



10 Years of Trusted Partnership: Lettuce Entertain You and Fooda's Collaborative Journey to Success



Lettuce Entertain You, a renowned national restaurant group, got its start in Chicago, IL in 1971. What began as a single restaurant called R.J. Grunts has since grown into a remarkable empire that operates over 120 restaurants across the U.S. From trendy eateries to upscale fine dining establishments, Lettuce Entertain You continually pushes the boundaries of culinary creativity, captivating diners with unique flavors, exceptional service, and memorable dining experiences.

Fooda Partnership

In 2013, Lettuce Entertain You partnered with Fooda, recognizing the potential of this emerging workplace dining solution. This collaboration took place during the early stages of Fooda's development, showcasing Lettuce's willingness to embrace innovation.

The partnership began with Nacional 27, a Latin-inspired Chicago-based restaurant within the Lettuce group, and quickly expanded as Lettuce witnessed the positive impact Fooda had on their business. Impressed by the results, Lettuce introduced other popular establishments such as Big Bowl, Bub City, and M Burger to the Fooda program. Over time, this partnership grew to encompass an impressive 40 Lettuce restaurants across 11 markets, underscoring Lettuce Entertain You's strong belief in the Fooda partnership and their trust in its potential for expanding their presence throughout the U.S.





Benefits: Testing New Concepts

One of the most significant benefits of the partnership between Lettuce Entertain You and Fooda is the ability for Lettuce to utilize Fooda's infrastructure as a testing ground for new concepts and products. Through Fooda's app, Lettuce can introduce their latest menu items and restaurant concepts to a diverse audience, obtaining immediate insights. This real-time feedback loop enables Lettuce to refine their offerings and make data-driven decisions based on customer preferences.

Making the Most of the Partnership: Utilizing Fooda's Full Offerings

Lettuce Entertain You has maximized the benefits of partnering with Fooda by taking advantage of the diverse range of available offerings. Through Fooda's various programs, Lettuce restaurants have expanded their reach, explored new sales channels, and catered to different dining needs.

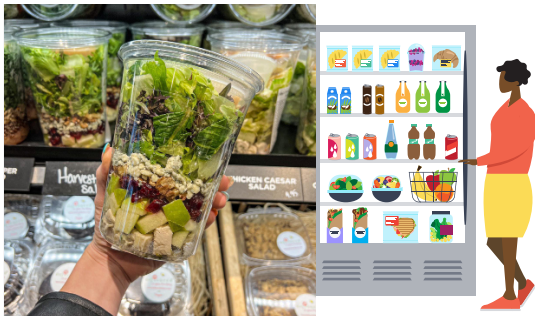
Here are some notable examples of Lettuce Entertain You restaurants working with Fooda:

Delivery Program: Beatrix Market was looking to extend its reach beyond traditional dine-in experiences. With Fooda's efficient delivery infrastructure and seamless logistics, Beatrix Market has been able to bring their food directly to the workplace, satisfying the cravings of busy professionals.



Popup Program: Wow Bao has embraced Fooda's Popup Program to introduce their innovative and delicious Asian cuisine to a wider audience. By collaborating with Fooda, Wow Bao has been able to set up temporary Popup locations in workplaces, creating a buzz and giving employees a unique dining experience. This partnership has allowed Wow Bao to showcase their menu items, attract new customers, and expand their brand presence beyond traditional brick-and-mortar establishments.

Cafeteria Replacement: M Burger, known for its mouthwatering burgers, has harnessed the potential of Fooda's full service Cafeteria Replacement Program. This collaboration has enabled M Burger to set up convenient and inviting Popup-style setups in cafes, offering their delicious burgers and sides to a wide net of employees.



Workplace Convenience Services: Foodease harnessed Fooda's Workplace Convenience Services program to provide enhanced dining options to employees. With Fooda's innovative platform, Foodease has established convenient and inviting grab-and-go setups within office buildings.

Catering: Big Bowl, a beloved Lettuce concept, has been able to seamlessly cater to corporate events, meetings, and special occasions through Fooda. This collaboration has allowed Big Bowl to tap into a wider customer base, impressing guests with their authentic Asian cuisine and ensuring that every catering event is a memorable culinary experience.



**70K+
EVENTS
TOGETHER**

By embracing the various programs and services offered by Fooda, Lettuce Entertain You restaurants have found innovative ways to grow their business, reach new customers, and deliver exceptional dining experiences in partnership with Fooda. This collaboration showcases the versatility and effectiveness of Fooda's offerings and has resulted in an impressive 70,509 events over the last 10 years of partnership.