



## **MonkeyMedia Software to Lead Panel on Best Practices in Catering and Delivery at the International Restaurant & Foodservice Show of New York**

*MonkeyMedia Software CEO Erle Dardick in educational panel on Best Practices in Catering and Delivery*

**Vancouver, BC Canada – February 23, 2010** – MonkeyMedia Software, a provider of web-based operations solutions for the foodservice industry, today announced that the company will moderate a panel discussion on the topic of “Best Practices for Growing and Managing a Serious Catering Business” at the International Restaurant & Foodservice (IRFA) Show of New York in New York City on Tuesday, March 2 at 1 p.m. EST at the Jacob K. Javits Convention Center.

Led by MonkeyMedia Software CEO Erle Dardick, the panel will include industry-leading operators such as William Stitt, National Director of Catering Sales, Ruby Tuesday Restaurants and Vance Carlton, former executive at both Einstein Noah Restaurant Group and Boston Market. The panel will draw from the panelists’ 50+ years of combined foodservice industry experience and will highlight catering and delivery best practices and how they’ve experienced success in driving sales and improving customer service. Specific topics of discussion will include:

- Why is catering and delivery important to your organization, and how does this manifest in your organizational structure, budgeting, etc.?
- What top three sales-focused activities does your organization implement to drive business?
- What are the top three operational processes your organization has in place to drive productivity and efficiency?

“Catering has become such an important part of foodservice operations, as many companies are experiencing growth in business and revenue with their successful catering programs,” said Dardick. “With our exciting panel line-up, we plan to educate foodservice operators on the best ways to leverage a catering program to drive sales, bring in more customers and build sustainable loyalty.”

MonkeyMedia Software will also exhibit at IRFA in booth #2137 and will showcase their MonkeyOnlineOrdering™ and MonkeyCatering™ solutions that drive restaurant and catering growth, increase sales, unify order processing, increase operating efficiency, maximize store resources and increase scalability.

For more information or to meet with MonkeyMedia Software at the IRFA Show of New York, please contact Caitlin McClaugherty at [caitlin@ketnergroup.com](mailto:caitlin@ketnergroup.com) or 512.794.8876.

**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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