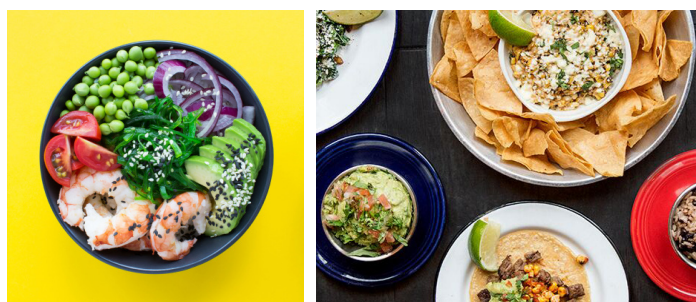




fooda

How Redfin Chicago Eliminated Headaches and Saved +25% on Catered Lunches

Popup Lunches Staffed and Served by Authentic Local Restaurants Bring Daily Excitement



REDFIN

From the very start, Redfin has been ahead of the curve when it comes to leveraging technology to make their business better. For example, the Seattle-based real-estate brokerage was the first to offer map-based online searches. If there's an innovative way to increase efficiency, build customer satisfaction, or even boost office morale, chances are that Redfin has given it a look.

On-site food is a major perk for Redfin's workers, with catered meals provided twice each week at the firm's Chicago office. The office had previously struggled to find a reliable catering partner. Redfin staff was spending up to eight hours each week planning meals, setting up catering stations, managing servers, and handling the breakdown and cleanup process. No matter what catering service they tried, it always seemed to require a lot of oversight.

Redfin' Chicago, believed that there could be a better way. When the time came to look at new options for feeding their growing team, they decided to go in a completely new direction. They went with Fooda.

SOLUTION

A reliable, affordable, and authentic Popup meal program featuring many of Chicago's best eateries, managed by Fooda. No hand-holding required.

“Even the little things with Fooda make a huge difference for us. With previous vendors, we couldn't be sure that we were getting what we ordered, or that the food would even be warm by the time everyone was served. With Fooda, the people serving the food have pride in what they're doing. Pay attention to every detail, down to the appearance of the food. A lot of times, we're even being served by the actual owner of the restaurant. It's really nice.”

OFFICE MANAGER, REDFIN

How Fooda Compares to the Previous Provider:

	PREVIOUS PROVIDER	FOODA
Cost	✗ Average of \$13.50 per person. Redfin was on the hook for leftovers.	✓ Average of \$10 per person. Redfin only pays for the food that employees consume.
Redfin Resources	✗ Redfin staff spent up to 8 hours per week dealing with set up and clean up.	✓ Fooda Popups take care of everything, eliminating headaches for Redfin staff.
Food Quality	✗ Caterers didn't provide food-warming trays and food was left cold.	✓ Authentic quality food is served hot and fresh to each employee by restaurant staff.

“Before Fooda, I was spending 6 to 8 hours every week helping our caterers, doing everything from putting out food to cleaning everything up. I even ended up having servers brought in to help, and I still had to manage them. It could be exhausting. With Fooda, that doesn't happen. Often, the Fooda caterer will have everything perfectly set up before I even realize that they're here. They don't need me to show them anything, and they don't need me to help with anything. They're ready to go.”

OFFICE MANAGER, REDFIN



Does your company need a better lunch program?

Let's Connect

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