

# *Cacciatore* Catering The Community Campaign

*loved + made fresh*



# Table of Contents

Meet the  
team

Campaign  
Statement

Business  
Goals

Objectives

Audiences

Tactics



# Our campaign statement

Cacciatore Catering aims to support the homeless community in Gainesville by donating surplus food to local shelters.





# Our Business Goal

Decrease hunger  
among the homeless  
population in  
Gainesville, FL.



# SWOT Analysis

## Strengths

20 years of success  
with large corporate  
clients including UF

## Weaknesses

Lack of relationship  
with the overall  
Gainesville  
community

## Opportunities

Build awareness of  
both the homeless  
population and  
Cacciatore Catering  
to reach more people,  
increase sales and  
impact lives

## Threats

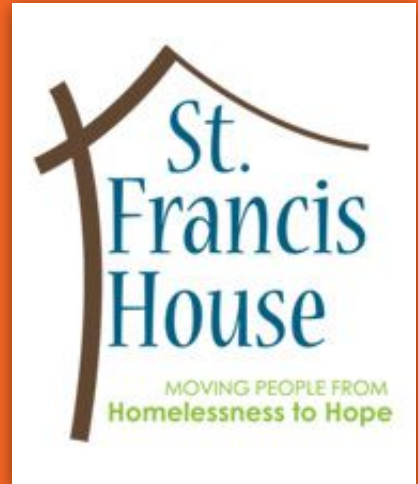
Competing catering  
companies in the  
Gainesville area

# Objectives

- Increase social media following by 200% by April 1, 2023
- Increase Cacciatore local engagement by 50% by April 1, 2023
- Eliminate internal food waste by 100% by April 1, 2023

# Audiences

- Corporate clients
  - University of Florida



# Strategies

Branding

Publicity

Social reach



# Our Partner: **St. Francis House**

- Feeds **100-200 people per day**

**“Food is our biggest need, and with rising food costs it’s been difficult. We are able to provide meals to all of our guests, however we do have to use a lot of the same basic ingredients (rice, beans, potatoes, etc.), so variety has been limited. Majority of our food comes from donations from the public, so we depend on the support of the community to provide food to those most in need.”**

# Tactic #1

Food left over from Cacciatore events will be donated to **St. Francis House**, 413 S Main St, Gainesville, FL 32601.

Cacciatore will use a food truck to deliver the food to the shelter every Saturday.

## Tactic #2

Flyers will be posted around Gainesville for those without access to phones.

The campaign will be documented on @CacciatoreCatering social media platforms via Instagram, Tik Tok and Facebook.

**Cacciatore Catering**

# **ST. FRANCIS OPEN TABLE**



**EVERY FRIDAY @6**

**JOIN US FOR SOME DELICIOUS  
MEALS**

## **CHOOSE FROM**

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**PORK CARNITAS**

**CAESAR SALAD**

**GROUND BEEF**

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**FAVORITE FISH**

**CRISPY CHICKEN**

**ALL-VEGGIE**

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## **HOURS**

Every Friday @6

## **FOLLOW US**

Facebook: @cacciatorecatering

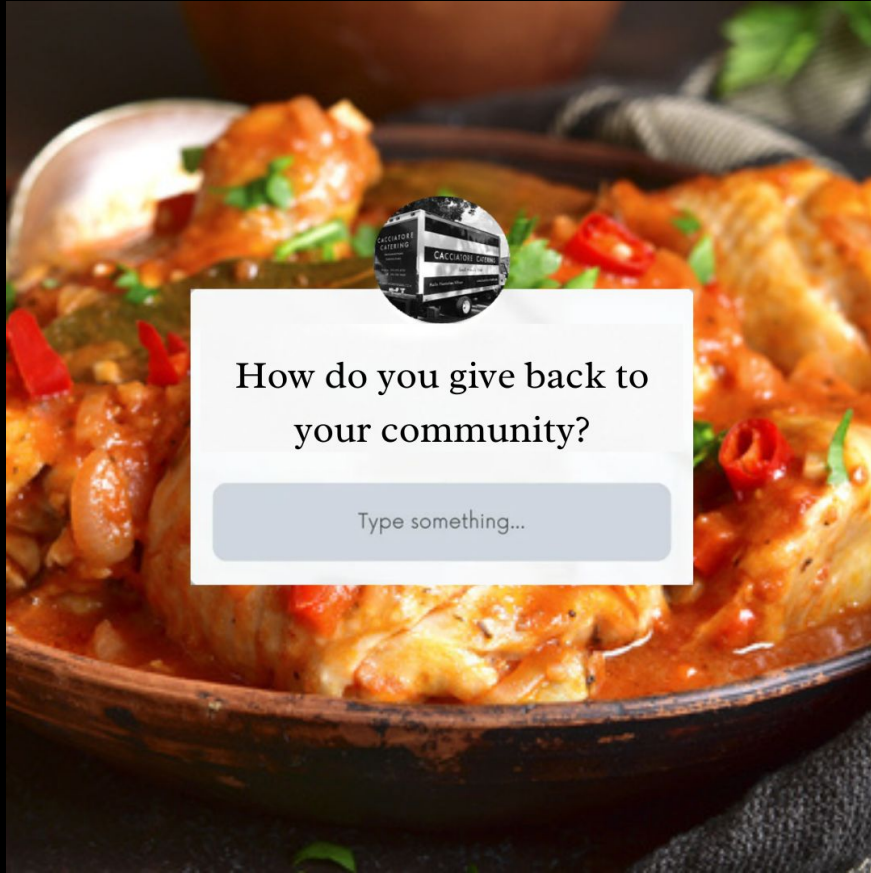
Instagram: @cacciatorecatering

352-378-9079

<https://www.cacciatorefood.com/>

413 SOUTH MAIN STREET GAINESVILLE, FL 32601

# Social Media



**CacciatoreCatering**

@CacciatoreCatering

If you are passionate about serving your community, this post is for you! Cacciatore Catering is happy to announce that we will be supporting the homeless community in Gainesville by donating various meals to local shelters. Come to the St. Francis House at 413 S Main St, Gainesville, FL 32601 to volunteer and pass out food to the homeless shelter. This opportunity will allow volunteers to be a part of a good cause and will bring our community closer together. The pictures below show a few of the delicious meals we will be sharing! Visit this link for more information and to sign up to volunteer! #CacciatoreCatering

<https://www.cacciatorefood.com/contact>

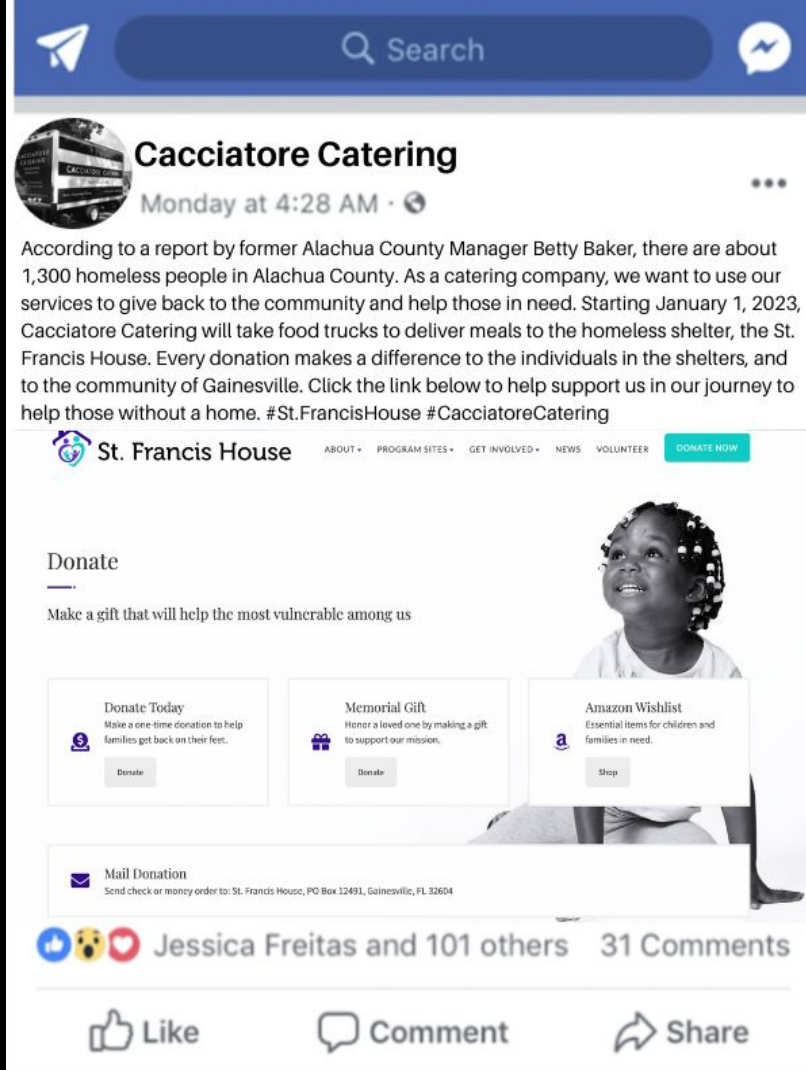


7.7K Retweets 43K Likes





# Social Media



# Primary Research

- ~200 events per year
- Guest total per year: ~10,000 people
- Dishes per event: ~10
- Food trays/ dish: ~3 trays
- Number of trays left over for a 50-person event: 1 tray per food item

# Survey

According to a survey answered by 50 UF students

- Only 2% said food waste is **never** on their mind.
- 72% said an organization's food waste policy affects their perception of the business.

# Secondary Research

- The meetings industry in the U.S. spends about \$48 billion on food and beverage yearly
- 30-40%, or 63 million tons, is wasted
- Meetings and events generate about \$21 billion of that waste

<https://www.pcma.org/food-waste-efforts-howto-sustainability-events/>

# Secondary Research

- Estimated 1 pound of waste per attendee per meal

# of attendees x # of meals = estimated # of pounds of  
waste

200 attendees per week x 1 meal = 200 pounds of waste  
per week

<https://www.ecosystemevents.com/how-much-waste-will-your-event-generate-event-waste-estimate-formula-2/>



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## In the future

- Expand outreach to other shelters in the area
  - Extend schedule and hours throughout the week
  - Additional food trucks and locations
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