

SPOTLIGHT

Kimble's Food By Design – LaGrange, GA

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Naples, Florida –

When Shirley Barnes, Special Events Coordinator at Kimble's Food By Design, started with the premier food service company this year, there was only one thing missing.

“Shirley had been working at another company and had used our Caterease program,” says Alex Freeland, Caterease Sales Representative. “Once she started with Kimbles, she called and said she had to have it.”

With over twenty years in the industry, Kimbles Food By Design is one of West Georgia's premier food service companies. Their much diversified company provides food service to over twelve thousand people daily, offering such services as vending, catering, event planning, cafeteria services, corporate picnics and coffee programs.

Based on her previous experience with Caterease Event Management Software, Shirley knew that the state-of-the-art program would help her new company keep track of its bustling business. Powerful features like the Event Calendar and the many detailed reports allow her to quickly and easily check event activity for any day or date range, while cutting-edge tools like the Event Query put any and all information instantly at her fingertips.

“We love it!” Shirley says of Caterease. “I would recommend this program to anyone who wants to excel in event planning and scheduling. It's the best!”

Since 1985, Kimbles has coordinated more than 5000 corporate events alone, in addition to the variety of other events they manage. With advanced data-entry tools such as custom quickpick lists and drop-down calendars and calculators, Caterease makes the process of booking these events simple. In addition, the program's various query tools allow Shirley to instantly track her business based on several different criteria, allowing her to more accurately analyze the company's business.

“With Caterease,” Freeland explains, “Shirley can track her events based on whether or not they're corporate events, how that customer heard of her company, who the sales representative is or a host of other criteria. She can even completely customize reports using the powerful detail grids, and then print or export that information for use in other programs.”

According to Freeland, Caterease and Kimble's Food By Design are a perfect match. "Shirley had used our product before," he notes, "and sought us out to fill her new company's needs. That pretty much says it all, doesn't it?"

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

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