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BUSINESS PROFILE

Appetite for growth

THE BUSINESS: Catered Too is a catering and event planning company specializing in large events, from 50 guests to more than 5,000. The majority of its business comes from corporate clients, but the company also caters many weddings and social gatherings. CEO Greg Casella said the business is recognized for its outstanding personal service, meticulous attention to detail and innovative and delicious cuisine, and recently became a certified green catering company. Catered Too also has three Café Too locations and does express catering under the Café Too name.

CUSTOMERS: Catered Too's client list includes companies such as Lockheed Martin Corp., Google Inc., Hewlett-Packard Co. and Apple Inc. It also works with many event planners who form an extended sales team.

SHORT-TERM GOAL: With the challenging economy, the company looks to serve its clients with a more streamlined approach and hopes to be able to offer its budget-conscious clients options that will please their palates and their wallets.

LONG-TERM GOAL: Catered Too operates from offices in downtown San Jose and a 4,000-square-foot commissary kitchen in Milpitas. Casella said he would like

to purchase a building and bring these under one roof. He'd also like to move into equipment rentals for events, providing china, glassware, linens and tables.

BIGGEST COMPETITORS: Catered Too's biggest competition for large-scale events comes mostly from San Francisco caterers such as McCall, Global Gourmet and Melons.

SOMETHING ABOUT THE BUSINESS THAT MIGHT SURPRISE PEOPLE: Catered Too was founded with no capital in 1992, and Casella was unemployed at the time.

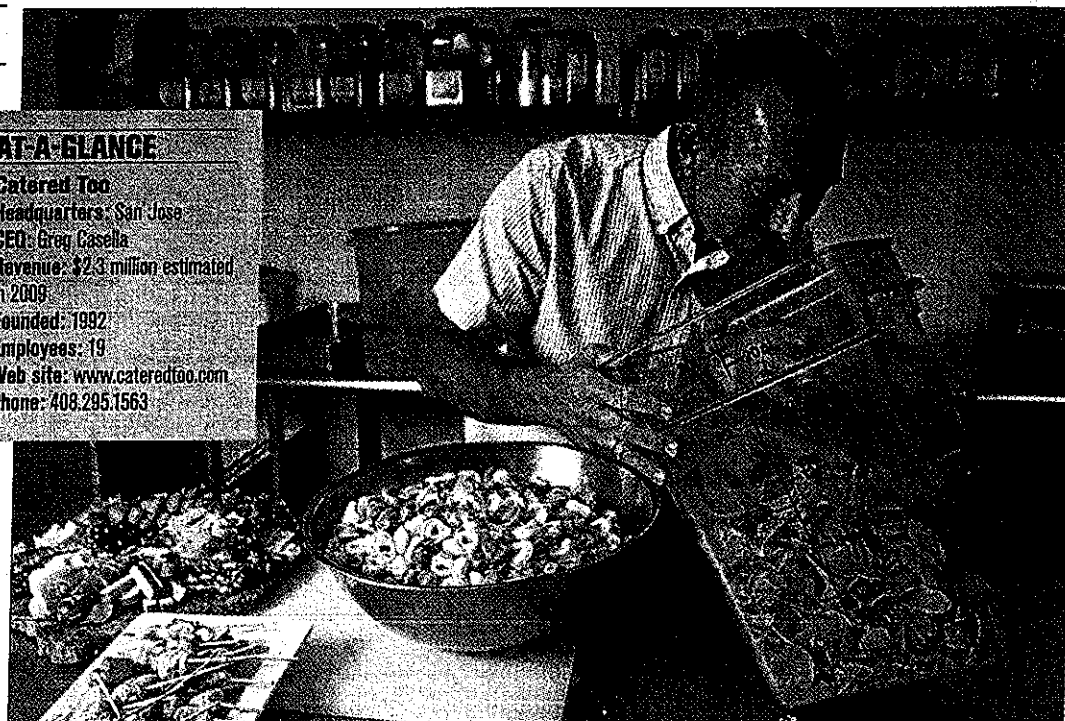
HOW WILL THE BUSINESS CHANGE IN FIVE YEARS: Guests are becoming educated in culinary arts, which is affecting the sort of foods served. One major shift already is a move toward healthier menus.

BEST BUSINESS DECISION: Maintaining its focus on larger corporate events for more than 10 years. The company expanded into express catering and cafés, but has kept that as a separate division.

TOUGHEST BUSINESS DECISION: A buyout of the

AT A GLANCE

Catered Too
 Headquarters: San Jose
 CEO: Greg Casella
 Revenue: \$2.3 million estimated in 2009
 Founded: 1992
 Employees: 19
 Web site: www.cateredtoo.com
 Phone: 408.295.1563



WICKI THOMPSON

BIG IS GOOD: Greg Casella made the decision more than 10 years ago to focus on large clients, which he says is a major success factor.

original business partner, Jean Rodriguez, eight years ago. Casella said the two remain friends today but coming to terms took a long time and a lot of effort.

LIKE BEST ABOUT THE BUSINESS: Catered Too is always working on celebrations.

LIKE LEAST ABOUT THE BUSINESS: Spending a lot of time building a relationship with a client and not working with that person again for a year or longer.

ONE THING THAT MIGHT SURPRISE PEOPLE ABOUT THE CEO: Casella's other full-time job is serving as the president of the National Association of Catering Executives, a 4,000 member association.

ORIGIN OF THE NAME: When Casella and Rodriguez started, there were two of them and they did more than just catering.

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