



## 3 SMALL FAST CASUAL BRANDS PROVING CATERING TECHNOLOGY IS AFFORDABLE

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Using catering technology as a marketing vehicle

Although catering makes up only 2% of Texas-based Eatzi's Market & Bakery's business, CEO Adam Romo said it was important enough to its reputational branding and digital marketing to mandate an investment.

"We use Catertrax for general CSM functionality such as customer database, order management, invoicing and payment remittance," he told FastCasual in an email interview. "The software licensing fees are very reasonable and utilizing technology like this is not discretionary if you want to maximize your catering business profitability."

Hoping to grow the catering business, the chain recently became the leading company for the Dallas area's local and visiting NBA, NHL and NFL teams.

"We have developed long-term relationships with Dallas-area professional sports teams, providing their athletes' meals for charter flights and practices," Romo said. "Our deep understanding of the teams' dietary and "athletic portioning" requirements combined with our high-quality, chef-crafted meals has enabled us to earn the trust and confidence of the teams and their athletes. In fact, many of the athletes also shop at our stores for their everyday meals. This trust has led to referrals and additional catering business with many of the visiting professional sports teams as well."

The catering technology platform allows the six-unit chain to easily and frequently customize offerings to suit almost any occasion.

"We have a lot of flexibility when it comes to how we can serve our customers seeking catering solutions," he said.