



WHY ONE OF CHICAGO'S PREMIER OFFICE BUILDINGS REPLACED THEIR LEGACY CAFETERIA WITH FOODA'S PROGRAM

330 North Wabash is a Chicago Landmark Building and a trophy asset on the National Register of Historic Places. The class-A building, designed by renowned architect Ludwig Mies van der Rohe, sits on the Chicago River between the city's two main business districts, River North and The Loop. It collects accolades: 2019 Energy Star Partner of the Year, LEED Gold Certified, there's even an organic garden and honeybee apiary on the roof.

The building's TOBY award-winning management is constantly looking to improve the already incredible office building. After assessing their legacy cafeteria operation in 2017 and seeing participation could be higher, they decided to solicit proposals for alternative options.

One proposal stood out from the pile of typical proposals from institutional corporate cafeteria providers.

SOLUTION: The Cafeteria Transformed Into 'Restaurant Rohe'

Lower Overhead, More Excitement

Fooda's program integrates a daily rotation of local Popup restaurants to provide tenants with a variety of fresh, chef-driven lunch options. It also includes two resident restaurant partners (concepts from the James Beard award-winning restaurant group Lettuce Entertain You) that manage the grill, salad bar, deli and breakfast operations.



A BETTER BUSINESS MODEL

“ I can easily explain why we decided on Fooda—it was price driven. The fact that Fooda, rather than the building, takes on the risk of loss or profit was the big driver. Since we just pay for some labor and equipment maintenance, our costs are about a third of what they were previously. Our subsidy has gone way down.”

Susan Hammer
GENERAL MANAGER AT 330 N WABASH,
VICE PRESIDENT AT JLL



AN EVEN MORE DESIREABLE BUILDING

“ It’s a given that you have to have some kind of food option to be a class-A building. Whenever I take potential tenants through Restaurant Rohe, they see it’s a nice facility, and it offers diverse food choices. It’s definitely a plus when they’re considering the building.”



food
MANAGEMENT

FOOD MANAGEMENT
BEST
CONCEPT
AWARDS

FOODA'S CAFETERIA REPLACEMENT SOLUTION

80,000+ Meals Sold Annually
100+ Local Restaurants Annually

Named Best Concept by Food Management Magazine, the Fooda Cafeteria Replacement model represents an important evolution that reduces overhead, increases participation, and delights employees with high quality, authentic food. The low-risk, on-trend solution has been embraced by companies across the country.

**Is your lunch operation in need of an upgrade?
Let's have a conversation.**

In the meantime, take a virtual tour.