



Fine Catering by Russell Morin Enjoys Competitive Edge with CBORD's Food Service, Catering, and Event Management Software

Last year's sales increased by \$1 million with CBORD's EventMaster

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Ithaca, New York—The CBORD Group, Inc., is pleased to announce that Fine Catering by Russell Morin recently upgraded its food service, catering, and event management software to include the Foodservice Suite® and EventMaster® *PLUS!* Already managing its off-premise catering business with EventMaster® from CBORD® for more than twenty years, Fine Catering by Russell Morin's decision to upgrade to EventMaster *PLUS!* and add the Foodservice Suite was easy.

Fine Catering by Russell Morin (www.morins.com/) is a proud part of Morin's Diners, Inc., a family-owned business started by current owner Russell Morin's grandfather, J.B. Morin, in 1911. In 1982, Fine Catering by Russell Morin became a facility. Today its two locations in Newport, Rhode Island, and Attleboro, Massachusetts, employ more than two hundred highly trained and well-groomed service personnel. Fine Catering by Russell Morin is an off-premise caterer specializing in everything from weddings to corporate events and deliveries to social galas throughout Rhode Island, southern Massachusetts, and northern Connecticut.

As a highly successful and well-respected catering company, Fine Catering by Russell Morin's organizational needs are great. Owner Russell Morin reflects on his company's operations before implementing EventMaster: "Prior to using EventMaster, our catering management was very labor intensive. Our purchasing manager manually spent hours figuring what certain recipes called for and when they were needed."

EventMaster was the first catering and event management software Fine Catering by Russell Morin implemented, and the company has stuck with CBORD ever since. The organizational advantage provided by EventMaster supplied the basis for Fine Catering by Russell Morin to become a premiere off-premise caterer.

Among the benefits Fine Catering by Russell Morin has enjoyed over the years, thanks to EventMaster, are improved efficiency and streamlined catering booking and execution of events. "It is our basis for transmitting information from sales to the relevant departments. By doing so in a timely manner we can communicate faster and respond to our clients quicker. Also, it serves as our calendar and allows us to know if we can or cannot take on more events," says Morin.

Fine Catering by Russell Morin generates approximately \$10 million in catering sales each year. 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!"

Recently Fine Catering by Russell Morin added EventMaster *PLUS!* and the Foodservice Suite to its plate of CBORD solutions. Morin believes the decision to upgrade was "the logical next step

toward helping us develop an organization with a sustainable competitive advantage our competitors will find hard to mimic.”

Once all systems are fully implemented, the combination of CBORD's food service, catering, and event management software is expected to make a marked difference in Fine Catering by Russell Morin's operations. Morin anticipates that full implementation “will make an effective organizational change for us in food production. It will be more streamlined, cost effective, and efficient, and it will drastically improve our inventory management system.”

About The CBORD Group

The CBORD Group serves caterers and event managers, colleges and universities, healthcare facilities, chain restaurants, supermarkets, continuing care facilities, corporations, and a host of other market segments. CBORD's products are used in food service, catering, event management, nutrition services, online ordering, cashless dining, campus ID card privilege control, access control, integrated security, housing services, and other institution-wide activities. The CBORD Group serves more than 6,000 clients in the U.S., Canada, Europe, South Africa, the Middle East, New Zealand, and Australia.

The CBORD Group was founded in 1975. Today it employs more than 475 professionals. To learn more about CBORD, visit us at www.cbord.com.

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