

Snapfinger Catering Reaches Milestones

Normal 0 0 1 458 2614 Cullennard, LLC 21 5 3210 11.1287 0 0 0 Snap Solutions, LLC, which owns and operates www.snapfingercatering.com, a web-based ordering tool for delivered meals for companies and pharmaceutical reps, reached two significant milestones this week. The company reached \$1 million in sales just eight months after its launch in October, 2009. That milestone was quickly followed with a single client having reached their 100th order using the Snapfinger Catering platform. "Snapfinger Catering has been a time saver for me since I started using it," said Azure Rudd who facilitates training for a high-tech company headquartered in Raleigh, North Carolina. "Every week, I have to place at least five orders and since the web site is so easy to use, I can place all the orders for the week in about 5-10 minutes." The time available to coordinate catering is limited and phoning or faxing orders is becoming outdated by all the technology that is now available. Snapfinger Catering clients are able to utilize that technology to their advantage. And while the time-saving component is important, variety and meeting budgets are two other items that are important to Snapfinger Catering clients. And with Snapfinger Catering's guaranteed retail pricing (i.e. pricing on the site matches the pricing on a restaurant or caterer's menu) the choice to utilize Snapfinger Catering is becoming the industry norm. "There are lots of vendors, and because of all the options, it is easy to support many budget levels and food requirements," Rudd added. Another major benefit of Snapfinger Catering is that there is an owner/operator in each market in which the company operates. "If there is one thing we have learned over the last six years, it is that catering is a person-to-person business," said Sean Lennard, a Snap Solutions owner and operator of the Research Triangle market for Snapfinger Catering. "If there ever was a relationship business, this is it. And we're on the street in each of our markets to make sure our clients are well taken care of." "The vendors provide great and prompt service," Rudd added about her experience using Snapfinger Catering. "And any minor issues that might have occurred, Snapfinger has been quick to resolve them for me. Sean and his team are wonderful to work with and always look for feedback that will help make the site and process better." About Snapfinger Catering In October 2009, Snap Solutions launched Snapfinger Catering (www.snapfingercatering.com), a service for companies and sales reps who arrange group meals. The site provides web-based ordering from restaurants and caterers for delivered meals. Snapfinger Catering currently operates in 7 markets throughout the United States: Washington, D.C. / Northern Virginia; Charlottesville, VA; Richmond, VA; Hampton Roads, VA; Raleigh/Durham/Chapel Hill, NC; Orlando, FL and Detroit, MI.

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