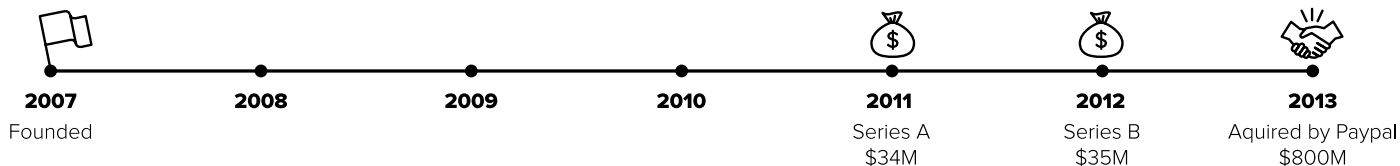
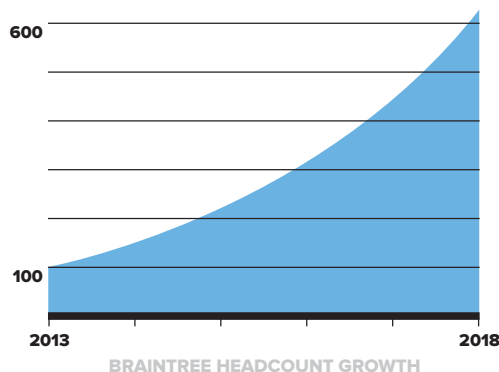




How a Billion-Dollar Tech Company Provides Authentic Restaurant Food to Employees As Headcount Continues to Grow

Braintree, a Chicago-based financial technology company, powers and automates online payments for merchants and companies online. Every time you pay for an Uber ride, book on Airbnb, or pay your friend through Venmo, you're using a product built by Braintree.

The company is one of tech's most successful exit stories, raising \$69 million in outside funding from well-known VC's like Accel, NEA, and Greycroft, and eventually being bought by PayPal for \$800 million in 2013.



As is the story at most startups, funding raised and employee headcount grew together at Braintree. To ensure it can recruit and retain top talent, the company has always offered best-in-class perks and benefits.

Among those perks and benefits is daily catered lunch that's free to employees. It's a perk that means a lot to Braintree employees, but finding the best provider took more than one try. Before switching to Fooda, Braintree was working with a major corporate catering platform that wasn't getting the job done or saving anyone any time.

These were the issues with their previous catering provider:

1

The first caterer was rarely on time

2

Lack of variety led to menu fatigue

3

The caterer couldn't handle serving hundreds of people

SOLUTION

A highly-reliable daily catering program executed by Fooda, that's kept up with Braintree's growth

“

Every single day for the past four years, Fooda has proven that they have the logistics figured out, and that they can do lunch seamlessly. Not only do they source and schedule the restaurants, but they have a quality assurance process to make sure the food passes our standards. If all that was handled by someone on my team rather than someone at Fooda, it would be a full-time job.”



CURT SWANK

Facilities Manager, Braintree

A varied, reliable lunch program is important for Braintree. Fooda is a great perk to attract potential employees. But it also saves current Braintree employees countless hours per year by not having to prepare or go buy lunch. That adds up to more productivity from some of the best talent in the business.



How Fooda compares to the previous provider:



EXECUTION

Fooda has a 99.6% on-time rating at Braintree over the past four years



VARIETY

Fooda's restaurant network has thousands of partners, from hidden-gem mom and pops to popular local hotspots



SCALABILITY

Fooda supports some of the fastest-growing companies in the country. Clients choose from staffed and served, drop-off, or individual order catering. Companies of any size can find the right solution with Fooda



“

We're competing with other billion-dollar tech companies for the best talent out there, which is why our culture and our perks are key. Fooda is a great perk that gets people interested in working here; it helps complete the Braintree puzzle. Overall, it's been a really great service and a real benefit to us.”

CURT SWANK

Facilities Manager, Braintree

Does your company need a better lunch program?

Let's Connect

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