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Create a Specialized Niche for Your Catering Business by [RhonaSilver](#)

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This is the time and era of specialisation where most people don't really mind shelling out extra money if they are getting services of a specialist in return. So, if you are not making much headway in your catering business at the moment then creating a specialized niche may just work out for you. Catering Queen Rhona Silver believed that only thing that limits caterers is their imagination. There are always customers looking for niche caterers that do one thing but do it better than anyone else and don't care for moolah it costs to hire them.

The idea of specialty caterers opens endless possibilities for those who have an imagination and are not afraid to try their own thing. For instance, while most caterers offer their services for any type of occasions, there are some that specialize in birthday parties or wedding parties. They must ensure that they make the event unforgettable for the clients with their innovative ideas and hard work.

Then there are caterers that specialize in ethnic catering. There is always demand for caterers that can provide good Thai, Italian or Indian food for those events where these communities are present in majority. For instance, Italians get together for the San Gennaro Festival, and Russian celebrate Maslenitsa, the Spring Festival. Kosher catering is another segment that has a wide scope. There are many different type of Kosher certification, where a caterer can specialize in either meat, fish dishes, or dairy dishes. Kosher caterers are expected to use strictly kosher ingredients and many of them enjoy exclusive contracts with the catering halls at large synagogues to provide food for all occasions such as weddings, bar and bat mitzvahs etc.

It goes without saying that Kosher caterers charge a premium over non-Kosher ones because its ingredients are more expensive and they have to stick to Jewish traditions and laws while cooking as well as serving food. The best thing is that you do not have to be Jewish to specialize in Kosher food.

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a [Rhona Silver](#) founded CaterBid.com with the aim of helping people find the most suitable and affordable catering options online for weddings, birthdays, engagements or any other occasion from the comfort of their home. To check out your options and get the best, most lucrative bids post your event at <http://rhonasilver.wordpress.com/>

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