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How to start a catering business in texas

Compared to other states, Texas is a big U.S. city with farmland, ranches and the Gulf Coast shore. It's a popular tourist destination with attractions and entertainment throughout the state. Check out these 15 interesting facts that you may not have known about food, big things, cities names and nature.Big FactsAlong with the big size of Texas, it's known for big steaks, big cowboy boots and hats and a few more big things. The land mass covers 267,339 square miles, which is more than seven percent of the whole nation's land area. The state has the country's largest herd of whitetail deer. Plus, the Kind Ranch is larger than Rhode Island.Name FactsTexas is nicknamed as the Lone Star State, and it's referenced in lots of memorabilia. Locals are known as Texans, and they take pride in the name and the state. Texas was actually named after a Hasinai Indian word, tejas, which means friends. The friendly roots might be responsible for the continued hospitality that visitors find on vacation.Facts on Food and DrinkChili is the state dish with local flavors and its own kind of hot spice. Jalapeno jelly was first made in Lake Jackson, Texas and began hitting the shelves in 1978. Dr Pepper is the soft drink first created in Waco in 1885. The Dublin Dr Pepper plant is located 85 miles from Waco and still uses imperial cane sugar as one of the ingredients.City NotablesSeveral cities deserve recognition for trivia facts. Many music enthusiasts consider Austin, Texas as the live music capital of the world. Galveston has the only North American hotel constructed completely over water. Laredo's claim to fame is that it's the biggest inland port in the world.Natural FactsThere are several natural facts to note about Texas. The oldest tree in the state is a live oak that's 1,500 years old. It grows close to the city of Fulton. The armadillo is the state animal. There are more species of bats in Texas than in any other state. MORE FROM QUESTIONSANSWERED.NET Starting a catering business can be a fulfilling way to turn your cooking talents into a thriving business. While it can be rewarding to follow your passion though, starting a catering business involves a lot more than opening your recipe book and spreading the word. Consider these five points before you hang a shingle. Upfront Costs Having cash on hand allows you to invest in food and other supplies before accepting your first job. While you should request a deposit from customers, you'll probably have to pay some costs upfront, says Jim Pendergast, senior vice president of AMLINE Sobanco, a small-business financing firm. "Some people pay the caterer after everything is prepared and delivered," he says, adding that there are options if you don't have the necessary funds. "Either set up invoice factoring, which is selling your invoice to a third party to get money instantly, or have a backer to get the money you need." What Kind of Kitchen Do You Need? You should know that, as a professional caterer, you may need a professional kitchen. "Laws regarding catering services will vary state by state," says Andrew Winters, attorney, and co-founder of the law firm Cohen & Winters, in Concord, N.H. "Some states will allow a caterer to prepare food in their home kitchen, but they will have to meet a set of rules and regulations. In cases such as these, a health inspector will visit the home to ensure that all requirements are met." If your state prohibits residential kitchens from being used for commercial food production, you'll need to rent a commercial kitchen. Some community colleges and local bars and restaurants will rent their kitchens during their off-hours. What Licenses and Permits Will Be Required Food safety is an important issue, and you'll need to comply with local regulations by obtaining permits and licenses from both your county and city. While requirements vary, you may need health permits, food-handling licenses, and a liquor license. Call your area's business licensing department to find out what's required. You'll also want to have insurance to cover your risks, such as an employee slipping and falling while serving food to guests, transportation accidents, and people getting ill from eating the food you or your employees have prepared. And use a written catering contract with every client to cover potential issues, such as the closure of a venue or an unexpected occurrence. "Be sure to cover all your legal bases," says Winters. "You want to ensure that you and your customers are in full agreement on expectations and services." Define Your Specialty Another issue to address is defining your specialty. Instead of trying to be everything to everyone, it's best to create signature dishes that you can become known for. Use your expertise and the ingredients that are readily available to you to shape your menu. You could become known for a certain regional cuisine, such as Italian or Vietnamese. Or you could focus on a type of meal, like brunch or picnic fare. You could also specialize in a type of customer. "It helps to choose a niche," says Liz Maxwell, co-owner of Mike Maxwell & Company LLC, a catering business based in Los Angeles and Nashville. "When you first start out, you may take every job that comes your way. Eventually, [though,] you may decide to focus on a particular style of catering, like weddings or corporate luncheons. We cater to the entertainment industry." Marketing Your Business Having an online presence is important for long-term success because customers will undoubtedly search for businesses online. Start by creating a simple website and social media accounts with sample menus. You'll also want great photos of your food. "People eat with their eyes," says Maxwell. "Make sure you take and share great photographs." And while being on social media is important, when it comes to food, word of mouth is your best form of marketing. Ask for feedback and testimonials from happy customers and share them on your website. You can also offer a discount to anyone who refers a new customer. "We market in a variety of ways," says Ian Duke, a Southampton, N.Y., restaurant owner who also offers catering. "When we opened The Coop, the catering menu for that was stapled on the delivery bags for people who ordered dinner from Union Burger Bar and Union Sushi and Steak." Duke also donates food directly to charities and charity events. This way, he contributes to his community while boosting name recognition. "At charity events, guests can sample food," he says. "This method, in particular, has been a great method for us; as much as 80% of our catering comes from referrals." Staying abreast of current events is always important, but it can become essential to stay informed when there's something serious going on in your local area. Texas residents can use these reputable sources to get accurate, local, breaking news information.Local NewspapersLocal newspapers in Texas, including the Austin Statesman and the Dallas Morning News, typically provide comprehensive news coverage. In some cases, these papers may even break Texas latest news stories themselves. While subscribing to the papers is one way of getting access to local reporting, you can also visit their websites. Some may have paywalls that block users from access without a paid subscription, but others have open access or a limited number of free articles per month. If you're looking to support local news in San Antonio, Texas, and other parts of the state, subscribing to a local paper isn't a bad idea.Local News ChannelsThanks to its size, Texas is home to a number of different local TV stations from major networks. Big cities like Dallas, Houston and Austin all have local stations, and you can find coverage specific to those areas or to the state as a whole from these networks. Local news doesn't necessarily air throughout the day via these networks, so if you want breaking news coverage at times other than the standard news hours, you can check Texan news channels' websites.Local Public RadioTexas is home to a number of different public radio stations that provide local news coverage both online and over the air. There isn't one single Texas public radio broadcast system, but rather a number of smaller regional affiliates that cover much of the state. You can find the NPR affiliate closest to you by performing an internet search for terms like "Texas public radio station [closest big city to you]." These public radio stations may broadcast updates on breaking news as it happens, or they might provide information on their webpages or social media accounts.State Government AgenciesAgencies like the Texas Department of Transportation often have a social media presence that can provide useful information about current events. Most often, this focus will relate to the agency's area of expertise. The Department of Transportation, for example, might use social media to discuss current weather conditions that cause hazards on the road.National News SourcesIf you're interested in breaking news in general and not just the latest news in Dallas, Texas, and other parts of the Lone Star State, following national and international news sources can be a better way of staying aware of current events. Your local news outlets will likely report on these events, but they might not actually break the stories, which means they'll find out about them from the same national and international sources you can use. Whether it's a cable news channel, a newspaper with a national focus such as The Washington Post or The New York Times, or even just a particular journalist you trust and like to follow on social media, there are a lot of different ways to learn about major news. MORE FROM QUESTIONSANSWERED.NET

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