

# Roadmap to Recovery

Our plan for **now**, **tomorrow** and the **future**

**We're ready with a catering service that follows our clients' progress in making the workplace collaborative and secure.**

Fooditude has been in operation since 2005, with a mission to provide catering that motivates and rewards our clients' staff. For us, it's about providing quality and value, without losing sight of our responsibilities to our local community and our impact on the environment.

Before the pandemic, we already had an agile delivery model that meant we could easily adapt our services for our clients. During the pandemic, we have been reshaping our model to offer our clients an even more flexible catering package - which can be changed or cancelled at a moments notice.

Read on to discover our 3-step plan to roll out our catering services as we all bounce back from the effects of the pandemic. Discover why we are:

- **Ready now**
- **Ready tomorrow**
- **Ready for the future**

Email [Cristina](mailto:ccovello@fooditude.co.uk) to discuss a catering roadmap for your office: [ccovello@fooditude.co.uk](mailto:ccovello@fooditude.co.uk)



# Ready now



Today, the decision to return to work not only depends on the roadmap set out by the government but also on public confidence in returning to the office. The guidance from the Government on 'Return to Work' and the success of 'Work from Home' processes put in place by individual workplaces has raised an important question as to whether or not employees who can return to work, should in fact, return.

On the other hand, there is a growing number of people who are wanting to return to the office - either because of 'dismal' conditions working from cramped housing - as highlighted by Rachel Cunliffe in [City A.M.](#) or just to avoid the isolation and loneliness of working from home as featured in this [Forbes](#) article.

As a workplace professional, we understand that it's difficult for you to juggle these shifting priorities and provide a safe space for those who need it. We're here to make it just a little bit easier.

## Our plan for now:

Our **Fuel by Fooditude** service is ready to energise staff with nourishing and safely packaged meals to keep your workforce happy and healthy. With us, you'll be getting the most hygienic office catering in London; all our meals are prepared in an independently audited and **SALSA** approved 20,000 sq ft' kitchen, with our staff maintaining strict social distancing.

Our minimum daily order is £250 but you can get discounts for a subscription or large volume orders. We'll deliver straight to your office, saving your employees from having to make the potentially infectious journey of 'popping out for lunch'. Whether it's a breakfast burrito, za'atar grilled chicken or bang bang tofu with sticky coconut rice - our aim is to provide food that makes your staff excited to return to their desks.

Discover  
**fuel**  
by  
**fooditude**  
FEED YOURSELF HAPPY



# Ready tomorrow



What seems unimaginable now, will happen once again. Eventually, teams will start to balance their time at work between the home and the office, reaping the benefits of homeworking and face-to-face collaboration in the workplace.

Working from home, as much as we may have fared in 2020 is not the most human way to work. In the words of [Kevin Roose](#), writing for the New York Times at the beginning of lockdown, "Home-cooked lunches and no commuting while we deal with coronavirus can't compensate for what's lost in creativity."

The UK economy suffered a [record annual slump](#) in 2020. But with the Bank of England's chief economist emphasising that the [UK economy](#) is "poised like a coiled spring" to bounce back after lockdown, the return to office will be a time for bottled-up innovation to be unleashed. According to the management consultancy company [McKinsey & Company](#), companies that reimagine their operations will be the ones that achieve the best performance.

Innovation is what is needed to build back better. We'll bet our hat that a conversation over lunch with colleagues is more creatively fruitful than a zoom call where the... connection ...keeps ...cutting ...out.

## **Our plan for tomorrow:**

**As offices in London start to reintroduce working face-to-face again, we'll be there to bring your team back together over vibrant and exciting food. Our chefs and front of house staff will quickly transform your space into a buzzing food hub (and return that space for meetings an hour after!).**

What's on the menu? Expect authentic international street food at it's best - think poke bowls, aromatic curries or even dirty vegan burgers.

Our pop ups will be the perfect middle ground between packaged meals and a full canteen service. We'll arrive at your office, set up and serve, then scrub down like we were never there.

**There are three great benefits for using this service:**

### **1. Creates a sense of occasion.**

Our pop-ups will provoke excitement that encourages people to tune back into life in the workplace.

### **2. Reignites the workplace community.**

Mealtimes are one of the most social activities out there, with the power to bring your team together - boosting morale and encouraging collaboration.

### **3. Reassuringly safe way to eat.**

Our on-site pop-ups help avoid unnecessary social and physical contact outside of the office. Your staff will get to watch our team prepare their meals with all the health and safety precautions being taken - directly in front of them!



# Ready for the future

An [ONS report](#) from May found a significant shift in the way people spend their time that is likely to have changed their attitudes. People will want to continue some of the activities they've become accustomed to during the pandemic - for example, more time for family, exercise, cooking - and less time spent on the commute to work.

The [Harvard Business Review](#) report, 'Re-Creating Work as a Blend of Virtual and Physical Experiences' cites that nearly 78% of the 1080 global leaders surveyed think remote working is likely to increase as a result of global lockdowns. 61% suggest that it functions as well, if not better, than office working.

In [The Pandemic Is a Portal](#), author Arundhati Roy writes, "Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next."

Whilst it's tempting to want to go back to business as it was before lockdown, the pandemic recovery period is an opportunity to adapt and improve how we do our operations. In the workplace this will translate into a 'hybrid workplace strategy' - with a focus on creating a safe and productive office environment alongside an agile and collaborative remote work experience.



## Our plan for the future:

As things return to normal at the last stage of our catering roadmap, we look forward to implementing a catering service that is future-ready. Our 20,000 sq' production kitchen is state-of-the-art with a dedicated team that can cook up to 10,000 meals from scratch - every day.

When the time is right to re-introduce a full service catering operation, we can do it without the need for a kitchen in your office and with all the health and safety assurances to put everybody's worries at ease.



## What our catering services mean for you:

### 1. Save money and/ or space

Without the need to splash out on fitting a kitchen, one of our clients saved £200k on kitchen design and equipment plus £500k a year on rent by choosing our model. Some of our clients have opted to use the extra space for meeting rooms, hot desks and other functions. We will work with you to find the best outcome for your company.

### 2. Our 'one stop shop' model

We can fulfill all of your staff's food and beverage needs from meals to snack and drink stocking to events. Our clients report that typically we save them up to 2 hours per day. We can scale numbers up or down at short notice due to last minute events or meetings - or anything else the workday throws at you. Let us make your job easier.

### 3. We're reliable and accredited

Fooditude has over 16 years of experience delivering quality catering to some of the best workplaces in London. Every one of our sites has a 5\* health and safety rating and we're independently accredited by [SALSA](#) and [Safer Food Scores](#).

### 4. Our commitment to sustainability is genuine

We can provide you with all the information you need to be reassured that our supply chain is designed to benefit our local London community and create minimal environmental damage. We work with [The Planet Mark](#), [The Sustainable Restaurant Association](#) and other groups to continually improve our environmental impact.

In December 2020, we became part of the [Sodexo UK & Ireland](#) family. We both have a shared vision for making our operations even more sustainable together, with ambitious targets to reduce our carbon emissions. Check out Sodexo's [Social Impact Pledge](#).



**We are ready for each of the stages following the global pandemic; our catering services will remain relevant to your company's needs and requirements as the world changes.**

Our roadmap to recovery means that we'll be what you need at the time you need it. If things do take an unexpected turn, we have the power to scale our catering services up or down depending on your requirements.

Whilst we are ready for the future challenges that providing food in the workplace will bring, we also pledge not to lose track of our core values in building a better future for everyone.

We will continue to refine our food production process to make it even more environmentally friendly, and we will continue caring for our community as we have done with our emergency response kitchen during the pandemic - which served 37,000+ meals to vulnerable people.

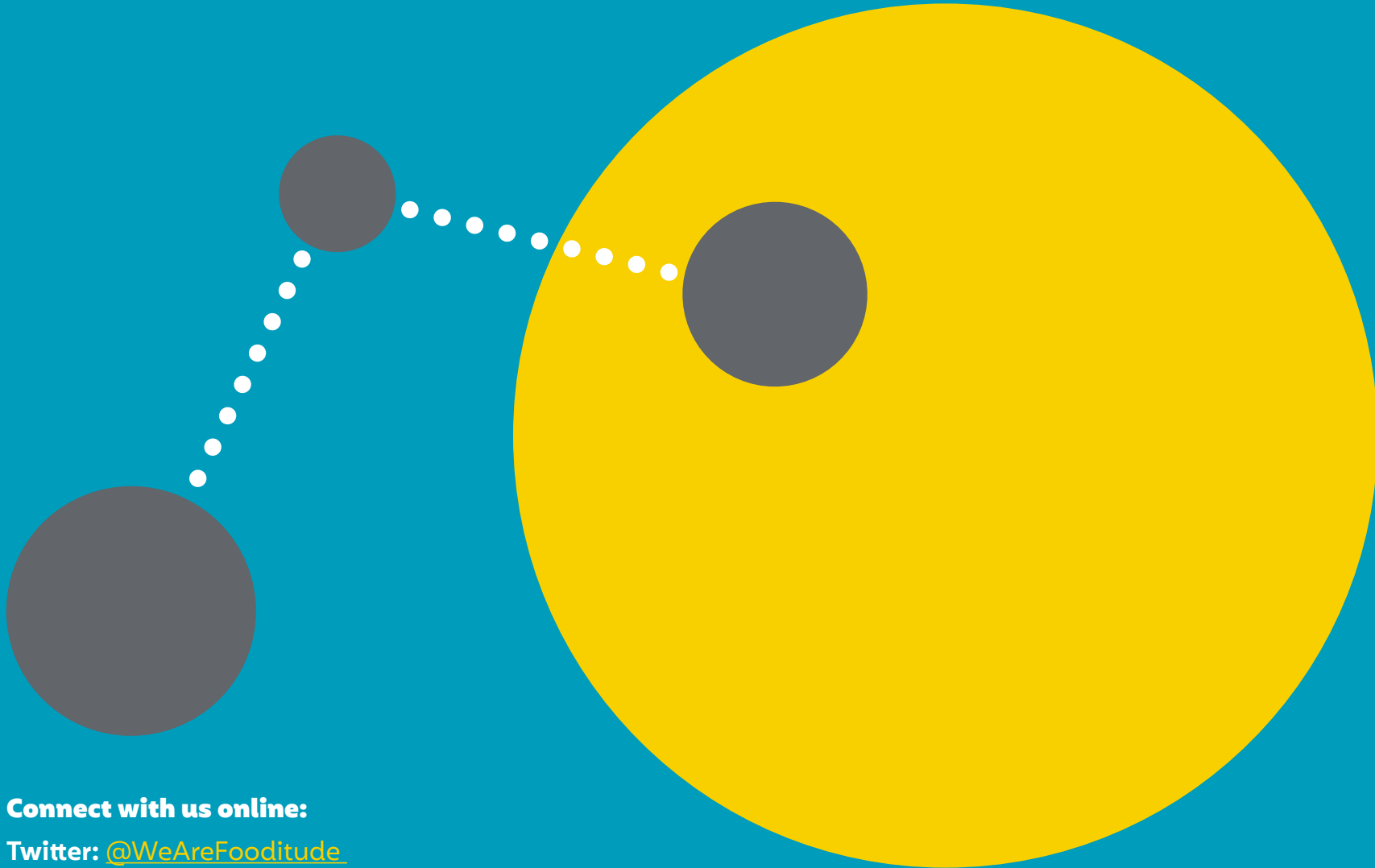
### **Your catering roadmap:**

We would like your input on how we can adapt our catering services for the return to office life after lockdown. With your feedback, we can provide you with a focused roadmap that indicates how our catering services can support the specific needs of your office.

**Let's discuss your catering roadmap.**

**Email Cristina:** [ccovello@fooditude.co.uk](mailto:ccovello@fooditude.co.uk)





**Connect with us online:**

Twitter: [@WeAreFooditude](https://twitter.com/WeAreFooditude)

Facebook: [@WeAreFooditude](https://www.facebook.com/WeAreFooditude)

LinkedIn: [@WeAreFooditude](https://www.linkedin.com/company/wearefooditude)

[www.fooditude.co.uk](http://www.fooditude.co.uk)