



How a Leading Entertainment Company in Burbank Benefits from both Fooda Popup & Delivery



Background

In LA, the entertainment industry has set very high expectations when it comes to food. Employees demand quality, variety, and real choice.

A leading entertainment company in Burbank needed a workplace dining program that could meet and exceed high expectations on its core in-office days. They wanted to give people a reason to want to be onsite while also providing a range of choice in how people could get their food. They wanted to allow people the option to pre-plan for individual delivery plus the experience of walking up to a visiting restaurant Popup to receive fresh food.

The Solution

Fooda implemented a combined Popup + Group Order Delivery program. Two ways to get lunch, designed to work together as one system.

Joseph Hua, Facilities & Office Services Manager, described why the hybrid model matters:

“ The Popup and the delivery, I think it’s great just to show variety. Not everyone’s a carnivore, not everyone’s a pescatarian... it hits a lot of different meal and dietary preferences.

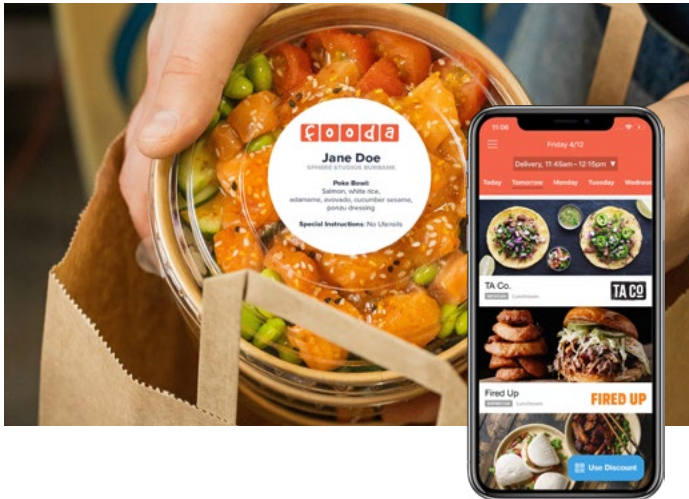
The Challenge

The company needed a program that would:

- Have the company stand out in the competitive Burbank job market
- Offer variety and choice for different dietary needs and preferences
- Create restaurant-quality experiences that feel credible in a competitive LA food market
- Serve both planners and day-of deciders

Joseph Hua | Facilities & Office Services Manager

What Fooda Popup & Delivery Looks Like



Group Order Delivery (planned + personalized)

- Employees order individually on Fooda's online platform by a set cutoff (10 AM).
- Best for people who want control: dietary customization, predictable timing, and specific restaurant choices.



Popup (fresh + flexible)

- Employees who don't want to pre-order can walk up to the on-site Popup for freshly prepared meals.
- Best for people who decide later, want to see options, or prefer an on-site "restaurant experience" during the workday.

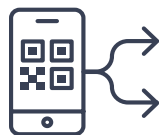
What employees experience: real choice without mental load. Plan ahead or decide in the moment. Either way, lunch is served the way they want it.

Under the Hood: How the Program Works



One checkout experience:

Employees check out in the Fooda app. The employer-sponsored portion is automatically applied, and the employee pays the balance.



One subsidy logic across both lanes:

The company can offer a daily stipend that employees can allocate across dining methods (Popup or Delivery). Once the daily stipend is used, it resets on the next eligible day—preventing “double dipping.”



Simple administration + visibility:

Admins can set subsidy levels, determine eligibility, and access reporting for visibility into spend and feedback.



Less manual “preference management”:

Instead of Workplace Services chasing dietary needs and vendor preferences manually, feedback and ordering signals flow through the platform and inform future planning.

Reliability Without Making Mistakes is the Headliner

The hybrid model also supports a clean service standard when something goes wrong — handled fast, without drama: If a delivery order has an error, the employee receives an immediate refund, and their QR code is instantly reactivated so they can redeem at the Popup right away.

“ It just shows that we’re constantly monitoring and making sure people are happy... if you need a lunch replacement... we can meet you at the Popup.

Joseph Hua | Facilities & Office Services Manager

Program Outcomes



Higher quality and credibility

In an LA food environment, having both planned restaurant choice (Delivery) and a fresh on-site experience (Popup) reinforces that this is a serious workplace dining program—not a scrappy workaround.



More choice for more people

The combined model better serves diverse dietary preferences and eating styles — without forcing everyone into one workflow.



Time saved

Joseph connected the program directly to productivity and employee care: “If they have a full stomach, they’re going to get the work done and not have to go off site and lose an hour of productivity.”



Stronger Workplace Services reputation

Fast responses, visible care, and consistent options help Workplace Services build trust with employees. Especially during return-to-office changes.

Behind the scenes, Joseph maintains tight control of subsidy eligibility and spend as employees onboard and depart — keeping the program clean, fair, and easy to manage.



Interested in Bringing a Fooda Program to Your Workplace?

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