

Boudin Bakeries, San Francisco, CA

High profile bakery café Boudin Bakery (www.boudinbakery.com) has developed a successful catering program, with the help of MonkeyMedia software. With 22 bakery units and its signature waterfront restaurant, Boudin is arguably the No.1 bakery-café concept in the San Francisco Bay area. It is also an institution: established in 1849, it is currently the Bay area's oldest continuously operating company. A long lineage of sourdough bakers holding true to tradition has earned the bakery the reputation as the quintessential purveyor of 'San Francisco sourdough'. Today, the Boudin family's initial recipe lives on in the hands and hearts of their expert bakers, who use a portion of the original mother dough to start each and every sourdough loaf they make.

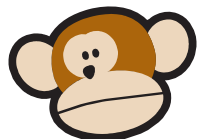
Driven by consumer demand, Boudin called on MonkeyMedia Software to help them manage their multi-unit catering operation with an enterprise, web-based platform. Today, Boudin Bakery fulfills a high volume of catering orders, including boxed lunches, platters, baked goods, fresh sandwiches, soups, salads & pastries.

The Situation

As corporate catering took off in the 1990s, Boudin enjoyed considerable success, building a new revenue stream that added handsomely to sales. As with most growing businesses, Boudin quickly found itself dealing with mounting complexity, and a lack of effective systems to keep track of its new revenue stream. Using nothing more than paper and pencils, the catering teams were finding it increasingly difficult to track orders and had no visibility into how the business was evolving. By 2005, catering sales had grown significantly, and systems needed to be put into place to ensure continued success and profitability. David Wolfgram, CEO of Forklift Brands, Boudin's parent company, recalls: "our baking operations (managed by MonkeyBakery, also from MonkeyMedia Software) and our retail counter sales were

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well managed using dedicated, professional systems to ensure productivity and efficiency, but our catering business had no equivalent. We knew we were leaving money on the table.”

Teaming up with MonkeyMedia Software

Boudin Bakery was already well acquainted with MonkeyMedia Software on the baking side of the business, using the MonkeyBakery ERP platform to run its bakeries since 2003. When the catering business began to grow and it was obvious that a better system was needed to run it, MonkeyMedia

integration into their Micros POS infrastructure, centralized order management, consolidated store-level production management, labeling, box lunch and platter management, visibility into order history, inventory and accounts receivable. Being able to do all this via a Web-based platform that didn't require any additional hardware or software installations was another tremendous benefit, reducing upfront costs as well as long-term maintenance requirements.

Programming MOO and MonkeyCatering around Boudin's requirements required commitment, but as



Catering sales have grown 300% - a level of success that would have been impossible prior to implementing MOO and MonkeyCatering.



Software became an obvious candidate with their MonkeyOnlineOrdering (MOO) and MonkeyCatering platforms -- powerful and highly customizable management systems designed exclusively for multi-unit catering operations. In fact, MOO and MonkeyCatering were the only platforms capable of satisfying Boudin's unique requirements and specifications. This included online ordering, seamless

Wolfgram acknowledges, “in the end we came out with a fantastic product. The entire MonkeyMedia Software team is exceptionally strong, and even as they grow, they continue to invest time in their customers and work really hard to meet their needs.”

The Results

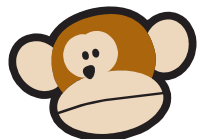
Boudin Bakery is extremely pleased with MOO and MonkeyCatering. Since putting the platform in

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place, catering sales have grown 300% - a level of success that would have been impossible prior to implementing MOO and MonkeyCatering. The catering team has better tools and information at their disposal and senior management enjoys greater visibility and control over the business. Every aspect of the operation has seen a positive impact from MOO and MonkeyCatering: business development and sales have increased exponentially, production is more efficient and customers are happier. In the restaurant business, that's a recipe for success.

“The back-office functionality alone saves us hours of effort each week, easily justifying the investment,” says Wolfgram. “We have much more accurate data for our entire catering business, and we’re able to make better decisions about its future growth. MonkeyMedia Software has proven its worth as a vendor, and they remain an immensely important partner to our business. I don’t think we would have been able to grow as we have without MonkeyMedia Software.”



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David Wolfgram, CEO Forklift Brands (Boudin’s parent company)



About MonkeyMedia Software

MonkeyMedia software provides web based software for multi-unit restaurant operators and food manufacturers. Our goal is to service you with world class solutions that are aligned to your core business strategy.

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