



Optimizing Your 2027 Workplace Food Program

*How the best restaurant-powered
programs drive participation, ROI, and
better in-office experiences*



Agenda:

1. Quick Fooda Context
2. The Pressure Going into 2027
3. What Food Program ROI Depends On
4. What Drives Participation
5. Why Restaurant Relationships Matter
6. What Makes Fooda Different
7. Proof & Takeaway
8. Q&A



Ashleigh Bakos

Sr. Business Development
Manager
Fooda



Devonte Morciglio

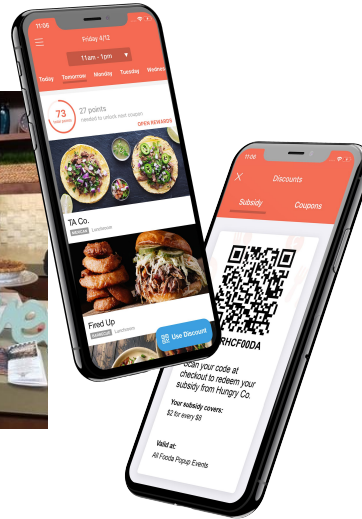
Restaurant Sales Manager
Fooda



Stafford McKay

VP Marketing
Fooda

The Fooda Story



stafford.mckay@fooda.com

The Types of Employers that Partner with Fooda...

47% of Glassdoor
Best Places
to Work

have partnered with Fooda
to bring local restaurants
to their employees

'GLASSDOOR'
BEST PLACES
TO WORK

Reevaluating Food-Related Benefits for 2027

Here's what that looks like:



Employers are scrutinizing benefits. Those that don't deliver measurable results are at risk



Cost per person and hidden costs like admin hours spent coordinating impact affect ROI



Participation is what matters. If people don't use your program, it doesn't matter how good it looked on paper when it started.

Employers are looking for ROI

65%

Of employers now
measure the ROI
of their benefits

Up from

51%

Last year*

* source: 2026 PNC survey

The Benefits of a Successful Workplace Food Program

- **In-Office Attendance**

The convenience of on-site food helps you earn your employees' commutes

- **Company Culture**

Employees get chance to talk over their lunch breaks, allowing them to build connections and fostering collaboration

- **Productivity**

Employees stay on site rather than losing time to lunch runs

- **Recruiting and Retention**

An improved daily workplace experience maintains employee satisfaction and draws in new talent



What Determines Overall Spend



Cost per Person

Depends on subsidy amounts and service fees



Participation

The higher your participation rate, the more you spend

Conversely, lower participation rates lead to higher per-person spend



Coordination Time

Someone has to manage day-to-day operations, taking time away from other projects

ROI hinges on participation rates



If your program delivers inconsistent or disappointing experiences, employees won't participate.

If employees don't participate, they won't feel the benefits, **and neither will you.**



**So What Drives
Participation?**

Great Food From Great Restaurants

Employees don't just want restaurant-quality food. They want it with convenience that beats going out to get it and a price point that beats traditional delivery.



Love this restaurant!



Restaurant food is the draw → **Price is the deciding factor**

Restaurant Relationships Shape the Experience

If your food program is unsustainable for the restaurants you work with, you get:

Last-minute cancellations

Due to unexpectedly high order volumes that restaurants can't prepare for

Frequent turnover

From restaurants not making a profit

Menu offerings that stay generic and stagnant

With fewer restaurant partners comes fewer menus to choose from

What Makes Fooda Different?

The Same Food; Very Different Costs and Experience

	Individual Delivery Apps	Catering Marketplace	Managed Restaurant Program
Cost	Highest. Markups, service fees, delivery fees, and tips on every order.	Menu pricing plus added fees. Staffing often billed separately.	Retail-matched pricing. Delivery costs shared across many orders.
Admin Effort	Low for admins, but chaotic for the building.	High. Someone still researches, orders, and troubleshoots.	Low. A dedicated team handles the coordination.
Reliability	Varies by driver.	Restaurant stays in the network even after failures.	Accountability standards; partners can be removed.
Data	None.	Limited or none.	Participation, spend, and feedback reporting.
Flexibility	You get what's listed.	"At this budget, you get these restaurants."	Custom menus and budgets worked out with local restaurants.

WHAT MAKES FOODA DIFFERENT

Real World Example



Burrito cost through Fooda
Popup or Delivery:

\$10.55

The difference:

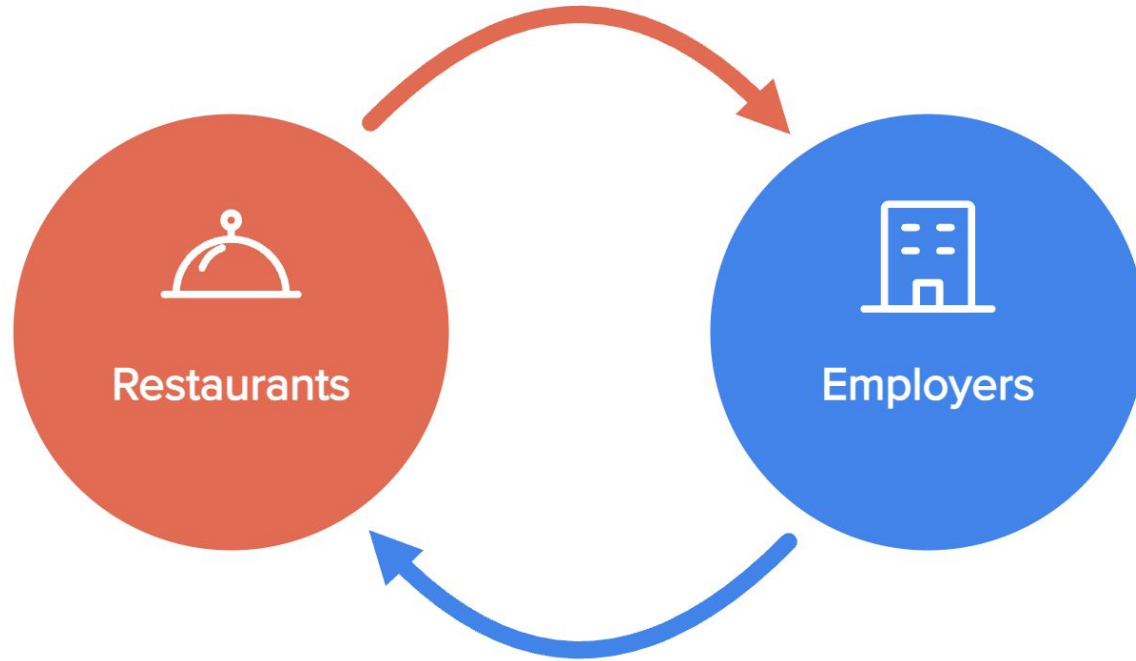
\$12.22

(215% increase
on individual delivery app)

Burrito cost through a
individual delivery app after
fees and tip:

\$22.77

Restaurants Set up for Success = Success for Employers



Questions to Ask about Your Food Program

1. What's the "why" behind our program, and have we told employees?
2. Do we know our participation rate? What should it be?
3. How much of our spend goes to food versus fees?
4. How many internal hours go into running this?
5. What happens when a restaurant fails to deliver?
6. Can the program flex if our budget changes mid-year, instead of being cut entirely?
7. Does our provider give us the data to answer these questions?

Do you have the right provider in place?

Audience Q&A



Get 1:1 time with a
Back to Workplace Food Planner

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

Appendix

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.



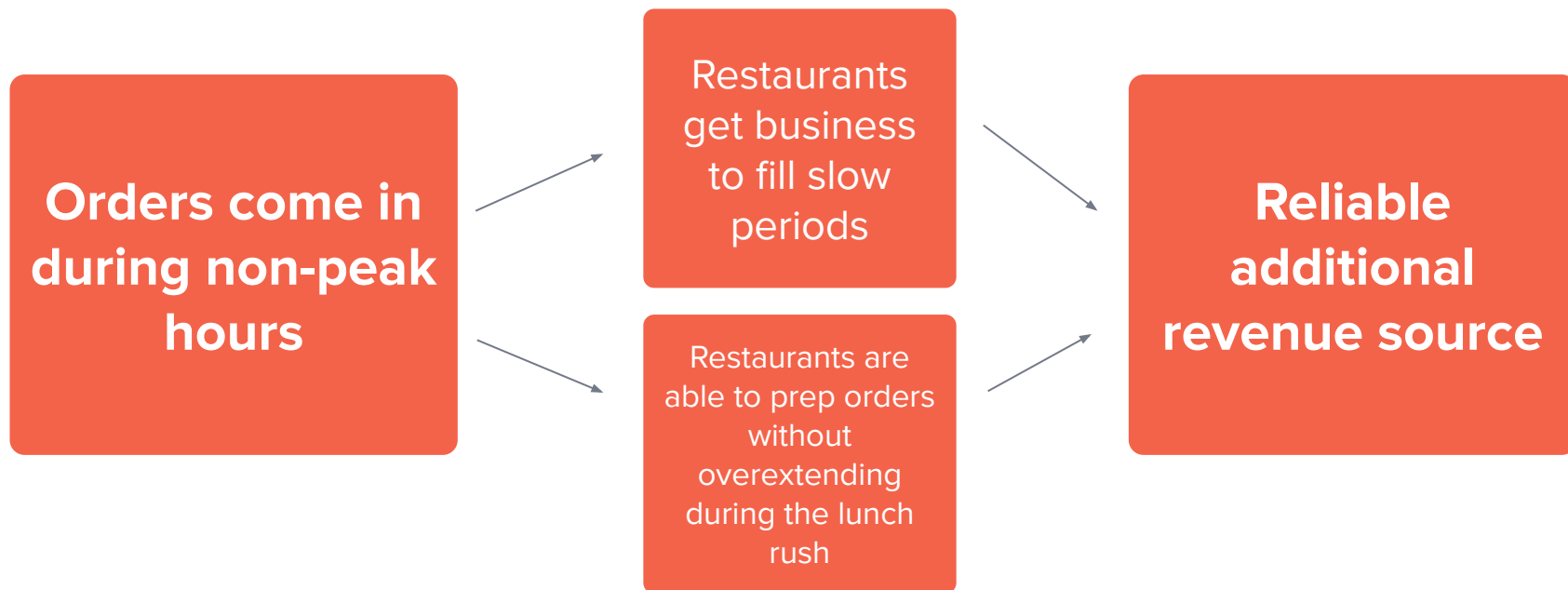
Fooda Pantry

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

Accountability Runs Both Ways

- Expectations set at signing
- Operations team provides ongoing support
- Restaurants get accurate order volume estimates ahead of time
- Partners that consistently fail to meet expectations are removed from the network

Why Restaurants Stay



The Result

Employees Get:

- A consistent, reliable experience
- Daily access to convenient, affordable food
- Restaurant variety that keeps them engaged

Employers Get:

- Sustained participation
- Measurable ROI that justifies costs

What it Comes Down To

**Affordable
Prices**

+

Reliable Service

=

**Sustained
Participation**

+

**ROI that Justifies
Spend**

Proof and Takeaway

- Devonte real world examples?
- The Side-by-Side Order - Build a mock 100-person lunch from the same restaurant through two different models:
 - **Option 1 (marketplace or catering order):**
 - Steps someone has to take: research, ordering, confirming, arranging staff, setup, cleanup
 - Line-item costs: food, service fees, delivery, staffing, tips
 - What's missing: participation data, employee feedback, backup if the order is cancelled
 - **Option 2 (managed program):**
 - Price per person, for example \$15, with the restaurant serving, checking food temperatures, portioning, and cleaning up
 - Planning, coordination, and reporting included
 - Budget protection, such as prepaid pop-ups with fixed pricing that won't exceed your annual budget