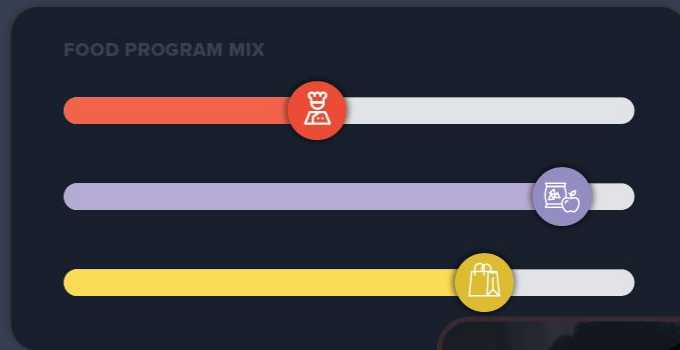




The Rise of the Adaptive Food Program

How and why leading companies are moving from fixed food programs to programs that flex with their teams



Agenda:

1. Quick Foda Context
2. Why Fixed Food Programs Break
3. Introducing the Adaptive Food Program
4. Foda's Products, Intentionally Adaptive
5. Customer Story: Adaptive in Action
6. Community Impact
7. Design Your Food Program
8. Q&A



Joey Turman

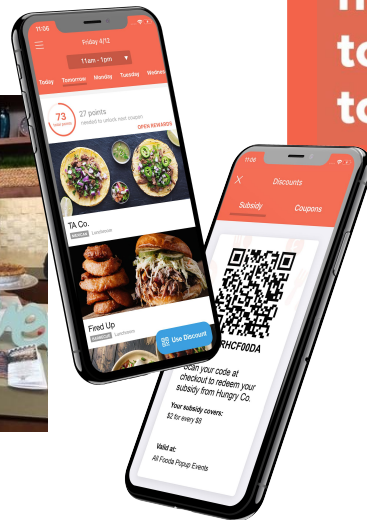
Business Development | West Coast
Foda



Stafford McKay

VP Marketing
Foda

Context on Fooda



47%



BEST PLACES TO WORK

have partnered with Fooda
to bring local restaurants
to their onsite employees



stafford.mckay@fooda.com | joey.turman@fooda.com

Our Products

Fooda's full stable of products allows for customizations, flexibility, and scalability



Orange by Fooda

Fooda's enterprise cafe product, using resident restaurants, rotating popups and an emphasis on hospitality.



Popup

Guest restaurants visit you onsite during mealtimes, situated in lobbies, breakrooms, or any other space. Rotating restaurants keeps daily meals exciting.



Fooda Delivery

Employees place individual orders from a selection of restaurants. All orders are delivered at the same time. Group delivery dramatically saves on fees.



Catering

From white-glove to box lunches. A dedicated account manager gets to know your team and facilitate orders, or admins can use the portal to schedule events.



Barista Bars

Choose from a local roaster or a national branded coffee concept. This service can sustain both coffee and grab & go food.



Fooda Pantry

In partnership with regional and national operators to provide elevated 24/7 micro-markets and vending solutions.

Hybrid work means no two days look the same



Some days the workplace is full.

Some days it's quiet.

That's not a problem to fix, it's just what hybrid work is.

Most food programs were built before that was true, and haven't caught up.

WHY FIXED PROGRAMS BREAK

Population & Priorities

No week, no year, no initiative is the same



Attendance shifts day to day: Tuesday and Wednesday rarely look like Monday and Friday



Priorities shift too: new leadership, a new initiative, a push that suddenly needs food where it didn't before



Programs built for last year or last month, can't keep up with today's reality

Budget



What works at 50 people doesn't work at 500

- A fully subsidized program can be realistic at an early stage
- As headcount grows, that same subsidy model is hard to sustain
- Without adaptability, companies are left choosing between overspending or cutting the benefit

Vendor Lock-In



The usual fix costs more than the problem

- When conditions change, the typical response is switching vendors
- That means a new RFP, new onboarding, a new app for employees to learn
- The provider shouldn't need to change just because the program does

Introducing the Adaptive Food Program

What Makes a Food Program Adaptive?

A program built to flex with population, budget, and company stage, without requiring a vendor change.



PEOPLE

Who's there and
how they eat



BUDGET

What you can
sustain and how
that changes



STAGE

How the program
grows as you do

Program Variation: Live versus Static

There's a time and place for both live and static programs

Live

An onsite moment, food as an event



Popup Restaurants

Rotating local restaurants, set up onsite



Food Trucks

High-visibility, on-premise experience



Action Stations

Chef-attended stations in a cafeteria

Static

Convenience, minimal footprint



Delivery

Individual orders, brought to the team



Snacks

Stocked, always-available options



Grab & Go

Self-serve, no prep required

An adaptive food program supports live days, static days, and blended days

Zooming in: Popup + Delivery for hybrid teams

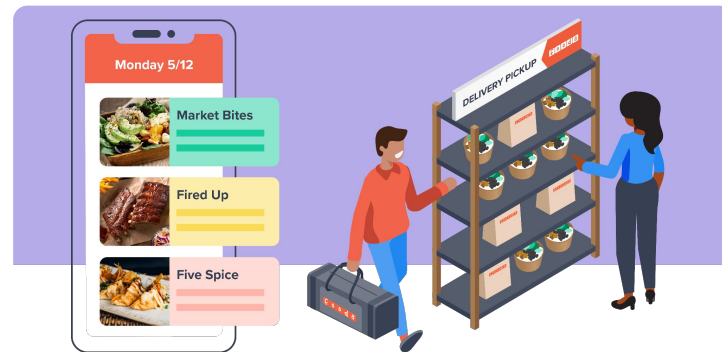
Popup and Delivery gives planners and day-of deciders both a seat at the table.



Popup — Fresh + flexible

- Local guest restaurants visit onsite, no infrastructure needed
- Walk up and choose, no pre-ordering required
- Daily rotation keeps the experience fresh and builds anticipation
- Creates a genuine onsite dining moment that people look forward to

Best for: day-of deciders, employees who want an onsite dining experience



Delivery — Planned + personalized

- Order individually from local restaurants by 10am cutoff
- All orders arrive together; dramatically lower fees than one-off delivery
- Full dietary customization and specific restaurant choice
- Resets daily, employer stipend prevents double-dipping

Best for: planners, dietary needs, employees who want control over their order

Real World Example: Entertainment Company Burbank

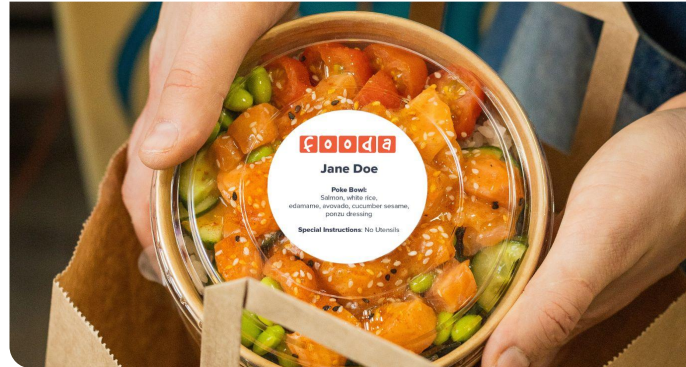
Live and Static, running together, for a
workplace where employees don't all decide
lunch the same way

The challenge:

- Stand out in a competitive Burbank job market
- Serve both planners and day-of deciders without forcing everyone into one workflow
- Meet restaurant-quality expectations in a demanding LA food market
- Offer variety and choice across different dietary preferences

The solution:

Combined Popup + Group Order Delivery: two ways to get lunch, one unified system with one shared employer subsidy.

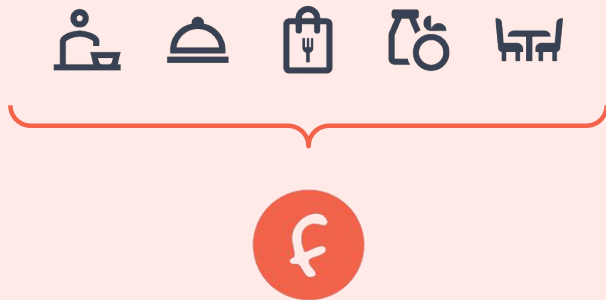


Your provider stays constant. Your program adapts.

Most providers lock you into a format. Because it's all they do or because it's what your contract states. When your needs change, the typical path is a new RFP, a new vendor, a new app to learn.

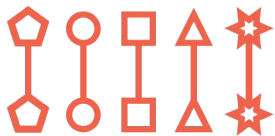
With an adaptive program:

- One relationship, from your first 50 employees to your next 500
- Popup, Delivery, catering, pantry, cafeteria, all available without switching vendors
- As your needs change, the program adjusts. You don't have to start over



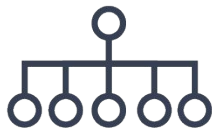
Adaptive starts in the kitchens

Our not-so-secret sauce: multiple kitchens, involving the community



Community Sourcing Makes The Adaptive Model Possible

- Many local restaurants, each preparing their own food to their own standard
- Popup, Food Halls, and Delivery all draw from the same live network
- Many sources, so there's no ceiling on variety



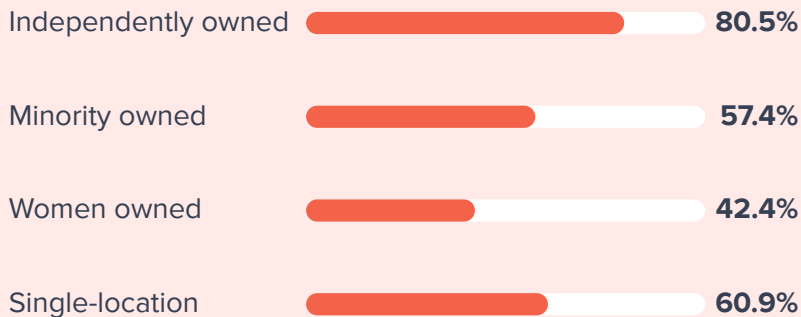
Fixed Programs Depend on Centralization

- A single kitchen, or a single ghost kitchen commissary, preparing everything in bulk
- Pantry and vending agreements often lock you into the same handful of brands, restocked, not refreshed
- A single source can't easily support variety, everything runs through the same bottleneck

Real Restaurants, Real Impact

Who's in the Foda 3,500+ Restaurant Network?

OWNERSHIP DEMOGRAPHICS



SUPPLIER DIVERSITY CERTIFICATIONS



27.2% of Foda restaurant partners hold at least one formal certification — making this program a genuine supplier diversity asset

When your food program runs through Foda, 100% of it supports locally owned businesses.



Source: Foda 2026 national restaurant network data; restaurant self-reported

Audience Q&A



Get 1:1 time with a **Workplace Food Planner**

We're happy to lend time and expertise to webinar attendees,
without commitment or cost.

email stafford.mckay@foda.com

Appendix

Design Your Food Program

<https://info.fooda.com/design-your-food-program>

Toggle your employer subsidy and daily population to simulate what Fooda Solutions make work best for you.

Employer Paid Subsidy

Per Person, Per Meal



Estimated Weekly Program Cost

\$631.05

Monday

Population



Expected Participation

14

Best Fit A La Carte Services:



Tuesday

Population



Expected Participation

62

Best Fit A La Carte Services:



Wednesday

Population



Expected Participation

79

Best Fit A La Carte Services:



Thursday

Population



Expected Participation

56

Best Fit A La Carte Services:



Friday

Population



Expected Participation

6

Best Fit A La Carte Services: