

Wolfgang Puck Catering maintains its style with CBORD

About Wolfgang Puck Catering

From campus pizza cafés to five-star Oscar affairs, Wolfgang Puck Fine Dining Restaurants always serve fare that's fresh and innovative. Their unique style doesn't stop at the food, however; it's an ideology that's evident in everything they



do. CBORD® helps their back office stay true to their signature style with catering management tools they can tailor to fit their needs.

When Wolfgang Puck Cooks, People Eat!

Wolfgang Puck knows a thing or two about good food. A native of Austria, Puck opened his first restaurant, Spago, on

Hollywood's Sunset Boulevard in 1982. More than two decades later, Wolfgang Puck is a world-renowned chef with several restaurants throughout the United States, including a series of Wolfgang Puck pizza cafés in locations such as Macy's in San Francisco and Minnesota, and the campus of the University of Southern California. With the addition of a major catering operation based in Las Vegas, the Wolfgang Puck family continues to thrive.

But it takes more than great food to guarantee the success of a catering operation. From scheduling venues and staffing an event to creating a customized menu, getting all your Peking ducks in a row can be a challenge! The Wolfgang Puck Fine Dining Restaurants knew this and looked to CBORD's EventMaster® for support.

CBORD Listens to Clients

EventMaster is a powerful catering tool, but for Wolfgang Puck Catering it was missing one essential ingredient: the ability to create customized documents. Rightfully so! Wolfgang Puck Restaurants have established an unsurpassed reputation that should be reflected in everything they do. CBORD took swift action and created WaterMark™, a document-creation tool for EventMaster.

WaterMark integrates CBORD's EventMaster software and Microsoft Word word-processing software to enable catering outfits to benefit from the rich feature set of Microsoft Word. Users can now spell-check their documents, then fax or email them directly from the application.



EventMaster®

"With WaterMark, we can easily customize our program for Wolfgang Puck Catering," said Kimberly Gora, Director of Catering for Wolfgang Puck Fine Dining Restaurants in Las Vegas. "I like the convenience of having everything I need in one program." EventMaster users now have the power to create fully customizable contracts, banquet event orders (BEOs), and other letters complete with logos, boxes, and graphics. "They'll never have to type another contract or confirmation letter by hand because WaterMark automates the entire process," explained Matt Gray, Product Manager for EventMaster. "Catering customers each have their own special kind of BEO. Users can now create fully customized BEOs arranged in columns or quadrants, or however they want. The best part is that they can do all of this easily using a tool that they probably already know."

The WaterMark feature is so simple to install, the user is up and running within minutes. "Everything went as smoothly as they had promised," said Gora.

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