

# Gather



## Otto's Tacos

Case Study 43

"For Cinco de Mayo this year, we completed 60 catering orders in three days – **we could not have done that without Gather. It's been a game-changer.**"

– Stacy Rudin  
Director of Sales





## The History of Otto's Tacos

Otto Cedenio created the eponymous fast-casual eatery with a mission of bringing his beloved Los Angeles tacos to New York. In 2013, he opened the first Otto's Tacos location in the East Village, meshing West Coast flavors with the energy of NYC. Their signature taco iteration features daily made-from-scratch tortillas stuffed with seasoned fillings and, of course, gobs of guac.

With three locations in Manhattan and a fourth slated for the Upper East Side, it's clear that business is booming – particularly for catering. With Otto's marketing background, he knew they needed an organized strategy when it came to managing event and catering orders. With that in mind, and with Stacy as his director of sales, they turned to Gather.



## To help streamline their growing events business and support their catering offerings, **Otto's Tacos** turned to **Gather** to:

### Enhance their efficiency

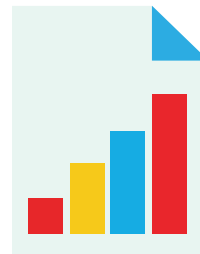
Stacy says the time-saving aspects of Gather have greatly increased the efficiency at Otto's. "We get a lot of repeat bookings," she says, "so being able to copy a booking, make small tweaks, and return it to the client has been great." She says she's even timed herself before – "from getting the email, copying a big booking and sending it back, **it sometimes takes me just four minutes for a \$2,000 order that would have normally taken me an hour.**"



Save  
**10**  
hours a week  
on admin work

### Streamline the booking process

Booking templates have been "a really nice addition" to the Otto's business practices, says Stacy. She says the team appreciates how it's streamlined their processes – "we have templates for drop-offs, offsite, and full-service events. **It maps out everything I would have put in, like a packing list:** things like aprons, gloves, towels, and questions I need to remember to ask myself, like, 'do you need catering racks?' It's all there."



**30-40%**  
sales growth  
year-over-year  
since launching  
Gather

### Easily keep their contacts list updated

The Otto's team sends e-blasts pretty regularly to keep diners and fans in the loop about their latest offerings and updates. Because of this, Stacy says it's hugely helpful to be able to "export contact lists and easily upload them to ensure they're up to date." **Taking away a lot of the manual admin tasks associated with running an events program (and the time it takes to do them) is just one of the big benefits they've found using Gather.**



Reduce client  
communications  
by  
**50%**

# Gather

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