



HOW WE PRESSED **RESTART**

on a tech client's
food programme



CLIENT CHALLENGE

Our client is an American tech company specialising in big data analytics. They provide complex data analytics services to diverse clients, ranging from government agencies to private corporations across the globe.

Considering the sensitive nature of their work, they prefer to remain anonymous.

THE PREMISE

To compete in a competitive industry and maintain a talented workforce, this company provides an extensive food programme for employees at all of their global offices. Their London office serves an average of 600 people daily, but the number of employees can range from 400 to 800 depending on office events.

The food programme includes breakfast, lunch, dinner, snacks, drinks, grab-and-go options, and coffee. Additionally, we help arrange top-notch hospitality for their client meetings and regular social events.



FOODITUDE'S OFFER

Since November 2014, Fooditude has been providing catering services for this client. Over time, we have expanded the food programme from a basic lunch drop-off for 30 individuals to the extensive service it is today. Additionally, we assisted in the design of their current catering area and constantly work with their workplace teams to develop the food offer and dining spaces.

We deliver breakfast, lunch and dinner for 600 people daily and cater for all their events from our production kitchen in Bermondsey. We serve a varied selection of food every day: there's never a dull day in the office canteen.



Breakfast menus can have anything from smoothie bowls to spinach pancakes, even a Full English on occasion too.

Lunch and dinner menus offer a combination of hot and cold meals from a seasonal menu that changes daily. Many of our menus are themed, and we have chefs that specialise in different cuisines, from Mexican to Nigerian and everything in between.

The food arrives at the client's office cooked and held at temperature in state-of-the-art hot boxes. We have a finishing kitchen on-site to steam fresh vegetables (that otherwise don't travel well) and add our finishing touches.

As we don't cook anything on site, we don't need commercial extraction, and a small space of roughly 25 sqm, including the dishwashing area, is enough to cater nearly 1500 meals every day (across breakfast, lunch and dinner). **BOOM!**



OUR CHALLENGE

The elaborate food programme came to a grinding halt in March 2020 when offices closed on account of lockdowns worldwide. However, given the critical and sensitive nature of the business, our client organised a phased return to the office in Summer 2021. Regrettably, they also took the opportunity to reorganise catering services, and we lost this contract.

The company brought in a new catering provider (a traditional player that normally operates on-site kitchens, trying to break into the delivery space). The idea was to attract people back to the office with a brand new food offer – a 'breath of fresh air'.

However, it was quickly apparent that even with the office at half capacity, the new caterers could not cope or deliver quality, consistency and variety from a remote kitchen. For example, delivering grilled meats in such large quantities from a remote kitchen was just not something they could execute, and people quickly tired of eating stews and curries for lunch and dinner daily!

As we did have a great relationship with the client, they got in touch with us in late November to see if we could step in and salvage the situation. It was flattering to see our expertise recognised. We were able to propose a solid solution that we could quickly execute. As a result, we agreed with the client that we would take over catering services from January 2022.

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THE SOLUTION

Given the sensitive nature of the situation and the client's requirement to fix the poor service of the incumbent quickly, Fooditude senior management put together a task force and a project plan in motion for a 'Go-Live' date just three weeks away. This included: a kitchen and logistics organisation plan, an ops plan for service and equipment purchase, recruitment and comms. Fooditude employees who previously worked at this contract were contacted, and nearly 70% of them chose to return, including the GM and Assistant GM.

Led by our Head of Operations until our GM could rejoin us, a full breakfast, lunch, and dinner service started on 3rd January to a warm welcome from the client. Employees from pre-pandemic times recognised us and welcomed us back with open arms. The food Slack channel was abuzz with heaps of praise for the food. We started to offer hospitality packages and small events in the second week.



So what's happening now? We went from serving just 50 guests/day in early January 2022 to nearly 500/day within 3 months. Our client firmly believes that food has played a big part in bringing people into the office. As of March 2023, numbers continue to rise, and we've recruited an Events Manager to take care of daily hospitality requirements as well as special social events to keep office life interesting.

With their headcount increasing and the London office becoming THE global hub, we're anticipating more large-scale events and a busy social calendar this year. As a result, our relationship with the client is the strongest it has been!

In words of the tome that inspires their work culture – **"All's well that ends better."**

CONCLUSION

Our key to success at this client site is having a deep understanding of their work culture and working collaboratively with them to build their vision of a happy workplace. What we're doing isn't rocket science – but we know how to keep your rocket scientists (a.k.a. very clever employees) happy and well-fed! And it's a process we've perfected since 2005.

If this story has piqued your interest, get in touch with Cristina Covello for more details and a visit to this client site and see it for yourself.



LET'S GET THE BALL **ROLLING**

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