spoonfed

Tales from a Catering Company Owner

Tales from a Catering Company Owner

It is often said that 'experience is the best teacher'. We at Spoonfed have decades of experience of the ebb and flow of the industry, and understand the difficulties faced by caterers on a daily basis – that's why we started Spoonfed.

Dipping into the past, our owner, Willie Biggart shares the stories that inspired him to GetSpoonfed.

Panic at the Delivery!

"I remember a heart-pumping moment when I was covering for a sick driver. Arriving late at the head office of one of our top 5 customers, I found that nobody knew about the order.

I suffered even worse palpitations when I learnt from the smiling receptionist that the order was actually meant to be at their office across town … 5 minutes earlier."

Those heart-sinking moments and trying to avoid them were what made catering so challenging. But there are no such moments when you GetSpoonfed.

Its automated processes pick the right address, outputs drivers' running schedules, and with Google Maps integration you know exactly where you are meant to be and when, saving you from the palpitations!"
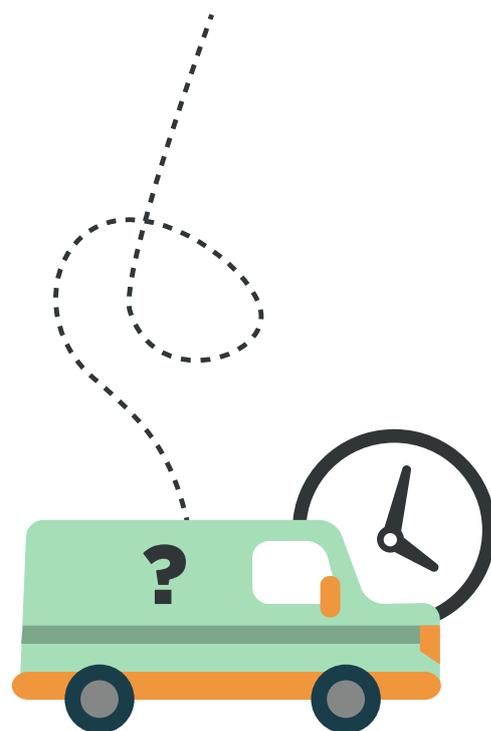
Bitter Sweet Orders

All caterers know how it feels to get a call from a dissatisfied customer: *"You haven't given me what I wanted … I asked for no tuna and no prawn sandwiches and I get 4. Why?"* I hated that call, and sadly they happened more than I would have liked.

Thankfully, all of this can be avoided with Spoonfed. The system captures, and stores, your customers' special preferences, reminding you every time they place an order via a special pop up. Your customers can input these when they order online and with Spoonfed's beginning-to-end functionality, these instructions flow through seamlessly into the kitchen prep sheets. Thankfully, with Spoonfed there are no more cringe moments.
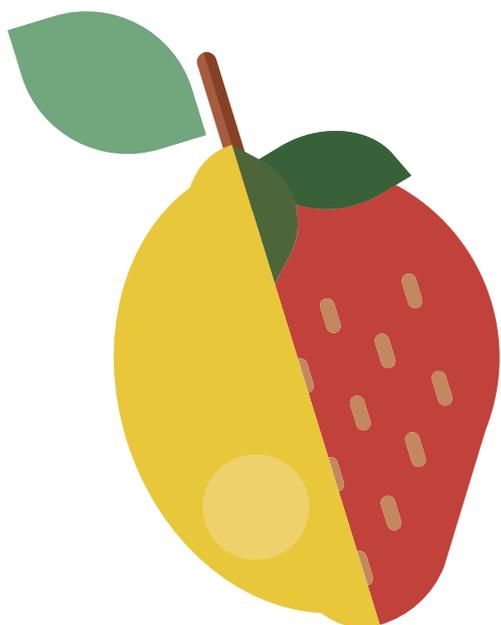
Bloomer Heck

"Is the BLT on white, wholemeal or bloomer?" Constant *"what is that?"* questions drove me crazy.

Thanks goodness for Spoonfed – the addition of a production descriptor note, which you need only enter once in the back office menu, ensures it automatically appears on the kitchen prep sheets – *"serve on white"* saves the day, avoids making an 'Ass' out of 'U' and 'Me', I could get on with developing business without interruptions and no more unhappy customers.

The Nightmare Before the Weekend

Our bookkeeper hated Fridays – typing invoices, chasing missing reference numbers, then entering them into our Accounts System. She couldn't wait to get out the office for a well earned glass of Sauvignon Blanc.

With Spoonfed, all it takes is a few clicks and it's done! Plus with the option to bulk email, print or cross charge them in an all-in-one system you save time. And everyone can enjoy a Sauvignon Blanc knowing that all the bills are correct and out on time!

RIP INVOICES

Top of the Month

My team hated me asking questions – *"What are Menu 1 sales this month?" "Total Sales this month vs last?" "How many orders in for next week?"*

With Spoonfed, forget the paper search or count backs – all of this information is at your fingertips, in real time, leaving you with happy staff!

All I want for Christmas is...

I found it really hard to get my Christmas menus looking Festive. Then it took me forever to get all my contacts onto an Excel spreadsheet – in fact more often than not, I gave up.

Spoonfed's total integration with Mailchimp solves all of this and ensures your Christmas menus are on ALL your customers' desks first, looking great!

One for All and All for One...

"I want our month's orders on one invoice please" was often, not surprisingly, the norm for larger customers. Making sure everything got charged and all detail was captured was not easy – in fact, at times it was a real nightmare.
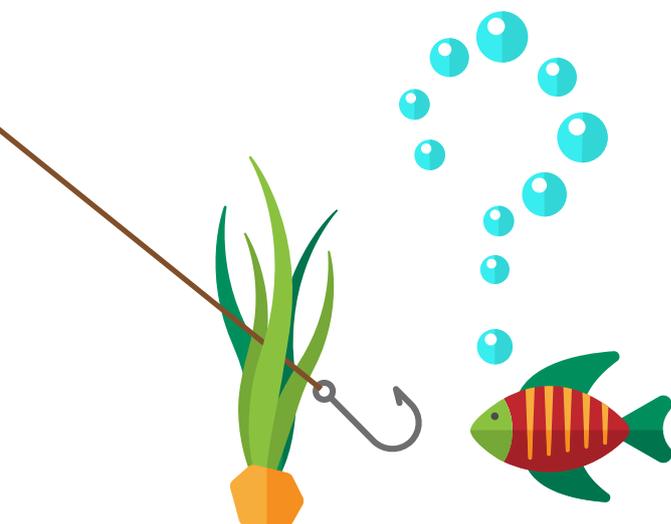
With Spoonfed, a few clicks and it is done!

So*fish*ticated Guesswork

"It is clear your Chef likes tuna mayo – your chef's choice selection was restricted to 5 tuna sandwiches". I hated it when Morag took the easy option after a late night out.

Spoonfed's prescriptive descriptors take the guesswork (and the easy options) out of the kitchen.

The More the Merrier...or Not...

"How do you know that is the correct number of portions for 20 people"

"Experience, sir"

"I see"

"Why are you counting the items?"

"Looks more – in fact there is a lot more than there should be"

With Spoonfed portion and item control there is no guesswork or lost margin. You get it right always and prevent waste.

Back to the Future

"You gave us a great St Andrew's night buffet last November – the Chinese delegation are returning with a new team this year and want the same again please". After a nightmare search through bundles of old orders and heaps of paper eventually, after 2 days, we found the order.

With Spoonfed re-ordering is easy – done with just a couple of clicks.

Always Be One Step Ahead of the Game

"You've charged us too much. The invoice is for more than we ordered".

"With respect, you received a confirmation email with a complete itemization on July 20 at 2:35pm. The value on the email is exactly the same as that on the invoice. You can see that the confirmation was for an amendment to the original Order, which you placed online on July 14."

"Ah yes – I see that now..."

Track order values and changes with Spoonfed – keep your billing accurate and your customers informed.