



CityWest × **ORANGE**
by fooda

CityWest Brings Dining Hospitality to the Next Level with Fooda for Class A Houston Campus

THE CHALLENGE

Food Services Not Meeting Expectations

Before partnering with Orange by Fooda, CityWest was working with a large food service operation. The campus held three restaurants and a cafeteria. One of their restaurants, Table 42, had been closed since the beginning of the COVID-19 pandemic. Another, an outdoor restaurant named Urban Ranch, had low attendance due to high prices and long wait times. The Bistro served basic deli fare and was a hub for grab-n-go options.

Although their cafeteria was fully operational, tenants felt that the food left something to be desired. Everything used the same bulk ingredients, and attempts to project authenticity felt forced. These offerings didn't jibe with the growing expectations of the increasingly millennial-dominated workforce, whose preferences felt ignored.

The biggest complaint, though, was with the service provided by the food management company running the program. Tenants reported feeling as though the staff didn't project a high level of hospitality. The apathy hurt morale and brought the atmosphere down.

CityWest needed a hospitality-forward food program that could match the high standards they'd set across the rest of campus. They partnered with Orange by Fooda to create a new program that everyone could be proud of.

THE CLIENT

CityWest

CityWest is Houston's premier corporate destination, boasting a sprawling 35-acre campus that serves 3,600 employees on peak days. With best-in-class amenities including sports facilities, a dry cleaner, and an auto repair shop all on-site, CityWest draws in top-tier tenants with the promise of an all-inclusive workplace experience. At a property like CityWest, experience is everything, and it's not complete without great dining options.

35
acre
campus

3,600
employees
onsite

After the COVID-19 pandemic, the tenants felt that the quality of service in CityWest's dining facilities began to decline. Their previous food service operations simply weren't meeting tenants' expectations. After years with a large food services provider, CityWest decided to partner with Orange by Fooda for a modern, hospitality-first approach.



THE SOLUTION

Orange by Fooda

Initially, CityWest's team only knew of Fooda as a Popup and marketplace vendor, and hadn't yet seen how the model could work at scale as a hospitality-first program. After touring a café at a nearby oil & gas company, they saw for themselves how Orange by Fooda is a fully managed, restaurant-quality dining experience built around genuine hospitality.

CityWest decided to partner with Orange by Fooda. The transition brought life back into their dining options with variety, authentic restaurant-quality food, affordable prices, and warm, welcoming service. This service is perhaps best demonstrated by the campus' new dining manager, Michael Bargas. He proudly wears an orange tie every day as a dedicated champion of the Orange hospitality standards.

In August 2025, Fooda launched a full program designed to operate on a large scale at CityWest, while catering to their tenants' expectations and preferences.



A Hospitality First Approach

Michael's team greets everyone with a smile. They call customers by their names. They anticipate customers' needs, and they take pride in their work. On their badges, each employee carries the Orange Ethos Card. It contains Orange's hospitality guidelines listed in an acronym that spells "ORANGE." Their dedication to customer service creates a dining experience that feels more like a highly rated restaurant than a corporate building cafeteria.

91% of surveyed customers reported having a positive experience

with staff friendliness listed as one of the most important contributing factors

THE PROGRAM

What the CityWest dining program looks like now

Four locations with reimagined solutions that bring tenants variety and local flavor and a Starbucks that provides familiar favorites. All locations offer a selection of grab-n-go options 24/7 for off-hours snacking. The on-site catering team works with Fooda's restaurant residents and local restaurants to organize event catering for the numerous companies on site.



The Bistro

At the Bistro, Delicata is a resident partner offering handmade croissant, fresh sourdough sandwiches, elegantly composed salads, and health-conscious meal options from the grill or deli.



Table 42

Table 42 is open and operating again under Maria's Gourmet Kitchen as a full-service restaurant experience, featuring daily specials, smoothies, and a private dining space.



Great State BBQ

Urban Ranch has been revitalized as Great State BBQ. Operational changes, including a new smoker, have made it affordable with stellar service. As a result, tenants once again view it as a viable dining option, and make greater use of the event space, including games.



GREAT STATE
BBQ

The Main Cafe

The main cafeteria has been transformed into a dynamic food hall fueled by local restaurants.



Three permanent installations run by real restaurants. Their chef-curated menus project authenticity while keeping prices affordable. Salata offers the full Salata salad experience. Nic's Cateena runs the grill and taqueria. Mogu Mogu provides fresh sushi, poke, and CupBob Street, which provides Korean BBQ bowls.

NiC'S
CANTEENA

salata
salad kitchen

mogumogu
sushi

CupBob Street
Korean BBQ Bowl

eat
LIKE A
local

Two rotating guest restaurant stations, featuring a mix of recognizable brands and independently owned restaurants. Employees get to enjoy an authentic, ever-changing menu.

Participation is higher, and most importantly, bringing in real restaurants created the authenticity that younger workers were looking for.

Catering Done Right

Angie Motes, the on-site catering manager, has received nothing but positive feedback for her work. Demand for catering services grew so quickly that Jose Penate was brought in from another Fooda location as dedicated support to keep pace.

The team's vigilance and willingness to adapt to client needs in real-time have turned CityWest's full service catering services into one of its most celebrated components. And it's expected to keep growing.



TENANT PRAISE FOR THE CATERING SERVICE

Everything was absolutely PERFECT! Your crew took over and executed wonderfully.

I usually have a checklist of things to double check, but I didn't have to worry about anything with you and your team. I've dealt with catering logistics at almost every one of the five companies I have worked for and never had such a seamless experience.

Why Orange is Different: A Flexible, Modern Model

Fooda's unique operational model sets Orange apart in four key ways:

- 1. Hospitality Driven:** Hospitality is a core aspect of Orange's foundational model, and maintaining it is a top priority.
- 2. A Participation Based Mode:** Unlike legacy providers, Orange runs off of participation, so there's a strong incentive to deliver maximum quality and hospitality.
- 3. Flexibility Built In:** Operations can be scaled to meet attendance patterns, cutting down on waste.
[See it in action »](#)
- 4. AI-Driven Technology:** Fooda's point of sale system generates participation insights, meaning that the longer it runs, the more it learns, and the better it gets.

ORANGE
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Orange by Fooda is a modern evolution of the traditional workplace cafeteria. It runs on real restaurants, creating an authentic, engaging, and diverse dining experience. The programs are completely customizable, meaning they can be built to your scale, at your budget, for your people.

Learn more at OrangeByFooda.com