

CATERING LAM



Zambrero



Catering

Part of your LAM (Local Area Marketing) activity can include reaching out to local offices and businesses to explore catering opportunities. There are many ways we can get our delicious burritos in front of local teams and workplaces.

Potential Catering Opportunities

- Office Catering: Businesses may provide free lunch days for their staff.
- Event Catering: Offices may host pop-up events or themed staff days such as Cinco de Mayo celebrations.
- Employee Discounts: Some offices may not have the facilities for full catering but still want to provide a lunch option for staff. In these cases, a company-supported employee discount can work really well.

Where Do I Start?

Our good friend, Google ! Look up:

- Local offices
- Business parks
- Shared working spaces
- Corporate buildings nearby
- Local Clubs and Teams

These businesses do not need to be within walking distance. Catering orders are generally planned in advance, so businesses within a 15-minute radius can still be great opportunities.



It can take a bit of groundwork, but the best approach is often introducing yourself directly!

From your initial contact, you will be able to understand what demand their is, a suggestion is to offer an introduction catering deal (€10 per burrito or bowl) for their first order, to encourage a first order. From there - I'm sure there will be plenty of positive feedback and a second order!

- Learn more about their needs
- Build relationships
- Explore how you can work together

- A few menus
- Your contact details
- Catering forms/information sheets

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Catering Assets



To help support your outreach, we have a number of catering assets available:

- Catering Forms
- Digital Screens
- Posters - Especially for Shared Spaces, ask if they have a bulletin board.
- Imagery
- Promotional Video

These can help communicate your catering offering and create awareness within local offices and communities.

Custom Assets

Please submit a brief on the portal if you would like tailored assets such as:

- Flyers (This could include a local map, QR code, A local Promotion etc)
- Posters (This could again, have a map or a special catering offer)



Following Up & Emails

Following up is key. After visiting, send a friendly follow-up email thanking them for their time, reintroducing your catering offering, and sharing your contact details again.

Even if they are not currently interested, staying in touch can help keep Zambrero top of mind for future events and office lunches.

Again, this can take a lot of work and consistency, but when done well it can lead to fantastic opportunities, stronger community relationships, and overall brand awareness as you continue meeting more people in your local area.

We have already seen some great success trialling this within Head Office's local WeWork offices, and **a special shoutout to Laura from Ardkeen** who has been busy working on this project for her restaurant and has started getting results.

Example : WeWork



Who are WeWork?

WeWork is a flexible workspace provider, home to businesses of all sizes. Our Head Office is based within a WeWork location, giving us the opportunity to build relationships with the community and event teams on-site.

The Opportunity

We learned that WeWork regularly hosts community events for members, such as:

Breakfast mornings | Networking events | Seasonal celebrations |

With National Burrito Day approaching, we identified an opportunity to introduce Zambrero Catering to their event programme.

The Approach

1. Introduced ourselves to the WeWork team and explained who Zambrero is.
2. Expressed interest in supporting upcoming member events through catering.
3. Followed up via email with a simple proposal:
 - Complimentary burritos for an initial activation.
 - Additional burritos available at a catering rate of €10 per burrito.

Working Together

Rather than managing individual orders ourselves, WeWork suggested using their internal event ordering system.

This allowed:

- Members to select their own burrito preferences.
- Accurate order collection.
- A smoother experience for both teams.

Event Delivery

On the day we:

- Set up on-site for the event, delivered freshly prepared burritos
- Included Zambrero merch and some printed flyers

The Result

The event was well received and helped establish Zambrero as a trusted catering partner within the WeWork community.

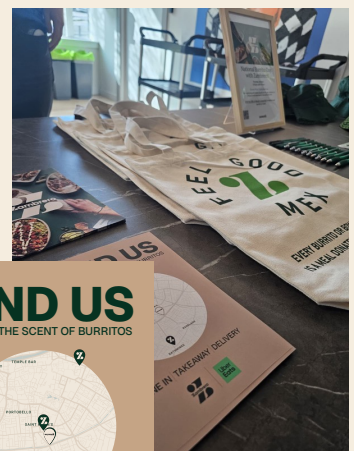
Following the activation:

Another WeWork location approached us regarding a Cinco de Mayo event. We requested introductions to additional nearby locations to continue building relationships.

Key Takeaway

Every catering partnership starts with a conversation.

Take the time to understand the client's needs, be flexible in your approach, and focus on building long-term relationships rather than securing a single order.



Promoting Online



Digital Promotion Opportunities

Local catering opportunities aren't limited to face-to-face networking. Digital channels can help you reach businesses, offices, schools, sports clubs and community groups within your area.

LinkedIn

LinkedIn can be a powerful tool for generating catering enquiries and building local business relationships.

Use LinkedIn to:

- Connect with Office Managers, HR teams, Workplace Experience Managers and Event Coordinators.
- Reach out to local businesses and introduce Zambrero Catering.
- Share catering success stories and event photos.
- Engage with local business communities and networking groups.

Example Message:

"Hi Sarah, I'm from Zambrero Thomas Street. We provide catering for office lunches, team meetings and corporate events. I'd love to introduce myself and learn more about any upcoming events where we may be able to help."

Tip: Focus on starting a conversation rather than making a sales pitch. Understanding a business's needs often leads to stronger long-term catering partnerships.

Meta Advertising (Facebook & Instagram)

Target people and businesses within your local area.

Consider promoting:

- Catering platters and packages
- Seasonal events (Christmas, Cinco de Mayo, National Burrito Day)
- Office lunches
- Corporate meetings and team events

Even a small budget can help increase awareness among local businesses.

Organic Social Media

Regularly feature catering on your social channels:

- Catering deliveries
- Event setups
- Customer testimonials
- Behind-the-scenes preparation
- Team lunches and office events

Remember: if people don't know you offer catering, they won't think of you when an opportunity arises.

Influencer & Community Partnerships

Partner with:

- Local content creators
- Business communities
- Sports clubs
- Universities and colleges
- Networking groups

A simple event or catering collaboration can introduce Zambrero Catering to hundreds of potential customers.

Key Takeaway

Be visible where your customers are.

A combination of networking, social media and targeted digital activity can help keep Zambrero Catering top of mind when local businesses are planning their next event.