

Menus that build themselves. Invoices that chase themselves.

AI menu building, invoicing, and an email agent that never sleeps.

Custom catering-management software delivered for Sweet P's BBQ: a menu priced by AI in seconds, a job pipeline from intake to paid, invoice reminders that fire on their own, and an email agent that reads and answers incoming enquiries automatically.

DELIVERED FOR SWEET P'S BBQ — A NAMED CLIENT

Custom catering-management software delivered for Sweet P's BBQ, a real barbecue catering business — named here with the owner's agreement. It was built to replace how the business ran its catering operations before, with modern AI layered in from day one: menus that build and price themselves, invoices that chase themselves when they go overdue, and an email agent that reads incoming enquiries and answers them automatically.



Six stages. One job, start to finish.

Every catering job passes through the same stages — intake, a priced menu, a proposal, an invoice, and a reminder that fires on its own if that invoice goes quiet.

01

Job intake

A new job captures the event type, date, setup time and guest count, the delivery or pickup method, dietary requirements, and the client’s contact info — all in one screen.

02

AI menu building

The Menu Builder can build a menu by hand, from a smart template, or let AI generate one from the guest count and budget alone — priced item by item in seconds.

03

Proposal to signed job

A priced menu becomes a proposal with one click — line items, tax and a total, ready to send. From there the job moves through its own workflow: Job Created, Menu Built, Proposal Sent, Client Approved, Invoiced, Paid.

04

Invoicing that chases itself

Automatic reminder emails are built in: an invoice unpaid past its configured overdue threshold gets a reminder sent on its own, with no one having to remember to chase it.

05

The email agent

Sweet P’s own email agent reads an incoming client enquiry and answers it automatically, so a question that arrives after hours or during a busy prep day still gets a response.

06

Running the business day to day

A Kitchen Prep view supports the day-of cooking, Reports tracks which menu items actually sell, and a System Health page monitors the software itself — alongside a calendar and a client list for everything already booked.

Why this matters. A menu that has to be typed out by hand and an invoice that only gets chased when someone remembers to are the two places a catering business quietly loses time and money. This system does not let either one wait on a person.

6

JOB PIPELINE STAGES

3

MENU BUILD MODES

Automatic

INVOICE REMINDERS

Listens & responds

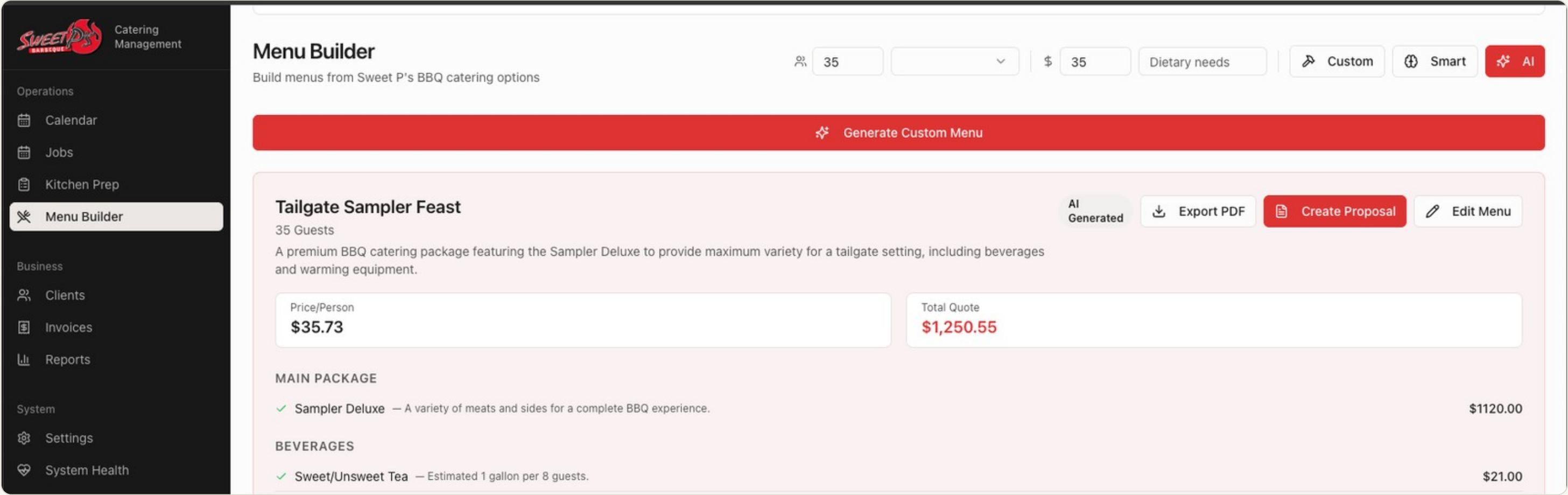
EMAIL AGENT

QuickBooks CSV

ACCOUNTING EXPORT

A menu, priced in seconds — not typed by hand.

Three modes on the same screen — Custom, Smart, or a fully AI-generated menu — each one priced item by item the moment it is built.



“A premium BBQ catering package featuring the Sampler Deluxe to provide maximum variety for a tailgate setting, including beverages and warming equipment.”

THE AI-GENERATED MENU DESCRIPTION, FROM THE REAL PRODUCT

Four capabilities. Four honest levels of automation.

Not everything here is fully automatic, and this case study does not pretend otherwise — building a menu can still be done by hand if that is what the job calls for.

AI menu building

Custom, Smart, or a fully AI-generated menu, priced item by item from the guest count alone.



AI-generated, or built by hand

Invoicing

An invoice is generated straight from the signed proposal and tracked to Paid.



Generated automatically

Late-invoice chasing

A reminder email goes out on its own once an invoice passes the overdue threshold the business sets.



Automatic

Email agent

It reads an incoming enquiry and sends the reply itself — the one piece of this system that acts before a person ever sees it.



Autonomous — no human check before it sends

Illustrative bar lengths — the four capabilities and their automation level are real; their relative emphasis here is presentational.

Why this matters. Whatever the business had done by hand before, chasing an invoice or answering an email after hours doesn't happen on its own. Sweet P's BBQ now does both without anyone having to remember to.

Seven screens. One real client.

Every image here is the live product, captured from Sweet P’s BBQ’s own account — a real job, a real menu, and the settings that keep an invoice from going quiet.

New Job

Create a new catering job

Event Details

Event Title *

JT football tailgate - Halloran Family

Event Type

Tailgate

Event Date

September 5th, 2026

Event Time

12:00 PM

Setup Time

1:00 AM

Location

212 Fairview Ln, Knoxville, TN.

Special Requirements

No restrictions

Payment Method

Job intake

Client Info

Client Name *

Marcy Halloran

Email

customer@example.com

Phone

865-555-0142

Company

Halloran Family

The job pipeline

Workflow

Job Created

Menu Built

Proposal Sent

Client Approved

Invoiced

Paid

Build Menu

Create Proposal

Build a menu first to send a proposal

Event Details

Event Title *

JT football tailgate - Halloran Family

Event Type

Tailgate

Event Date

September 5th, 2026

Event Time

12:00 PM

Setup Time

11:00 AM

Guest Count

35

Location

212 Fairview Ln, Knoxville, TN.

Client & Status

Client Name *

Marcy Halloran

Email

customer@example.com

Phone

865-555-0142

Status

Lead

Menu Builder

Menu from Sweet P's BBQ catering options

Price/Person

\$35.73

Total Quote

\$1,250.55

Generate Custom Menu

AI Generated

Export PDF

Tailgate Sampler Feast

Guests

premium BBQ catering package featuring the Sampler Deluxe to provide maximum variety for a tailgate setting, including beverages & warming equipment.

IN PACKAGE

Sampler Deluxe — A variety of meats and sides for a complete BBQ experience.

BEVERAGES

Sweet/Unsweet Tea — Estimated 1 gallon per 8 guests.

Lemonade — Estimated 1 gallon per 10 guests.

DISPOSABLES & ESSENTIALS

Disposable Chafers — 3 units to keep meats and hot sides at temperature.

Paper Products — Includes plates, cutlery, and cups.

This menu provides a high-end BBQ experience with a variety of meats and sides. We have included disposable chafers to keep the food warm throughout the tailgate and full paper products included to ensure a healthy portion for all guests.

Proposal

Proposal for JT football tailgate - Halloran Family

Menu: Tailgate Sampler Feast

IN PACKAGE

Sampler Deluxe

BEVERAGES

Sweet/Unsweet Tea

Lemonade

DISPOSABLES & ESSENTIALS

Disposable Chafers

Paper Products

Total (35 guests x \$35.73/pp)

(9.25%)

Total

A job billed by deposit

Deposit Invoiced

Deposit Paid

Balance Due

Invoicing that chases itself

Invoicing

Communications

Menu

Team

Legal

Invoice Reminders

Enable automatic reminder emails

Days before marking overdue

Days unpaid after this many days will be marked overdue and a reminder email sent.

Accounting Export

Generate QuickBooks-compatible export for invoices. Use the Export button on the Invoices page to download.

Export Format

CSV (QuickBooks Online)

Include Line Items

Export individual line items instead of invoice totals

Default Income Account

Accounting Income

Account name used for revenue line items in your chart of accounts

Save Export Settings

Reports

Horizontal bar chart showing menu item popularity

Pie chart showing menu item distribution

Every screen here is the real product, captured from Sweet P’s BBQ’s own account — not a mockup, and not a demo environment.

SWEET P’S BBQ · MULE AI

05

What this case study does not claim.

NO OPERATIONAL OUTCOME IS CLAIMED HERE

No operational outcome from this system has been instrumented — no figure for invoices recovered, no measured response time from the email agent, no hours saved, no revenue change. What is verified is the software itself, delivered and in use at Sweet P’s BBQ.

- No measured invoices recovered by the automatic reminders.
- No measured response time from the email agent.
- No measured hours saved.
- No revenue figure — none is claimed.

“A custom software replacement with modern AI tech to auto build menus, invoice clients, automatically chase late invoices on its own, and leverage Sweet P’s email agent to listen and auto-respond to clients so nothing fell through the cracks.”

SWEET P’S BBQ’S OWNER, DESCRIBING WHAT WAS BUILT

A menu was never the hard part. Not forgetting an invoice was.

Sweet P’s BBQ replaced how it used to run its catering business with a system that builds and prices a menu, tracks a job from intake to paid, chases an unpaid invoice on its own, and reads an incoming email before anyone has to. No outcome here has been measured yet — what is verified is that the system runs, for a real client, doing all four.

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