



CASE STUDY:
Catering By Michaels



"Improved profit margin and digitized our production"

BACKGROUND

Catering by Michaels is a large, full-service and delivery special event catering company in Chicago, Illinois, catering every type of event from weddings to corporate gatherings. In business for over 30 years, they understand how to bring an exceptional experience to every event they cater.

Since the beginning, Catering by Michaels has set itself apart as an innovative and award-winning business. A 4-time winner of the Jean Banchet Award for Culinary Excellence, they have also received countless NICE awards as well as several other accolades. They are very deliberate with every choice they make, which is why they did careful research when it came to finding a catering software – and even tried inventing their own. Their search led them to Caterease as the complete solution to help grow their business

EASE OF USE

According to Jeff Ware, Director of Operations, one of the biggest challenges Catering by Michaels had when searching for a software solution was finding one that was easy to use. Jeff noted that one of the first things that attracted him to Caterease was its similarity to Microsoft Office programs his team uses on a daily basis. "Caterease looks and acts like a normal computer program" he said.



GREATER EFFICIENCY

Prior to adopting Caterease, the company's Michaels on East location often struggled with missing or forgotten items for their events. Like other catering companies, the Michaels team would arrive on location on to discover that something had been overlooked – perhaps the corn cobs for corn on the cob or even specific serving plates for custom orders. The packing list, (or "required items") feature that Caterease has quickly become an invaluable resource to avoid these situations. Jeff went on to say that by adopting Caterease, "we have decreased missing items at events to less than 4%" – an incredible number considering the volume of events they manage.

VALUABLE INTEGRATIONS

Another invaluable advantage Caterease has brought to Catering by Michaels is the ability to integrate with their existing menu management program. Although Caterease does offer tools to track ingredients and costing, Catering by Michaels was already using another tool (Cost Guard) to manage this information. Through a direct integration with that program, Caterease is able to help Catering by Michaels perform real-time food cost analysis and improve their profit margin.

