



How Northern Trust Significantly Improved the Quality of Lunch by Replacing its Cafeteria with a Food Hall

Northern Trust has a history of ensuring its employees are happy at work.

Northern Trust is a pillar of Chicago business. The bank's presence in the Chicago Loop dates back to the late-1800's. And for the last 100+ years, the satisfaction of its employees has remained a high priority. This is apparent when you consider the head of the bank was one of Glassdoor's Highest Rated CEOs in 2017. So when its management team heard from their employees that the quality of food at their 8,000-person headquarters had room for improvement, they began looking for alternatives to their costly cafeteria program.

Having a cafeteria is important to Northern Trust's CEO. It acts as a central hub for teams to meet and collaborate, but people won't use it if the food isn't good.

Chicago is one of the top food cities in the world; its residents won't settle for just anything. Plus, Northern Trust's headquarters is downtown, with countless restaurants within walking distance. So if the food available in the building isn't up to an employee's standards, it's easy for them to find higher-quality options right around the corner. Northern Trust's employees wanted variety, authenticity, and value in meals, and the bank's management didn't want to lose the benefits of having its people enjoying lunch together on site because their lunch offerings weren't cutting it.

The bank's traditional cafeteria wasn't being met with enthusiasm from employees, and the model can often have a negative effect on a company's bottom line. A change needed to be made.

How could Northern Trust provide high-quality and diverse daily food options to over 8,000 Chicago employees at a very low cost to the company?

Northern Trust completely rethought the traditional cafeteria model and opened a Food Hall.

A Food Hall replaces all the stations in a traditional cafeteria with a line up of top-rated local guest restaurants that changes every day, bringing people a wide variety of high-quality meal options at work. The food costs the same, or less than it would in the restaurants—which delights customers. And the bank avoids labor costs because Food Halls are staffed by visiting restaurants.

The Food Hall model is a win-win-win solution for:

- » **Northern Trust**, which does not have to pay a high premium for the staffing and management of its cafeterias.
- » **Employees of the bank**, who love supporting Chicago businesses while having an authentic dining experience.
- » **Restaurants**, who enjoy increased revenue during lunch and the opportunity to get in front of thousands of new people.



“Our experience has been nothing but positive. The difference in food quality and variety is massive, and the savings over a traditional catering model is significant since it eliminates need for a corporate subsidy. We really like the idea of offering our people a different menu from local Chicago businesses every single day.”

— **MARTIN CLARKE**
GLOBAL HEAD OF WORKPLACE SERVICES, NORTHERN TRUST

Modernizing lunchtime operation and adding to the bottom line

Fooda removes the outdated aspects of traditional cafeterias to create a modern solution loved by employees and employers alike.

Eating meals together is an essential form of social bonding across all cultures. The stronger their social connections become, the less incentive workers have to look for positions at other companies.

IS YOUR COMPANY CONSIDERING INCREASING VARIETY AND DECREASING COSTS IN YOUR CAFETERIA?

Fooda Food Halls like Northern Trust's can fit in cafeterias across the country.

“Be brave and do it. Just do it. We have absolutely no regrets whatsoever in making this decision. We have only met people that are positive, ‘we can do it’ people at Fooda. Why wouldn't anybody want to work with people like that? You don't always come across that, particularly in a very traditional industry like cafeterias.”

— **MARTIN CLARKE**
GLOBAL HEAD OF WORKPLACE SERVICES, NORTHERN TRUST



Food Halls also add to the company's bottom line. The stations are staffed by visiting restaurants, so Northern Trust incurs no labor costs. And better food leads to increased employee participation, which drives more revenue.

Why are Food Halls better?

- » You avoid the cost of cafeteria labor, stations are staffed by the restaurant.
- » Your employees will love that lunch is no longer made from the same kitchen, from bulk ingredients and the same corporate recipes.
- » Your space will remain a confluence where colleagues across departments can meet for lunch to build relationships and share ideas.

The Cafeteria-To-Food Hall Transformation

While the evolution of the traditional cafeteria model is equal parts innovative and disruptive, it's also a pretty safe bet. In many ways, it's simply a more streamlined approach to the same core concept.

A few decades ago, the legacy cafeteria model made sense. These days, we have better alternatives that fit the changing needs of companies and their employees. Fooda has built a model that can easily adapt to any corporate setting. We connect those restaurants, workers, and employers together so everyone benefits.



How does this transformation happen?

Learn more about how Fooda can help with your needs:

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