

uFire.

WEDDING & EVENTS INDUSTRY

Food Is the #1 Thing Guests Remember About a Wedding. Make Yours Unforgettable.

Wedding catering is the #2 wedding budget line item — and the service couples talk about most afterward. uFire builds an ambassador network that turns every delicious wedding into word-of-mouth that fills your booking calendar.

THE PROBLEM

Why Wedding Caterer Businesses Struggle to Grow

Catering Discovery Is Entirely Word-of-Mouth

Couples ask married friends 'who did your catering?' before any other vendor question. Without ambassador content from satisfied clients, you miss the moment couples are actively asking.

Wedding Food Content Is Wildly Shareable

Stunning food displays, plated dinner reveals, dessert tables — this content performs exceptionally well on social media. Most caterers have no social presence to capitalize on it.

Tastings Convert — But You Have to Get to the Tasting

The biggest challenge for wedding caterers isn't conversion at the tasting — it's getting couples in the door. Ambassador content creates the awareness that leads to the tasting inquiry.

THE SOLUTION

How **uFire** Works for Wedding Caterer

1

Recruit Newlywed Ambassadors

We enroll couples who raved about your catering at their wedding. They post their food display photos, 'our guests are still talking about dinner' testimonials, and 'best wedding catering decision we made' posts.

2

Launch Wedding Food Content Campaigns

Stunning reception food display reveals, plated course showcases, 'food was the best part of the wedding' guest testimonials, tasting event highlights. Content that makes couples immediately inquire.

3

Pay Per Post, Fill Your Wedding Calendar

Flat per-post pricing. When couples are selecting their catering shortlist, your ambassador content has already created familiarity and desire for your food — and your name is at the top of the list.

THE NUMBERS

The Math Behind the Campaign

\$12,000

Average wedding catering contract (100 guests)

83%

Of couples chose their caterer based on a personal recommendation or previous event

18mo

Average booking lead time for premium wedding caterers

A 12-post ambassador campaign costs \$500–\$1,200. If it generates 3 new catering contracts at \$12,000 each, that's \$36,000 — a 30–72x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Wedding Caterer — powered by uFire.

ufire.ai/brands/wedding-caterer

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime