

Fine Catering by Russell Morin averages 290 weddings per year with EventMaster

About Fine Catering by Russell Morin

Founded in 1911 by the current generation's grandfather, J.B. Morin, Fine Catering by Russell Morin is a proud member of Morin's Diners, Inc. The company began as a small family-owned diner in Attleboro, Massachusetts. As popularity for the diner grew, J.B. ventured on and opened another diner in the early 1930s, and in the early 1940s Ralph Morin hopped on board and expanded the diner into off-premise catering. Now, its fourth generation of owners, R. Russell Morin and William Morin, have taken their passion for the family business and turned it into a fine-dining experience.

Weddings make up more than half of their yearly sales, with an average of 290 weddings per year. Other offerings include events such as corporate gatherings, social galas, bar mitzvahs, and more.

The Perfect Solution

Fine Catering by Russell Morin generates approximately \$10 million in catering sales each year. To manage their growth, they looked for a solution to increase sales while decreasing staff workloads. Thanks to CBORD's EventMaster®, they were able to accomplish both.

CBORD's EventMaster Enhances Growth

As an off-premise catering company, Fine Catering by Russell Morin requires organization, and EventMaster does just that! The event management software handles all the details, including coordinating DJs, florists, bands, and other entertainment. EventMaster is used throughout the entire company, from sales and production to the operations department. It keeps the entire staff coordinated to efficiently deliver the best quality service to its customers.



Russell Morin sees EventMaster as an absolute necessity to the running of his company: "CBORD's EventMaster software pretty much runs the company for us. It is incredibly efficient and last year it increased our sales by \$1 million! That would not have been possible without it!" Prior to using CBORD's



EventMaster, Morin and his staff developed their own event management software program. They soon realized it didn't meet their needs: the program had numerous problems and tasks had to be done manually, which slowed progress. With the help of EventMaster, a staff member can now enter an event into the program and send the orders to the kitchen without the hassle of paperwork.

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To Fine Catering by Russell Morin, the most important aspect of EventMaster is that costs and margins are visible as staff members plan events. They have the ability to price it right, thereby consistently meeting their sales and profit goals. EventMaster even allows for back-of-the-house management,



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which covers staffing, equipment, room diagrams, outside services, and reporting options. From the moment a customer inquires about their services, right on through to billing, EventMaster has provided Fine Catering by Russell Morin with their own personal assistant! Other benefits and features include the following:

- Easily tracks customer and event information.
- Automatically generates proposals, contracts, and other customer correspondence.
- Eliminates double bookings.
- Uses a trace file feature to see who needs to be called to finalize menus and guest counts, solicit new business, etc.
- Manages the scheduling and payment of staff.
- Automatically adjusts menu quantities when guest counts change.
- Manages and bills for third-party goods and services.
- Automates accounts receivable functions including deposits, invoicing, statements, and aging.

Expert Advice from Russell Morin

“My advice to new users is to take the time and understand what you have to do in order for the product to best suit your needs. CBORD® has been incredibly helpful and has always come through and done well for us. So if any questions arise, you can feel confident in CBORD’s abilities to provide you with a knowledgeable and helpful support staff.”

Fine Catering by Russell Morin is currently upgrading to CBORD’s EventMaster® PLUS! which integrates with Foodservice Suite® for even more advanced food production needs.

Integrated Food Service Management

Fine Catering by Russell Morin’s upgrade includes the food production, recipe management, purchasing, and inventory modules. With these capabilities they will gain further efficiencies, including the following:

- Use of booked events to project precisely how much food and beverage they need to order.
- Ability to send orders directly from their CBORD system to their vendors.
- Capability to have purchasing data update recipe costs so they will have accurate food costs and margins for their events.
- Use of production reports to help organize staff. Production reports sort by Preparation Area and Production Shift for easy, logical sorting of tasks.
- Simplified inventory and ability to identify products that have high variances.

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