



CASE STUDY:

Spice Catering Group



BACKGROUND

Spice Catering is a premier off premise catering group in the state of Connecticut, and has been catering weddings, corporate events, private parties and more for the past eight years. Their owner, Dan Biagioni, and their Executive Chef have a combined experience of 40 years in the catering, restaurant and food preparation industry – and specialize in giving their guests a truly unique experience.

As their popularity increased, the Spice Catering team knew they needed the right software solution to help manage their growing business. Dan had previously used Caterease Software prior to starting Spice Catering, and knew the program offered the tools he'd need to keep his new company organized.

FAST PROPOSALS

Since the beginning, Dan has seen his company grow in revenue year over year. In addition to the obvious efforts of his tremendously talented team, he also attributes that increase to how easy Caterease has made it to send quick proposals. Indeed, his wedding business in particular has been growing in the past few years – with clients reporting that they are receiving completed proposals from Dan before even getting an initial response from other caterers.



HISTORICAL DATA

Having quick and easy access to historical data within Caterease has been a huge benefit for the Spice Catering team. By easily tracking events on a weekly, monthly, or yearly basis, the team has been able to improve marketing efforts and drive sales with existing clients. Dan points to the ability to quickly review events from past years and instantly market to those clients for repeat business. With customizable query tools and easy batch emailing capabilities, Caterease makes this process a snap.

REMOTE ACCESS & NO MAINTENANCE

Since Spice Catering services the entire state of Connecticut, having remote access to Caterease has been a life saver. Dan and his Sales Managers are the primary users of Caterease, and he points out how great it is to be able to take the program with him wherever he or his team goes. Additionally, the state-of-the-art Caterease data center offers invaluable peace of mind – with backups, maintenance and even program updates automatically provided by the Caterease team at no extra charge.

