# caterease

catering + event planning solution

## CASE STUDY:

*Puff 'n Stuff*

**Puff 'n Stuff**

EVENTS|CATERING

## BACKGROUND

With locations in both Orlando and Tampa, Puff 'n Stuff Catering has provided excellence in catering to the entire Central and West Coast Florida regions for over 37 years. Managing every type of event from weddings to corporate functions, Puff 'n Stuff works with over 200 venues and handles more than 20 events per day. Their experience and passion for making memorable events makes the entire Puff 'n Stuff team stand out in the catering and event management industry.

As their business expanded over the years, the Puff 'n Stuff team began to search for a software solution that was dynamic enough to grow with them. After struggling with pen and paper and then with cumbersome, difficult to understand software, they finally found their way to Caterease. In the end, Caterease was the perfect application to help them manage their company.

## FEATURES & USER-FRIENDLINESS

Warren Dietel, owner of Puff 'n Stuff, says one of the main factors that attracted him to Caterease is its ability to manage both back of house and front of house operations. "The way it inventories everything from linen to equipment, and all of the ingredients that funnel into the recipes and cost management, make it really fantastic to use," he says. Of course, in addition to the many powerful Caterease we features that Puff 'n Stuff enjoys using, Dietel also points out the benefits of the program's user-friendly design – and how easy it is for someone new to get up and running quickly.

## PROPOSALS

With the large volume of events the Puff 'n Stuff team has to manage, they needed an intuitive system that allowed them to easily create amazing proposals. They needed a solution that was not only efficient, but also allowed them to maintain the unique, professional image that they had built for their company. According to Dietel, Caterease was the perfect choice. The quick, easy proposal processes Caterease offers helped his team boost efficiency – and the powerful print designing tools allow them to produce completely custom proposals that dynamically change in detail and even layout based on certain custom conditions.

## CENTRALIZED DATA

Prior to discovering Caterease, the Puff 'n Stuff team – like so many others in the industry – found themselves constantly having to re-enter data over and over in various places, from internal work orders to customer proposals and other communications. In addition to obviously slowing their process down, this duplicate data-entry greatly increased the likelihood of human error – creating the risk that back of house preparations and customer expectations might not be in synch. When Puff 'n Stuff switched to Caterease, all of that changed. "Caterease makes it easy to input the data into one central location," Dietel explains – adding that the program has also been great for pulling and customizing data into instant reports and queries that offer him valuable, real-time information about his business.