

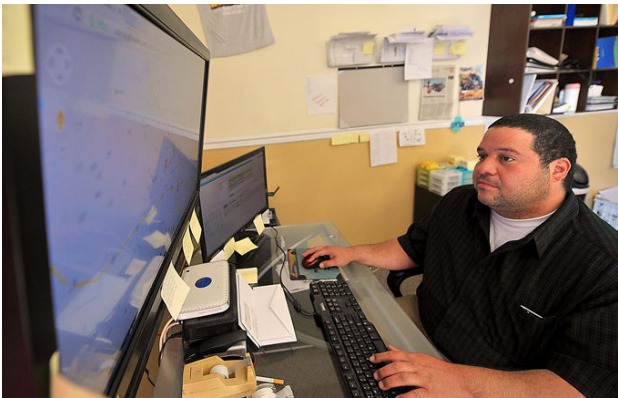
GoWaiter rebrands as CitySpree, offers wide variety of delivery options

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By: Carly Omenhiser, Business Reporter

After a long day at work, school or springtime athletic activities, cooking a meal isn't always at the top of the list of things to do when you get home.

Much like room service, having dinner delivered to your front door is an appealing option, and Dothan's CitySpree is making that option a little easier, offering you more delivery options than just pizza.



JAY HARE/DOTHAN EAGLE
Alex Cole views a monitor, which displays his drivers out on deliveries, inside the dispatch center for CitySpree on Friday

The food delivery service, formerly known as GoWaiter, has expanded its Dothan business and has rebranded itself as CitySpree.

The delivery service makes food delivery an option for participating restaurants that do not already have a delivery service and locally caters to the Dothan, Enterprise and Ozark areas.

The Dothan franchise, located on South Brannon Stand Road, is owned by Alex Cole and is one of 15 franchises in eight states.

Cole said he decided to become a part of CitySpree after being introduced to owner Tony Ceppaluni and learning about the company.

Cole said he realized just how few options there were in terms of deliverable food in the Dothan area and thought it would be a good idea to invest in the company and open a franchise.

Since opening a little over two years ago, the franchise continues to grow.

They have about 12-15 people employed to make deliveries, which can be made seven days a week for lunch or dinner.

In order to make that possible, CitySpree Marketing Director Jackie Allen said the company is utilizing technology that makes the process as easy as possible for customers.

"It's very simple and easy for any consumer to use," she said. "It's very leading edge technology."

Customers log in to the CitySpree.com page (customers will still be able to make orders at GoWaiter.com until

mid-summer), pick their restaurant, place their order, pay online and the rest is taken care of by CitySpree. The order comes into the company's office computer where a dispatcher will make the order, then send the information straight to a driver's phone for pick-up.

Allen said customers are able to follow along the whole process on their computer or phone via text or email notifications. They can be notified when the order is made, when the driver arrives at the restaurant for the order and when the driver leaves to make the delivery.

The CitySpree delivery service charges the same prices as customers experience inside the restaurant plus a small delivery fee, depending on the distance for each restaurant to the destination. About 90 percent of orders are made online, but you can also call in an order locally at 334-212-8010.

Cole said so far the response he's received from customers in the area has been positive.

"They enjoy the service and ease of use and the variety of restaurants," he said.

Cole said he tries to have three different restaurants for each different type of cuisine available.

In the Dothan area, some of the restaurants that utilize CitySpree are Cactus Flower Café, Cheeburger Cheeburger, Dante's Pizza, GiGi's Cupcakes, Fatback's, Goldfingers, Honey's Hotdogs, Hots Deli, IHOP, Jeanette's Restaurant, Labamba, McAlister's Deli, Mia's Italian Restaurant, Mama Goldberg's, Old Mexico, Oriental Express, Pig Out Bar-B-Que, The Grill at Highland Oaks and Things-N-Wings.

Enterprise-Ozark restaurants offering food delivery through City Spree are Cheeburger Cheeburger, Cutt's Restaurant, Guthrie's, Labamba and Red Brick Pizza.

CitySpree, which is based in Fort Myers, Florida, has been open for four years and along with the current 15 franchises, Allen said they get requests every day about opening new franchises.

"A lot of people are curious about what we do," she said.

Within the next 60 days, Allen said CitySpree will be opening its newest franchise that will serve the eastern area of Memphis to include Germantown.

At the Dothan location, Cole said they are almost always looking for people interested in becoming drivers.

Anyone interested in becoming a driver can come by the office at 1971 South Brannon Stand Suite 4 and speak with the office manager.

Allen added that drivers serve as contract employees and are able to make their own schedules, which makes it convenient for anyone to work into their existing schedule.



A sampling of restaurants from which CitySpree Dothan delivers.