
- **Final Health Inspection**
- **Identify Debbie Downers**

After The Move



COSTS

	Estimated	Actual	Dream
Building	\$2M	\$2.2M	\$3M
Construction	\$1.9M	\$1.9M	\$5M
Extras	\$200K	\$600K	??
Totals	\$4.1M	\$4.7M	\$8-10M



Costs: The Numbers



Costs: Finances



Costs: Leadership Agreement



WHAT MOVED THE NEEDLE?

- **Staff**
- **Finances**
- **Capacity**
- **The Blue Plate Brand**
- **Young Blood**

Why We Moved Forward

300%

RENT

200%

INSURANCE

325%

UTILITIES

306%

SPACE



Why We Moved Forward



THINGS TO CONSIDER / CAUTIONS

- **Full buy-in**
- **Choose the season wisely**
- **Impact on financials**
- **Scope creep**
- **Buying big enough?**
- **Be mindful of “the dream”**

Considerations



MISTAKES WE MADE

- **Bid Process**
- **Second Opinions**
- **Move Date**
- **Money Perspective**

I Wish We Would Have Known...



**ARE YOU
CONSIDERING
MOVING?**



Questions

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you belong in ICA.

INTERNATIONAL CATERERS ASSOCIATION

BUILT FOR CATERERS WHO WANT MORE

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 - A national community that shows up
 - Visibility and revenue growth

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BOOTH 1114



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