



How Liberty Property Trust Sells Millennial Companies on Suburban Spaces



Background

Liberty Property Trust, a Philadelphia-based Real Estate Investment Trust, saw competitors offering amenities to potential tenants near its suburban office park. In order to beat the competition, the company needed a solution to retain and attract tenants. Liberty Property Trust added an on-site gym that tenants loved. But they felt a need to go a step further. They wanted to offer a unique amenity around food that would make their building stand out in their suburban business park.

Challenges

Liberty Property Trust wanted to provide good, hot food to its tenants, but the company couldn't justify the ROI of spending hundreds of thousands of dollars building a cafeteria in what could be profitable leasable office space.

Solution

Liberty Property Trust built a multipurpose space that hosts a daily rotation of guest restaurants between 11am and 1pm to serve lunch daily.



“A major cafeteria company wanted about \$300,000 of equipment purchases and all kinds of stuff to create a café — and we'd be subsidizing them. Fooda is a low risk chance you're taking, you're not building a full café.”

— BRUCE HARTLEIN
VP LIBERTY PROPERTY TRUST

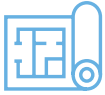
Benefits



The new lunch program is covered by tenants purchasing their own lunch



The multipurpose space is only occupied for 2 hours during lunch service and didn't require a full kitchen to be built. Tenants can use the space outside of lunch hours for anything from investor meetings to March Madness happy hours.



Thousands of square feet that would have been used for a cafeteria are instead used as additional rentable office space



With very few restaurants within 20 minutes of the business park, tenants' employees no longer take time-consuming trips for lunch

AVOIDED
\$300K
EXPENSE

THE NEW LUNCH OPTION CREATED SUCH A BUZZ IN THE BUSINESS PARK THAT A NEARBY OFFICE BUILDING DECIDED THEY HAD TO HAVE IT TOO.

“ One of our new tenants who moved into a nearby 170,000 sq/ft office saw the operation we have and they're adopting it for their own space. Rather than putting in a major cafeteria company, they're just bringing in Fooda. ”

“ I think it works great! ”

— BRUCE HARTLEIN

VP LIBERTY PROPERTY TRUST



How to Host Popup Restaurants At Your Workplace

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



fooda.com