

Haggen Market Street Catering continues to be its best with CBORD

Haggen, Inc.

Haggen, Inc., installed EventMaster® PLUS! catering software from The CBORD Group, Inc., at its Market Street Catering operation in Whatcom County, Washington.

Haggen, in business since 1933, operates twenty-seven supermarkets in Washington and Oregon under the Haggen Food & Pharmacy and TOP Food & Drug names. Catering is a new line of business for the established chain, and it's selected CBORD® to support management of Market Street, opened in August 2001.

Market Street Catering offers a complete menu of fresh, top-quality, expertly presented offerings, including party platters, boxed meals, lunch and dinner buffets, and selections from the Orient Express. A full-service floral department (including floral arrangements, balloon bouquets, and wedding floral) and custom cakes, made in Haggen's own "scratch" bakery, are just a slice of the full range of catering choices available to customers, along with "scratch" salads, featuring creations from internationally known food authority Graham Kerr, and a wine and beverage menu selected by Haggen wine specialists.

Haggen Gains These Benefits with CBORD's Catering Software

Haggen selected CBORD software to help with all aspects of catering, including back-of-the-house management, sales, revenue forecasting, and product movement analysis in its new business. Haggen has also made excellent use of EventMaster's document customization features to create bar-code scannable order sheets that are scanned at the point-of-sale system, providing complete integration with its enterprise sales and product movement databases.

EventMaster's Trace Date feature helps Market Street Catering follow up each year on birthday and anniversary orders, and the Packages feature assists staff in creating orders for customized box lunches and platters. Customized production and delivery sheets, invoices, contracts, proposals, and follow-up letters enhance Market Street's branded look. The Accounts Receivable module adds convenience by tracking charges, deposits, and final payments for customers having a Haggen account.



MARKET STREET CATERING



Haggen has a long history of innovation in the supermarket industry. It was the first grocery store in the U.S. with an in-store Starbucks coffee shop (1989), first with an FTD floral shop (1979), and first with an on-site home economist (1979). Today Market Street Catering consultants provide innovative services Monday through Saturday, helping customers arrange social and corporate catered events.

Haggen, Inc., is the largest independent grocer in the state of Washington. For more information on food management software from CBORD, go to www.cbord.com.

Simplify—Using EventMaster PLUS!

Free yourself from...

- Manually making lists
- Typing proposals
- Writing out bills

Focus on...

- Serving your customers
- Making your operation profitable & unique
- Enhancing your supermarket's food, décor, and style

Integrate & combine...

Your catering numbers with your Foodservice Suite® to make your life even easier!

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