



MonkeyMedia™

S O F T W A R E

## San Francisco Soup Company Takes Catering to the Web with MonkeyMedia Software's MonkeyCatering™

*MonkeyCatering will enable reliable online ordering and detailed production management to support San Francisco Soup Company's expanding catering and delivery business*

**CHICAGO, IL – May 18, 2009** – MonkeyMedia Software, a provider of web-based operations solutions for the foodservice industry, today announced that San Francisco Soup Company has selected and implemented MonkeyCatering™ for improved catering and delivery operations. The first and only restaurant of its kind in the Bay Area, San Francisco Soup Company has 16 locations, including several outside of San Francisco in Oakland, East Palo Alto and Berkeley.

Amidst the current economic climate, San Francisco Soup Company recognized that it is more important than ever to keep customers coming back – and in this business, providing them with the most convenient ordering and seamless delivery is critical for ensuring customer satisfaction and loyalty. The company needed a system that was comprehensive on the back end and fast and efficient to use, as San Francisco Soup Company's customers are primarily business professionals who require a quick turnaround.

Steve Sarver, CEO of San Francisco Soup Company, knows that it's not just an online ordering system that will keep his customers coming back. "Our customers' satisfaction relies on our ability to deliver perfect orders every time. We need to have everything in place on the back-end to get the order correct and make each delivery successful, while also increasing operational efficiencies."

San Francisco Soup Company expects to see many benefits from implementing MonkeyCatering, including:

- **Front-end and back-end management.** With MonkeyCatering's comprehensive back-end infrastructure, San Francisco Soup Company will have complete visibility and management capabilities over every part of the catering process – from preparing the correct amount food to ordering supplies based on usage reports, to scheduling and completing deliveries on time.
- **Understanding the customer.** The company can easily run comprehensive reports from the web to see how frequently their customers order and to take note of what each customer is ordering, ultimately leading to a more efficiently run and better understood business.
- **High degree of customization.** Because San Francisco Soup Company's menu and soup selection changes daily, the MonkeyMedia Software support and implementation team continues to work directly with the restaurant to tailor the web-based package to meet their unique needs. For example, MonkeyMedia Software's team created a "Group Ordering" capability specifically for San Francisco Soup, enabling customers ordering online to "invite" others (for example, pharmaceutical representatives attending a meeting with the customer) to select their own soup and meal choices online as part of a single order.

"During our selection process, we looked at many different software solutions, but MonkeyMedia Software was, without a doubt, the best option for our business," said Sarver. "The MonkeyCatering solution was

highly comprehensive out of the box, with the ability to do small and large-scale customizations – a feature we found only with MonkeyMedia Software. Enabling online ordering is a ‘must’ in this industry, no longer a ‘should’ and we are excited to bring greater convenience and flexibility to our customers.”

“San Francisco Soup Company is a unique company, and we knew immediately that MonkeyCatering would be the perfect fit to help them take their catering and delivery business to the next level,” said Erle Dardick, CEO, MonkeyMedia Software. “We look forward to a long-lasting partnership and helping tailor our solutions to contribute to the ongoing success of San Francisco Soup Company.”

### **About MonkeyMedia Software**

[MonkeyMedia Software](#) specializes in web-based operations solutions for the foodservice industry. The company’s applications are meticulously designed to fit the way you work – whether you’re a small business, a medium-sized regional company, or an enterprise-class organization with coast-to-coast operations. With strong roots in catering and food production and their flexible, scalable web-based platform, MonkeyMedia Software delivers the next generation of enterprise-class management solutions for foodservice companies. [MonkeyMedia Software solutions](#) feature a complete front-to-back system to manage sales, production and supply chain, powerful reporting for real-time visibility and results-based decision-making, a 100% web-based platform that is configured to fit a unique business process and easy integration with current web and accounting systems. For more information on MonkeyMedia Software, visit [www.monkeymediasoftware.com](http://www.monkeymediasoftware.com).

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