

Building a Food Program From Scratch and Getting It Right



THE CHALLENGE

Starting from zero is both an opportunity and a pressure. Having experienced the limitations of traditional contract dining firsthand, the company's leadership wanted something different. They were looking for a program that could adjust with their headcount, fit within a compact footprint, and serve their team with a meaningful amenity, rather than a box-checking afterthought.

Because the company was newly independent, they were still finding their footing. They wanted something lasting that would build their team's culture and instill confidence. They didn't want to invest in something that would be difficult to change down the line. The space they were working with was small, and they weren't ready to pour dollars in the equipment and infrastructure of a rigid catering or dining setup. The medical company wasn't just looking for a vendor. They were looking for a partner that would bring excitement to their food program while working with their unique and evolving needs.

THE CLIENT

When this large medical company spun off and became its own independent organization, it also had to build its own workplace experience from scratch. This included adding a unique food program that employees would actually use and enjoy.



THE SOLUTION

In August 2025, the medical company partnered with Orange by Fooda and launched Plum Café at the company's Deerfield headquarters. The program was designed around the medical company's actual needs, not a one-size-fits-all template. With fluctuating in-office numbers, the solution was designed to be flexible without sacrificing food quality.

The program has evolved multiple times since its launch based on feedback and attendance patterns. That adaptability isn't a workaround, but rather what has made this partnership so successful.

What the Program looks like today

- **A barista and smoothie station** operated by the Orange by Fooda team, Monday through Friday
- **A salad bar** run by popular local resident partner Avocado Theory, Monday through Thursday
- **Rotating Popup restaurants**, that draw from a network of 29 local restaurant partners, available Tuesday through Thursday
- **Grab-and-go retail** available all throughout the day and into the evening
- **Catering managed on-site**, elevated with Orange branding; no on-site cooking required



The Program by the Numbers

125

Catering events
executed in
Q4 2025 alone

29

Local Popup
restaurant partners

99%

Customer satisfaction
rating (Good or Great)
Goal was 95%



A Smarter Catering Model

One of the most distinctive aspects of this medical company's program is how catering gets done. Rather than hiring a dedicated on-site catering manager, Plum Café's Dining Manager coordinates orders through Orange's network of restaurant partners. She receives each delivery herself, then transforms them into dining experiences for the company's employees.

Using Orange by Fooda small wares, printed menu boards, and PID cards, she turns a drop-off into a fully curated dining event. For example, in a single busy week, she managed **30 catering orders** from outside partners. Since opening, the café has worked with **18 catering restaurant partners** to serve **125 events**. Orange's unique restaurant partnerships allow us to offer catering experiences that go beyond traditional drop-off options.

Community at the Core

Every restaurant that serves the medical company's employees through Orange by Fooda is a locally owned business. Restaurant partnerships are intentional, and the business contributes to the local economy.

80%

of gross food sales are paid directly back
to restaurant partners weekly

100%

of the food program supports local
restaurant owners

Orange by Fooda actively coaches partners on operations and growth because when they succeed, everyone does. The team has also recently focused on onboarding hyper-local, authentic Deerfield restaurants, deepening the program's ties to the surrounding community.



What the Numbers Don't Capture

The satisfaction data is strong. But what stands out about the medical company's program is how much it was shaped around a specific company at a specific moment: a newly independent organization that needed a dining experience worthy of the culture they were building.

Orange by Fooda showed up with flexibility, local flavor, and a team willing to evolve alongside them. The program has changed multiple times since launch, highlighting the adaptability of Orange by Fooda and why our partnership with the medical company works so well.

ORANGE
by fooda

Orange by Fooda is a full-service workplace dining solution powered by local restaurants. From barista stations and rotating Popups to elevated catering, we build programs that fit your space, your needs, and your people.

Learn more at OrangeByFooda.com