

Clarks Moves Headquarters, Adds Rotating Restaurants for Lunch

The Clarks logo is written in a black, cursive script font.

SHOEMAKERS SINCE 1825

Background

Clarks is a family-owned business that's grown into the world's largest brown shoe company over its nearly 200 year history. Its Americas headquarters recently moved from Newton, Massachusetts to neighboring Waltham. Though the two offices are just a few miles apart, the new Waltham building has fewer nearby lunch options than people were used to. Clarks leadership wanted to ensure employees still had a convenient way to get lunch, so after considering options like on-site cafeterias or grab-n-go c-stores, Clarks decided on popup meals from a different restaurant every day.

Challenges

- » Limited lunch options near new headquarters
- » Uninterested in creating and maintaining an in-office cafeteria
- » Lunch options from grab 'n go stand lacked quality and variety



“ We looked into a micro-market. We looked at a couple of different companies that would come in and put in a mini convenience store. But to me, it just seemed like a bigger version of a vending machine. If you still have to heat up your own food, I don't really feel like that gives people the feeling of going out to lunch. ”

— TAMMY DIORIO

DIRECTOR OF REAL ESTATE & CONSTRUCTION AT CLARKS

Solution

A daily rotation of restaurants visit and serve lunch to employees through Fooda's Popup Program.



LOW COST

Clarks avoided the high cost of building out a grab 'n go store or cafeteria. Fooda earns money from restaurant sales, so it's a great perk for even the most conservative companies.



MORE TIME

Fooda saves Clarks employees hundreds of hours per year by not having to drive, park, and wait for lunch at a restaurant.



HAPPY EMPLOYEES

Clarks employees have been enjoying Fooda for almost a year. On average, over 15% of the company chooses to get Fooda for lunch when restaurants pop up.

WHEN ASKED WHAT ADVICE MS. DIORIO WOULD HAVE FOR OTHER COMPANIES CONSIDERING A PARTNERSHIP WITH FOODA, SHE WAS CLEAR:

“ Do it. Our employees love it. I don't think there's a lot of risk to giving it a shot. ”



How to Host Popup Restaurants At Your Workplace

Do you believe that your employees would enjoy buying food from onsite popup restaurants? Let's talk. Fooda is happy to see if your company would be a fit.



fooda.com