

How a Leading Apparel and Lifestyle Company Solved Multi-Office Dining at Scale

ORANGE
by Fooda



BACKGROUND

Modern, Flexible Food Program Needed (No One Size Fits All)

A leading apparel and lifestyle company operates a range of office types across the U.S.: a headquarters serving hundreds of employees daily, mid-size brand offices with different layouts and preferences, a smaller satellite office in a new market, and a client-facing showroom serving VIPs and buyers. They needed a single food program that could work across all of their different needs and regions.

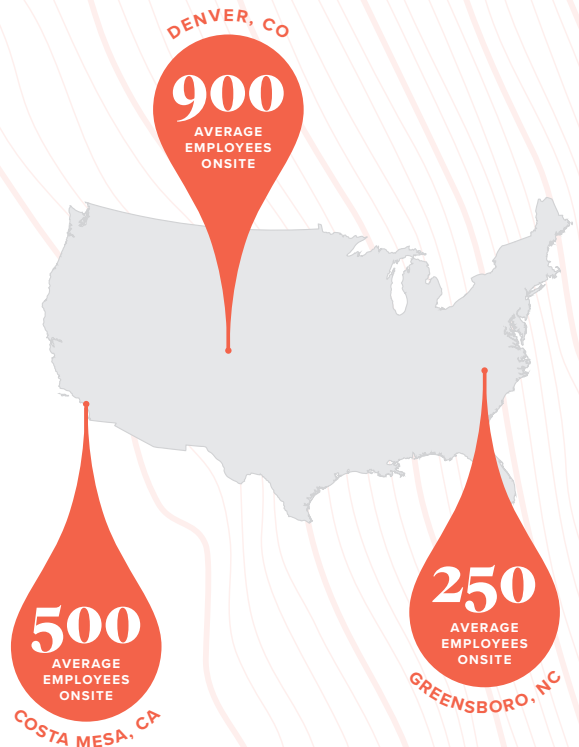
Previous cafeteria providers hadn't delivered. Food quality was poor, service was slow, and every vendor required the company to conform to their model rather than the other way around.

CHALLENGE

Finding a Program Built Around Their Needs

As part of their formal vendor selection process, the company issued an RFP. But every respondent came back with a fixed solution that would have required modifications to their building plans to fit. With so many office sizes and layouts across multiple states, that wasn't workable.

They also needed more than daily employee lunch. Board meetings, executive gatherings, and client-facing events all had to be covered. Ideally by the same partner.



SOLUTION

A Program Designed Around the Client, by Orange by Fooda

Orange by Fooda approached the RFP differently. Instead of a fixed proposal, they worked within the company's existing spaces and built a program tailored to each location. The program runs across several offices using a mix of service models depending on what each location needs.

At the flagship headquarters, Orange by Fooda operates a full cafeteria program with daily service and a dedicated on-site dining manager embedded in the team. This manager handles daily operations, coffee service, and catering. Issues get resolved quickly, feedback gets acted on, and there is a real person to go to rather than a ticket queue.

At mid-size brand offices, Orange by Fooda runs a Popup model. Local restaurants rotate through on scheduled days, serving fresh food on-site. Employees get variety without the overhead of a full cafeteria operation.

At the client-facing showroom, Orange by Fooda provides catering for VIP visits, buyer meetings, and other external-facing events.

Across all locations, local restaurant partners are central to the program, giving employees restaurant-quality food and variety across dietary preferences without requiring a different vendor at each site.

High-Stakes Events, Same Partner

Orange by Fooda also caters board meetings and executive events multiple times a year at the headquarters. The same partner running daily cafeteria service handles the most scrutinized food events on the calendar. That consistency (one partner, one point of contact, one standard of quality) is a practical advantage that no one else could offer.

From Problems with Incumbents to Benefits with Orange by Fooda

The food program shifted from a recurring employee complaint to a valued workplace benefit.

Specific outcomes include:

- A unified program across offices with meaningfully different footprints and headcounts
- Daily service featuring rotating local restaurants with variety across dietary preferences
- Catering coverage from daily lunch through board-level events
- An embedded on-site manager at headquarters operating as an extension of the internal team
- Admin visibility into spend and feedback through Orange by Fooda's platform

Good for Employees, Local Restaurants, and for Communities

The result is a food program employees actually look forward to, powered by local restaurants that get a real, recurring source of business in return. Across their offices, the majority of restaurant partners are locally owned, with meaningful representation from women-owned and minority-owned businesses. A single women-owned coffee provider at one location earns around \$500k annually just from this one client relationship.



Flexibility as a Foundation: One Partner, Every Need

Most cafeteria providers offer one model and require clients to fit it. Orange by Fooda builds around what each location actually needs: full cafeteria, Popup, or catering. The program scales as the business changes. That flexibility is what made a long-term partnership possible.