

How CaterSpot is shaking up corporate catering industry in Asia

The food delivery space has been exploding with changes over the past few years. Online food delivery has changed the way we eat, bringing restaurant-quality food to our doors from ever-increasing choice of cuisines and dishes, with just the click of a button.

But even with these advancements in food delivery, there's still one area of the industry that hasn't really budged: the catering sector. Catering is a fragmented industry with a lot of friction. It's hard to know how much you're going to pay in advance, it takes a lot of effort to find a new vendor outside of your usual list. And caterers could use a new channel to market their offering. Those are the perfect ingredients to create an online marketplace.

CaterSpot has done just that, shaking up the catering industry by launching an online corporate catering marketplace in Asia. Think Deliveroo or Foodpanda, but instead of serving individual consumers, CaterSpot connects caterers to businesses, delivering food for large groups for employee lunches, office celebrations, corporate events and meetings.

"With the vast improvements on food delivery, corporate customers are now expecting tools that make ordering easy and convenient as ordering via food delivery apps," says Amanda Ernst, Co-founder of CaterSpot.

Food in the workplace

Companies spend a lot of money on food each month – whether it's for a staff meal program, afternoon treats, office celebrations, internal or client meetings, or large corporate events.

With all that spending power, they haven't been getting much value for money.

"What we found was truly astonishing. Companies eating the same food from the same caterer every day for their staff meals, or secretaries having to walk around the office taking down orders on pen & paper. What shocked us the most is the amount of time some of the staff have to devote just to arranging food. In some companies, there is a dedicated person for this," says Camilo Paredes, CEO of CaterSpot.

With CaterSpot, companies can now order from 300+ caterers online, in just a few clicks. The platform lets you order breakfast, lunch or dinner – whether in the form of bento boxes, buffets or platters - for 10, 30 or maybe 200 people at once.

Companies can streamline their food ordering with b2b features such as consolidated monthly invoicing, team ordering, instant online quotations (for raising those pesky Purchase Orders), and management of users and spend.

Companies typically rely on only a handful of catering suppliers not because they are fully satisfied, but out of fear of trying out other suppliers and the food not showing up on time or how they want it.

“The number of unsatisfied corporate clients is really crazy. Our team talks to every new customer, to understand their catering spending. Many have catering suppliers handling their regular needs, few are happy,” says Paredes.

Their main concerns are not only food taste & quality, but on-time delivery, order accuracy, price and ease of ordering. The stakes are so much higher than food delivery for individual consumers as a late delivery can mean getting embarrassed in front of your boss or your event/meeting schedule gets off-track.

The platform also removes the obstacle of trust with user-generated reviews & ratings, performance statistics and curated catering partners. Especially important is CaterSpot’s logistics, which does deliveries for restaurant catering partners, ensuring orders arrive on-time (>92% on-time rate) and users can track the delivery progress online.

Other obstacles like procurement approval and corporate payment options make it hard to work with more than a few catering suppliers, another reason CaterSpot is so convenient for companies. With one platform and one invoice, they can access hundreds of catering suppliers.

More and more companies are willing to try out our service. CaterSpot has fed thousands of companies and millions of meals in Singapore, including big names like Netflix, Facebook, Lazada and PwC as regular clients.

About CaterSpot

CaterSpot is the leading b2b food delivery service in Asia that lets companies order food for all workplace needs – from daily lunches to meetings to corporate events. CaterSpot connects companies with 500+ catering partners in Asia with its easy online platform. Companies can order themselves online, get help from a CaterSpot Concierge for corporate events, or subscribe to a full-service Meal Plan for their recurring orders. Beyond ordering, CaterSpot provides a corporate management tool that lets companies manage employee user accounts, track spending, and centralise invoicing.

For more information or to place a catering order, visit www.caterspot.com.

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