

General Tso's Rebrands to Enhance Corporate Catering Services and Community Involvement Across Atlanta Metro Area

General Tso's Rebrands to Enhance Corporate Catering Services Across Atlanta – reliable, high-quality meals to businesses while deepening community engagement.

DUNWOODY, GA, UNITED STATES, October 15, 2024 /EINPresswire.com/ -- General Tso's, one of Atlanta's top Chinese-American restaurants, is proud to announce its official rebranding to better meet the needs of its growing corporate clientele. Formerly known as Asian Fusion Cafe, General Tso's now focuses exclusively on delivering high-quality, reliable corporate catering services. Serving businesses and organizations across Atlanta, Sandy Springs, Cobb County, Dunwoody, Norcross, Roswell, Marietta, Peachtree Corners, and Johns Creek, the rebranding reflects the restaurant's expanded offerings, partnerships, and commitment to community support.



General Tso's: A modern take on Chinese-American cuisine, specializing in high-quality, reliable corporate catering. The logo reflects the brand's focus on freshness and speed.

Under the leadership of Patrick Chen Kai Cheng, General Tso's has grown its reputation by providing delicious, timely meals that meet the high standards of corporate dining. The restaurant has formed strategic partnerships with leading catering platforms to streamline services and create seamless experiences for corporate clients across the Atlanta metro area.

"Our rebranding is more than just a name change; it's about refocusing on our core mission of serving high-quality, reliable corporate catering that businesses can depend on. As we expand

our reach in Atlanta and surrounding counties, we're also deepening our commitment to giving back to the community," said Patrick Cheng, owner of General Tso's.

Contact Information

Address: 4957 Winters Chapel Rd B,
Dunwoody, GA 30360

Phone: 678-691-4986

Business Hours:

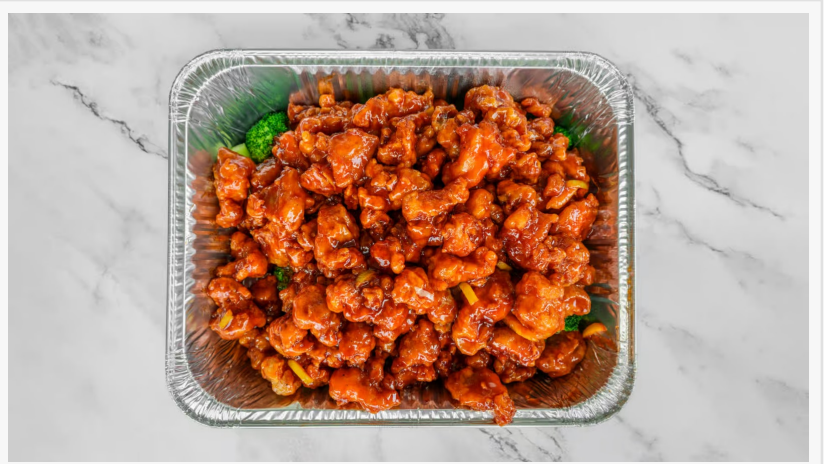
Monday - Thursday: 11 AM - 10 PM

Friday - Saturday: 11 AM - 11 PM

Sunday: 11 AM - 9:30 PM

Website:

<https://generaltsoscatering.com/>



A half steam pan of General Tso's signature Orange Chicken, featuring crispy fried chicken tossed in a tangy, flavorful orange glaze—perfect for corporate catering and large gatherings

Expanded Corporate Catering Partnerships



General Tso's restaurant pleased the entire team, and that's a tough thing to do with 60+ people. The delivery person was extremely courteous and very helpful. It was an all around positive experience"
ezCater Client in Norcross, GA

To provide businesses with easy, convenient corporate catering solutions, General Tso's has partnered with industry-leading platforms that serve companies throughout Atlanta and neighboring counties, including Fulton, Gwinnett, DeKalb, and Forsyth counties.

ZeroCater: Provides businesses across Atlanta, Sandy Springs, Alpharetta, and Buckhead with customizable, high-quality meal options for corporate lunches and events.
Fooda: Offers pop-up food services in office buildings, allowing General Tso's to bring its menu directly to employees in Midtown Atlanta, Smyrna, and Tucker.

ezCater: Specializes in simplifying large-scale corporate catering for businesses in Decatur, Lawrenceville, and Kennesaw, making meal scheduling easy for companies with frequent catering needs.

Relish: Partners with General Tso's to replace traditional office cafeterias, curating meal deliveries for companies in Brookhaven, Druid Hills, Vinings, and Snellville.

Foodsby: Coordinates meal deliveries from nearby restaurants to offices in corporate hubs in Duluth, Suwanee, Lilburn, and Milton, extending General Tso's catering reach across the metro area.

Hungry Corporate: Delivers innovative food solutions for corporate events, offering tailored menu options for companies across Roswell, Johns Creek, and Peachtree City.

Awards and Recognition

General Tso's is proud to have been recognized for its excellence in corporate catering and community engagement. The restaurant has received several prestigious awards:

Fooda's Team Player of the Year Award: Honoring General Tso's for its dedication to providing outstanding service in corporate dining.

Grubhub Restaurant Grant: A \$10,000 grant from National ACE during the AAPI STRONG 2024 Gala, recognizing General Tso's leadership in the restaurant industry.

Comcast RISE 2024 Award: This honor includes a \$5,000 grant for business expansion, a technology makeover, and consultations from Hello Alice, positioning General Tso's for continued growth and success.



Honoring excellence in entrepreneurship and community impact, awardees of the Grubhub National ACE AAPI 2024 Strong Grant celebrate their achievements at the AAPI Strong Conference in Santa Clara, CA. Each recipient was recognized for their dedication to

Community Support and Charitable Initiatives

As part of its rebranding, General Tso's remains committed to supporting the Atlanta community. The restaurant has donated over 1,900 meals to local schools, benefiting educational programs and extracurricular activities in schools such as Chamblee High School, Norcross High School, Dunwoody High School, and Brookwood High School. These contributions have provided valuable resources to school musical departments, sports teams, and academic programs.

"We believe in giving back to the community that has supported us over the years. By donating meals to schools and supporting local initiatives, we can help students excel in academics, arts, and athletics," said Cheng.

General Tso's charitable efforts have extended to sponsoring free catering events for teachers and staff at 14 local schools, reinforcing the restaurant's commitment to fostering a thriving local community.

New Visual Identity and Strategic Promotions

To coincide with its rebranding, General Tso's has invested in a fresh visual identity, including updated window graphics and modern signage that reflect its new brand focus. In addition, the restaurant has rolled out new promotions on popular food delivery platforms such as DoorDash, Uber Eats, and Grubhub. These initiatives are aimed at attracting new corporate clients in Atlanta, Sandy Springs, Cobb County, Dunwoody, and Peachtree Corners.

General Tso's is also expanding its visibility on Google My Business, enhancing its SEO efforts by leveraging keywords like "corporate catering Atlanta," "business catering services Sandy Springs," "Chinese catering in Cobb County," and "office catering in Norcross." The restaurant's SEO strategy aims to dominate search engine results for catering services in the Atlanta metropolitan area.

In addition to improving its branding and partnerships, General Tso's has made several operational enhancements to ensure faster, more reliable service. These changes include:

In-House Drivers: General Tso's has hired in-house drivers to improve delivery times and ensure that corporate clients receive hot, fresh meals.

Technology Partnerships: The restaurant has partnered with ChowNow, Toast, and Otter, allowing it to collect customer data and create personalized re-marketing campaigns. These partnerships also streamline operations, allowing for more efficient order processing and delivery coordination.

Culinary Excellence on Major Delivery Platforms

General Tso's continues to expand its presence on major food delivery platforms, achieving notable recognition for its consistent quality:

Most Loved on DoorDash: General Tso's has been listed as one of DoorDash's Most Loved Restaurants, reflecting its high customer satisfaction ratings.

Top Eats on Uber Eats: The restaurant's popularity on Uber Eats continues to rise, with General Tso's being recognized as a top restaurant on the platform.

Grubhub Catering: General Tso's corporate catering promotions have also gained traction on Grubhub, with special offers aimed at businesses in Roswell, Sandy Springs, and Cobb County.

General Tso's is a modern Chinese-American restaurant located in Dunwoody, GA, specializing in corporate catering services. The restaurant serves businesses and local organizations in Atlanta, Sandy Springs, Dunwoody, Norcross, Cobb County, Fulton County, and beyond. With a focus on delivering fresh, high-quality meals and exceptional service, General Tso's is committed to enhancing the dining experiences of corporate clients while giving back to the community.

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