

Zingerman's[®] Catering

A MonkeyMedia Case Study - Zingerman's Catering



If you've ever been to Ann Arbor, MI, then you're sure to know about the Zingerman's Community of Businesses. Actually, chances are good that you know about Zingerman's even if you've never been to Ann Arbor, such is the reputation of this truly unique organization in the food industry. And what a community it is! What started as a small but ambitious little deli and food store in 1982 now counts seven separate businesses, all managed by partners who share the Zingerman's vision and passion for good food, fun work, and making a positive contribution to the community. The Zingerman's Family of Businesses includes: Zingerman's Deli and Catering, Zingerman's Bakehouse, Zingerman's Mail Order, Zingerman's Creamery, Zingerman's Roadhouse, Zingerman's Coffee Company, and ZingTrain, the latter a well-traveled operation that brings the collective Zingerman's know-how and expertise to other companies through

seminars and customized training workshops. But this case study is about catering, Zingerman's catering specifically, and why they chose MonkeyCatering from MonkeyMedia Software as their management system.

About Zingerman's Catering

Zingerman's Catering got its start alongside Zingerman's Delicatessen in 1982, bringing the Zingerman's experience to "full-flavored food lovers all over Michigan and the Midwest, reaching as far as Chicago, Cleveland and Indiana". The market focus for Zingerman's Catering is off-site corporate and full-service social catering to customers that value creativity and quality ahead of price. Zingerman's food and service is top-notch, made to impress and satisfy, and is sought after as much for this as for the cachet of having



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Zingerman's on the menu.

At the helm is Grace Singleton, chef, culinary school graduate and dedicated 'foodie' since she was 16. She surrounds herself with a dedicated crew of catering managers and event planners with a combined experience of more than 100 years in the food business. It's no wonder there's an endless depth to Zingerman's creativity and executional expertise.

Zingerman's Catering is actually one of MonkeyMedia Software's first customers. Ari Weinzweig, President and CEO of the Zingerman's Community of Businesses, first discovered MonkeyMedia at a food show in New York in 2002. Over the next 18 months, MonkeyMedia's senior management team made several trips out to Ann Arbor, and became engrained in what was a period of considerable evolution at Zingerman's. A solid cultural fit and a shared tenacious commitment to serving the customer made MonkeyMedia the obvious choice.

That was then...

Prior to switching to MonkeyCatering, Grace and her crew ran the catering business much like other caterers still do: on a Frankenstein-like combination of accounting software, paper and spreadsheets. There were no formal production reports for the kitchen, no automatic invoicing, and no ability to run reports for business intelligence and strategic planning.

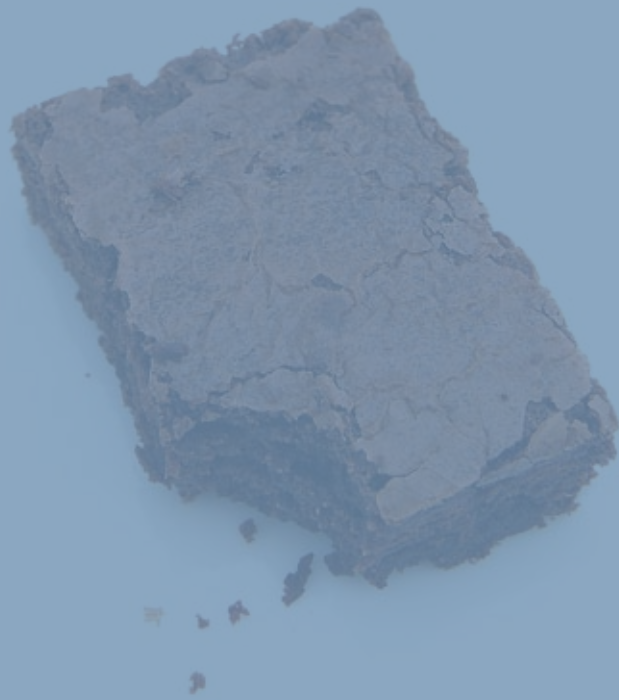
"We were not incredibly efficient," says Singleton.

"Manual processes and disparate systems caused us to spend a lot more time on data entry and administration, rather than on our customers. Not only were we more vulnerable to mistakes, but we had absolutely no ability, beyond our intuition, to manage our resources based on future orders. And forecasting sales was impossible."

If Zingerman's was going to attain long-term objectives



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needs, and because it's an online system, we maintain complete visibility and control from wherever we may be."

With MonkeyCatering a well-oiled platform for Zingerman's Catering, sales for 2007 reached a new high of \$1.6 million, up 13% over 2006. Some of the biggest impacts made by MonkeyCatering include the ability to determine the impact of future orders on sales and human resources. Detailed, real-time reporting lets Grace and her team see where orders come from (online, outbound or inbound) and how far in advance they come in. This allows her to plan production and asset consumption, and plan labor requirements. It also allows her to pinpoint where to focus future sales efforts based on availability.

MonkeyCatering also helps Singleton pinpoint her large accounts, how much they spend and on what products. Armed with this information, her sales team can focus

on key accounts, thank them for their business and offer them tailored incentives to keep coming back. It also lets them identify 'sleepy' accounts and target sales more effectively.

The bottom line

"In the food business, the ability to understand trends and react quickly to customer behavior can make a huge impact on the bottom line. With MonkeyCatering, the data I need to make better strategic decisions is usually no more than 2 mouse-clicks away," attests Singleton. "Other systems are notoriously difficult to extract relevant information. MonkeyCatering gives me all the tools I need to make better decisions, and it doesn't take me nearly as much time as it used to."

About MonkeyMedia Software

MonkeyMedia Software provides a range of web-based applications designed specifically for food service operations including catering, bakery, commissary, food factory, grocery and mail order. Founded in 1998, MonkeyMedia Software installations currently support more than \$300 million in annual customer revenues.

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