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BY ARI KAPLAN

It is after 9pm on a random Tuesday at JP Morgan Chase’s Manhattan headquarters. A group of analysts are starved with no menus in sight but are craving some burgers and a portobello mushroom panini. Like their comrades at dozens of other banks, accounting firms and 90% of the leading law firms throughout New York City, they simply log onto www.SeamlessWeb.com, find exactly what they want and are chowing down in about 1/2 an hour.

The service that saves their night is operated by SeamlessWeb Professional Solutions, Inc. and is the brainchild of two thirty year olds, Paul Appelbaum, President, and Jason Finger, CEO. With a premier roster of over 200 clients (feeding over 100,000 people) and a profitable bottom line, the 12 employee company and its founders have taken Gotham’s professional elite by storm.

SeamlessWeb provides a food ordering and billing service that streamlines the accounting associated with individual meal and group catering purchases. Registered users can access a proprietary network of over 500 of the best restaurants in the city ranging from Carnegie Deli and Cucina & Co. in Midtown to Waterstone Grill and Red Wine With Fish on Wall Street. SeamlessWeb also caters (pun intended) to the special needs of its kosher, health conscious and vegetarian customers. The system is preset onto www.SeamlessWeb.com, find exactly what they want with no menu in sight but are craving some burgers and a portobello mushroom panini.

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