

GoWaiter changes to CitySpree

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Valdosta's GoWaiter is changing its name and branding to CitySpree as part of a company-wide shift.

"We're trying to communicate that we're more about what's going on in their (customers') city," said Jackie Allen, marketing director for CitySpree. "It's to broaden the vision of what we're about."

Rollout of the change started in January, with the company and franchises reaching out to restaurants and customers. At this point, the digital side of the business — the website, the Facebook page, etc. — has changed and the company is working to get the name out and making more analogue changes: store signs, car toppers, etc.

"We want to make sure people are aware of it first before stepping out and completely separating from GoWaiter," said Patrick Kennedy, owner of the Valdosta CitySpree, as well as one in Tallahassee, Fla.

Kennedy has seen his Valdosta franchise grow since he started it in 2011 with just a handful of drivers. Now, Kennedy works with 35-40 total drivers at the Valdosta location, all who work as independent contractors. Along with the branding changes, CitySpree is developing an app which customers can use to order.

"The challenge is you can't just have one app," said Allen. "Every city we're in is different, so we have to have an app for each individual city, which is a little more complex."

CitySpree's app for the Valdosta market is projected to come out in the next 30-60 days.



Photo by Jason Stewart | The Valdosta Daily Times

Owner Patrick Kennedy overlooks incoming GoWaiter orders and prepares to dispatch drivers for various pickups and deliveries. The business is changing its name to CitySpree.