ce caterease
catering + event planning solution

CASE STUDY:

The Boneyard Truck

BACKGROUND

The Boneyard, a food truck and catering business located in San Francisco, California, has been revolutionizing barbecue in the bay area for over 7 years. After purchasing and renovating their first truck from a junkyard, owner Rich Mainzer set about providing great barbecue with a mobile perspective. After the success of that first truck, Mainzer and his team took it as an opportunity to build their catering business. Today, the business boasts two trucks and catering commissary, and caters all types of events from weddings to backyard parties – cooking all of their dishes on-site using either their food trucks or catering vans.

Like most businesses, The Boneyard had some growing pains when they first started out. Without a software system in place, they had no way to organize all of their events and other areas of their business. When an employee forgot to note and schedule an event for 75 people, they knew they needed a better procedure to help them facilitate business. After an initial software purchase failed to meet their varied and growing needs, they made the decision to switch to Caterease.

ONE TOOL RATHER THAN MANY

With The Boneyard Truck being a mobile business, Mainzer and his team needed one tool to organize all of their information rather than the many they were previously using. Additionally, it was important that such a robust system be easy to use. "Caterease does a great job at meeting those needs," Mainzer says. "We are trying to employ as many modules within Caterease that relate to our businesses as possible." Currently, the team at The Boneyard utilizes the Caterease interface with Nowsta online staffing software, as well as Zuppler Online Ordering and even the powerful Contact Manager add-in module to the program – so that Caterease is the single source that manages all information. Mainzer adds that he can't wait to explore more tools in the future as Caterease continues to constantly expand their product.

COST ANALYSIS

Sometimes barbeque can get a little complicated. With all the different sauces and the variety of food combinations, having a superior system for food costing, packing lists, menu item modifiers and online ordering has been very important to The Boneyard. Having once served 750 people within two hours from one food truck, the Boneyard team realizes the importance of having up-to-the-minute access to details for planning their food and event strategy. With Caterease, they can immediately evaluate the impact of any changes in real-time – and better service their customers and organize their business.

WEB INQUIRY

As The Boneyard quickly became successful in the San Francisco area, they needed a streamlined process to manage new leads and prospective events. The Caterease Web Inquiry module has done just that. Using a completely custom web form that lives on The Boneyard's website – designed by The Boneyard and built by Caterease – customers are able to submit catering requests directly into The Boneyard's Caterease program. It's been an invaluable way for Mainzer and his team to quickly book and organize new events and grow their business.