

# Ashlyns Case Study



Supplier of crops  
c.1950's



supplying local  
produce since 1999



Contract caterers  
since 2008

## About Ashlyns

The Collins family have farmed at High Laver Hall since the 1950's. In 1997 they started to convert some of the farm to Organic production, starting with potatoes. In the early 2005 Ashlyns then created a separate company called Ashlyn's Organics to facilitate the next phase of their diversification strategy.

In 2007 Ashlyns then opened a training kitchen and developed training course to help school catering teams and then in 2008 the biggest quantum leap they experienced, led to Ashlyns becoming Contract Caterers.

## The brief

Ashlyns needed a complete live menu management and costing control system to enable complete autonomy of their catering operations. They needed a solution that was fully optimised for tablet and smartphones to allow off-site working when the business attended events.

Ashlyns also advised that they needed complete nutritional and allergen data that was live and they could access easily.

With Natasha's Law on the horizon, Ashlyns required a system that would print compliant labels and that could also print branded menus with QR Codes.

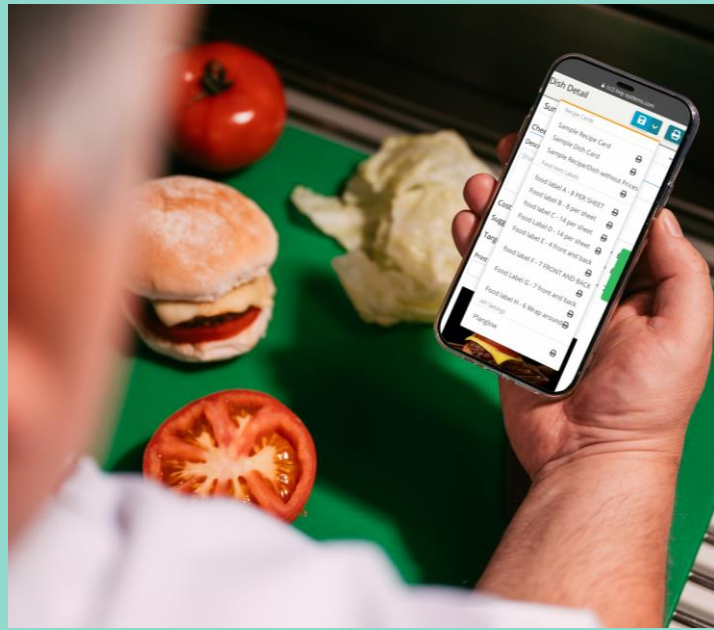
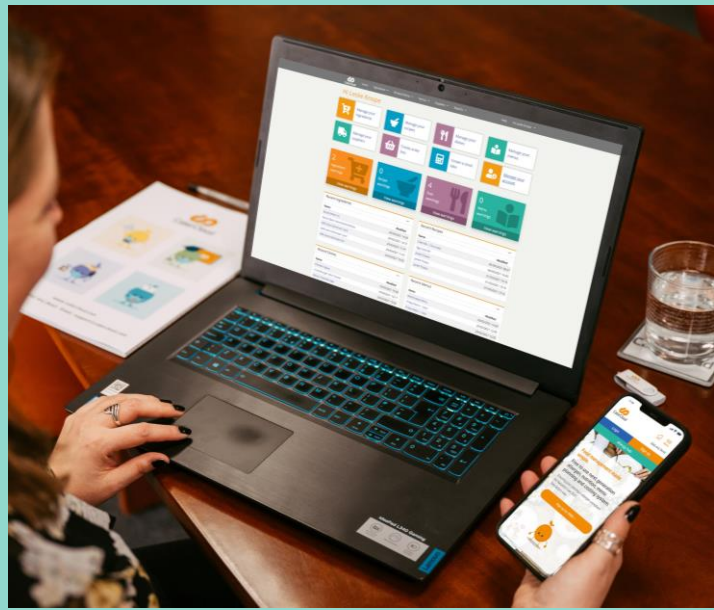
## The result

*"We have found CaterCloud to be a very valuable tool in designing menus, costings and allergen advice for our contract catering business. Things have moved on now with CaterCloud and I cannot wait to get to grips with the new design and improvements. What sets it apart - a company that listens and understands the needs of my business and comes up with the goods. Thank you!"*

Gary Stokes, Project Director at Ashlyns



CaterCloud



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