

# Gather



## Woodbelly Pizza

Case Study 13

"I looked at the [Gather] site, and... I knew it was a perfect fit. Everything was intuitive – **I knew the program was going to be something I already knew how to do and that problems would be fixed.**"

- David Huck  
Owner-Operator



## The History of Woodbelly Pizza

Woodbelly Pizza started out in 2008 in Cabot, Vermont as a combined project with a community supported agriculture (CSA) – the organization was already growing vegetables and thought making pizzas would be a great way to add company value. **After a few years spent cooking up pies in their mobile oven (made from a renovated cement-hauling trailer) and perfecting their recipe, Woodbelly began their catering services in 2010.**

Woodbelly have lately been working to expand their wedding catering business – they've seen a growing demand for their services, which they partially attribute to their DIY, rustic vibe that easily lends itself to weddings and other events at places like farms and under tents. **As the events inquiries continued to increase, they needed a more robust software platform to help them manage it all.**



# To help streamline their growing events business and meet their industry-specific needs, **Woodbelly Pizza** turned to Gather to...

## Easily Access and Integrate Their Events Calendar

David says the integrations in the calendar view into Google Calendar means he and his team can see when events are happening in real time, and that it's a one-stop shop for all the information they need regarding events. **He adds that he loves not having to update the calendar and invoices manually, and that everything is easily accessible, including being able to search by name from a central database of information.**



Saved  
**4**  
hours per week  
on data collection

## Find a Software Platform That Was Intuitive and All-Encompassing

David used to spend four hours every week reading emails to print and give to event staff, so to be able to simply print the chef BEO and provide his staff with all the details they need, and all in a central location, has really helped his events business be able to thrive.



Decreased  
response time  
by  
**66%**

## Decrease Time Between Inquiries and Bookings

Being able to pull up Gather on his phone when he's not in front of a computer is another feature that David says is an asset to his business. That way, he says he can have a much more dynamic response and can quickly alert potential clients about any possible constraints for their future booking. "I have more information at my fingertips," he says.



Decreased  
time creating  
proposals by  
**75%**

# Gather

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