

How An Office Building Saves \$100K Annually By Radically Rethinking Their Cafeteria



Background

200 Cambridge Park Drive is a 200,000+ square foot office building spanning six floors in a highly competitive commercial real estate market outside Boston, MA. The property's amenities are crucial to keeping its discerning tenants happy. The building management company had spent a lot of time and money building a cafeteria, but unfortunately tenants didn't eat there as projected and the investment did not pay off until they tried a radically new approach: Popup meals from a different restaurant every day.

Challenges

- Very low cafeteria usage by tenant employees
- Building management burdened by high cost cafeteria and unsold food
- Complaints to building management about high food prices and lack of variety

Solution

Legacy cafeteria provider replaced by restaurant
Popups fully managed by Fooda

Results

- Monthly meals sold increases by 158% as revitalized cafeteria becomes go-to lunch spot
- Building saves \$108,000 per year, no longer pays for unsold food
- Employees excited about food variety, complaints to property managers turn into praise



% Change in Monthly Meals Sold:

+158% (from 840 meals/month to 2,165 meals/month)

Variety from Top Restaurants Replaces Same Old Cafeteria Food

The cafeteria at 200 Cambridge Park Drive now hosts a rotation of 20-30 different restaurants a month, fully managed by Fooda. All restaurants have at least 3.5 stars on Yelp and a grade “A” health rating. Employees in the building now actually look forward to going to the cafeteria and getting their meals from a different restaurant every day.

Building’s Unique Needs Solved with Fooda’s Customized Solution

With the legacy cafeteria, people working at 200 Cambridge Park Drive had hot lunches and grab-and-go options. The building wanted to maintain these options and Fooda responded with a customized, two station approach. Station #1 includes a salad bar, grab-and-go sandwiches, organic farm-to-table offerings, and a coffee bar. Station #2 is where hot lunch is served by Popup restaurants.

Cafeteria Participation Dramatically Increases

Employees at 200 Cambridge Park Drive are no longer leaving the building in droves for breakfast and lunch. Since Fooda took over the cafeteria, monthly meals sold increased by 158%. Before Fooda, the building was losing money every day from having to pay the legacy cafeteria provider for unsold food. Today they are saving \$108,000 per year by not having to pay these fees and the property management company is exceeding tenant expectations.

“ The difference between a traditional cafeteria and having the hottest local restaurants brought to us is night and day. With Fooda’s solution, we’re offering a much more attractive amenity while saving money. ”

– 200 Cambridge Park Drive Property Manager



Cost Savings:

\$9,000

/month

(\$108,000/year)



Monthly Meals Sold:

+158%