iL MAESTRO

CATERING PROFIT AUDIT · FINDINGS

# Sample client: a Miami **pizza and pasta caterer**

PREPARED BY IL MAESTRO · ONE EVENT REBUILT · 8 MENU ITEMS COSTED

**SAMPLE REPORT**

The numbers come from a real 50-guest event. The business name, the invoice number and the dish names have been changed. Each number is tagged Certain, likely or guessing, so you know how much weight it can carry.


**SUMMARY**

We rebuilt one real event, a pizza and pasta station for 50 guests in June 2026, from your invoice, your costing sheet and your Restaurant Depot and Gordon Food Service receipts. The engine reproduces the invoice exactly: subtotal $2,794.70, total $2,990.33 with tax (Certain).

On paper the event kept $1,843, a 66% margin (likely). That number is too high, because the pasta, meatballs and focaccia have no recipe costs and delivery has no cost at all. The clearest leak is labor: you billed staff at exactly what you paid them, so the $720 of labor earned you nothing (Certain).

Fixing labor and the burrata salad alone is worth about $270 per event, or about $27,000 a year at 100 events (guessing: we don't know your yearly event count).


| NUMBER | TODAY | AFTER THE FIXES |
|---|---|---|
| Labor markup | 0% (Certain) | 30%: +$216 per event (likely) |
| Burrata salad food cost | 69% (likely) | 35% (likely) |
| Margin shown for this event | 66%, overstated (likely) | Known once pasta and delivery are costed |

## YOUR TOP MONEY LEAKS

| # | LEAK | PER EVENT | PER YEAR (100 EVENTS) | FIX |
|---|---|---|---|---|
| 1 | Staff billed at cost | $216 | $21,600 (guessing) | Bill rates of $58.50 and $32.50 per hour |
| 2 | Burrata salad priced below cost target | $55 | $5,500 (guessing) | Price $40 per batch, or half the burrata |
| 3 | 28% of revenue has no food cost | Unknown | Unknown | Cost the pasta, meatballs and focaccia |
| 4 | Delivery has no cost recorded | Unknown | Unknown | Track van, fuel and loading time |

### 1. Staff billed at what you pay them

**WHAT WE FOUND** 1 executive chef at $45 an hour and 3 sous chefs at $25 an hour, 6 hours each, billed at the same $45 and $25. You confirmed these are the wages paid (Certain).

**WHY IT MATTERS** $720 billed, $720 paid, $0 kept. You are carrying the risk of no-shows, overtime and the 1099 paperwork for free. A 30% markup adds $216 to this event (likely).

**THE FIX** Bill $58.50 an hour for the chef and $32.50 for each sous chef. Most planners compare the total per guest, not the labor line, so this is about $4.32 more per guest (likely).

### 2. Burrata salad

**WHAT WE FOUND** Each batch costs $13.88 in ingredients and sells for $20: 69% food cost. 8 were sold at this event (likely, from Restaurant Depot burrata at $6.49 per pound).

**WHY IT MATTERS** At a 35% target this item should cost you $7 per batch. The gap is about $55 per event when 8 are sold (likely).

**THE FIX** Raise it to $40 per batch, or keep $20 and cut the burrata in half. Pick one and test it on the next 3 quotes.

### 3. Pasta, meatballs and focaccia have no food cost

**WHAT WE FOUND** $789.70 of the $2,794.70 subtotal (28%) comes from rigatoni, meatballs and focaccia with no recipes in your costing sheet (Certain).

**WHY IT MATTERS** The 66% margin assumes those cost $0. Until they are costed, you cannot know if they make or lose money.

**THE FIX** Send us grams per tray for the 2 rigatoni dishes, the meatball tray and the focaccia. It takes about 20 minutes.

### 4. Delivery has no cost

**WHAT WE FOUND** 3 trips at $75 were billed ($225) and propane was billed at $20 a tank, but no vehicle, fuel or loading time was recorded as a cost (Certain).

**WHY IT MATTERS** If each trip takes 2 hours of a $25 staff member plus $15 of fuel, delivery roughly breaks even (guessing).

**THE FIX** Log the time and miles on the next 3 events, then set a per-mile or per-zone rate.

YOUR MENU AT A GLANCE

| ITEM | COST PER UNIT | PRICE | FOOD COST | NOTE |
|---|---|---|---|---|
| Pistachio calzone | $15.28 | $22 | 69% | Pistachio cream used inside and outside. Reprice or change the recipe. |
| Burrata salad (batch) | $13.88 | $20 | 69% | See leak 2 |
| Dessert pizza | $4.29 | $16 | 27% | OK |
| Mortadella pizza | $5.81 | $22 | 26% | OK |
| Pepperoni and hot honey pizza | $5.64 | $26 | 22% | OK |
| White pizza with figs | $4.09 | $24 | 17% | OK |
| Chocolate hazelnut calzone | $2.91 | $22 | 13% | Understated: the hazelnut cream has no price |
| Margherita | $1.67 | $15 | 11% | Olive oil grams missing |

## What we could not check

- The hazelnut cream has no price, so the chocolate hazelnut calzone looks cheaper than it is.
- 18 of 32 ingredient prices have no receipt or date. They may be 2023 prices, including mozzarella, olive oil, pepperoni and prosciutto.
- Grams of olive oil on the Margherita and za'atar on the focaccia are missing.
- Food cost of the rigatoni, meatballs and focaccia (see leak 3).
- Your real number of events per year. Every "per year" figure here uses 100 (guessing).

## Next steps

1. This week: put the new labor bill rates on every quote you send.
2. This week: decide on the burrata salad (new price or smaller portion).
3. Within 30 days: send the pasta and meatball recipes and 3 delivery logs. We will rerun this event and confirm your true margin.

**Want this for your own menu?** The Catering Profit Audit is $1,500. If it doesn't find at least $1,500 a year in margin you can recover, you don't pay the second half. Start with a free 20-minute menu check at ilmaestropizzaiolo.com/book