

CORPORATE DINING



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“Many organizations have reported that having a good cafeteria is an important component in attracting and retaining talent.”

Sapience Analytics,
Food For Thought—The Office Cafeteria’s Key Role

YOUR CORPORATE Culture

Great Dining Programs Create Connection. Here’s Why That Matters For Your Organization.

Imagine the best meal you’ve ever had. Perhaps it was a birthday dinner shared with friends. Or maybe it was trying exotic cuisine while on a family vacation. Whatever the memory, chances are you were not eating alone. While food and atmosphere play a crucial role, it’s the people who make a dining experience special.

Dining is a social hub; it fosters and celebrates culture, brings people together and allows them to share experiences as a community. Community directly impacts satisfaction. And not just with a dining program, but with an entire organization. Across types of businesses and across industries, if you can build community, you can increase overall satisfaction.

ENGAGED EMPLOYEES

A great corporate dining program supports community and increases productivity, satisfaction, and engagement along with it. It encourages employees to eat lunch and hold meetings onsite, promoting interaction and setting the stage for collaboration and efficiencies.

In “Food For Thought—The Office Cafeteria’s Key Role,” Sapience Analytics discusses the impact of corporate cafeterias. **“Clearly the cafeteria has an even more key role in helping the employees stay engaged while they are at work.”**

Community around the lunch table enhances engagement and the feeling of belonging among employees. This leads to better job satisfaction and higher employee retention.

Excellent dining services can also play a part in employee recognition programs, as dining rewards continue to be a popular redemption award chosen by employees. From a free meal to a specialty themed catered event, the right dining partner will enhance recognition and engagement.

ATTRACT AND RETAIN

When managed correctly, the food and ambiance you offer could very well tip the scale in your favor for both recruitment and retention. Here are a few key ways Creative Dining Services can help you do just that.

Lunch Options that Take Less Time

The key to workplace productivity is making essential tools easily assessible and that includes lunch with fresh food that’s quick to grab. By offering excellent dining on-site, employees lose less time seeking alternate lunch options.

Quick, Healthy Food Options

Most offices don’t have a great availability of healthy quick food options. By providing employees with delicious and convenient, wholesome food options, you can encourage healthy habits.

Variety Keeps Them Coming Back

Most people aren’t interested in eating the same salad or sandwich every day for lunch. We have found that providing flexible menus with a variety of choices, including community favorites and globally-inspired dishes, employees are more apt to come back for more.

More than 74% of American workers believe culutre influences their job performance on everything from efficiency to doing their best work.¹



Support a Collaborative, Inclusive Culture

Most often collaboration and camaraderie happen over plates and across dining tables. People with dietary restrictions should feel included. Having a dining program that accommodates them could set your company apart by creating greater inclusivity around shared meals, ensuring everyone has a seat at the table.

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Today’s top corporations view onsite dining as an amenity similar to other employee benefits like wellness programs and tuition assistance.

More modern trends in corporate dining include micro markets for 24/7 access to chef-inspired options, fewer traditional food court footprints with more efficient retail outlets strategically placed throughout corporate campuses, and dynamic employee pantries with pop-up offerings like fresh fruit, popcorn, pastries, ice cream, and complimentary beverages beyond coffee and tea like flavored waters and juice.

Flexible, Customized Corporate Catering

We believe in a consultative approach to catering and will collaborate with you to develop a customized catering menu that provides various options for your events and meetings. We understand these catering needs range from in-house training to executive meetings to company-wide celebrations. Ours is a consultative approach to ensure all details are covered, including matching the menu with the audience and type of event, food pairings, seating layouts, and décor, as needed.

1. Forbes 2022. Understanding the Importance of Corporate Culture After the Great Resignation

Why Choose Us?

Here are some of the many ways in which Creative Dining Services' approach fuels your corporate culture and keeps your employees coming back for more.

TRADITIONAL DINING PROGRAMS

Account managers oversee a large portfolio of accounts, making it difficult to visit, leading to less oversight.

Chefs can only order from a strict list of options for a particular product from a set list of vendors and distributors.

Industry-standard profit-and-loss financial models give little insight into what's happening behind the scenes and how your money is being spent.

Set dining program is deployed at every location, with limited adaptability to meet the specific needs of your account.

Lack of variety in meals and experiences leads to boredom and menu fatigue.

Innovation and creativity are not emphasized, making other dining options like restaurant deliveries more appealing.

Feedback gathered does not swiftly get integrated into the program to meet and exceed the needs of your employees.

Baseline, one and done, employee training leads to disengaged teams, resulting in high turnover.

CREATIVE DINING SERVICES®



1

Greater Oversight

Our account managers oversee half the number of accounts than those of our competitors. Greater oversight and accountability means better programming.

2

Flexible Purchasing

We enable you to choose the options that your customers want. Creative Dining Services uses primary vendors and offers specialty vendors and local purchasing.

3

Financial Transparency

We go far beyond the industry standard, sharing a real-time financial dashboard covering costs, revenues, profits, invoices and other valuable data for effective, informed decision-making.

4

Consultative Approach

Our flexible approach allow us to consult with you and deliver a program that suits your specific needs. We adapt our models, menu cycles, systems, processes, and dining environments based on each client.

5

Flexible Menuing

Our menus are never static. They are always changing to keep your customers engaged and satisfied.

6

Creativity

Creative is in our name for a reason. Menus, dining environments, promotions, and more are elevated by our fresh lens for crafting cuisine that exceeds diner expectations.

7

Responsiveness

We actively seek input from your customers through a variety of mediums, not just comment cards, and promptly implement changes in response.

8

Award-Winning Professional Development

Happy employees = Happy customers. We invest in our employees through an award winning training and development program, Creative University, as well as specific culinary development programs.