

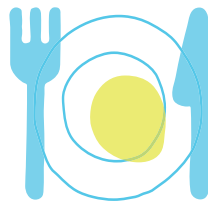


## WHY SUCCESSFUL COMPANIES DO LUNCH



# Lunch Isn't Just a Perk— It's a Benefit

A fun environment, flexible hours, 401(k) matching contributions, and paid time off are all worthy perks. But there's one benefit successful companies offer that goes a long way towards supporting a healthy work-life balance, enhancing recruitment, improving employee retention, fostering collaboration, and boosting company morale.



After benefits like healthcare and 401(k) plans, free lunch and snacks are more important to employees than flexible work policies, travel perks, and bonuses.

Source: Glassdoor

That benefit is providing employees with free or subsidized daily lunch. It's called Lunch as a Benefit (LaaB). And, an ever-increasing number of small and large companies have learned that LaaB makes practical and economic sense for their organization—and their employees.

## Lunch as a Benefit is the only benefit that can efficiently:

- ✦ Support work-life balance
- ✦ Enhance recruitment
- ✦ Improve retention
- ✦ Increase productivity
- ✦ Foster collaboration
- ✦ Boost company morale





# The History of Lunch as a Benefit

The now-popular phenomenon of providing employees with meals has evolved over the years—with increasingly positive results.

The practice started in the 1980s with investment banks and law firms who hired young associates who worked long hours. Management at firms decided they needed a practical way to reward the effort—and save some time—of their associates. So, if an associate worked late, they could order dinner to the office that would be paid for by the firm.

By the early 2000s, this lunch practice spread to media and technology companies. Again, companies' investment in food was to show their employees appreciation for the contributions to the organization, and also to save employees' time and effort.

Today, providing employees with food is even more sophisticated, delivering a wide range of benefits to the company and its employees. That's

**67%** of Millennials say they feel more valued by their employers when provided food benefits.

Source: Food in the Workplace, 2014

why many of the most successful companies in the world offer lunch to their employees. Ultimately, they understand that an easy-to-administer lunch program can satisfy individuals while empowering the organization—and bring benefits to both employers and employees.

Some companies who LaaB:





# LaaB Enhances Recruitment Efforts

The employment landscape is highly competitive regardless of your industry or geographic market. It can be a struggle to find and secure top professionals, no matter what field they are in. Let's face it, in most cities that are dominated by up-and-coming and established companies, it's a candidate-driven market.

Candidates are looking at your entire benefits package and deciding on whether to join your company based on the benefits you offer. They are asking themselves "What's in it for me aside from the compensation and the run-of-the-mill benefits?"

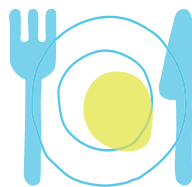
So, what are you doing to differentiate your company from other companies that are vying for the same candidate? LaaB should be one of the unique benefits in your arsenal.



**87%** of recruiters said that improving talent retention is a top priority.



**40%** of recruiters say there's a shortage of skilled workers and struggle to fill open roles.



**57%** of candidates take benefits and perks into consideration when evaluating a job offer.

Sources: Fortune | Manpower Group | Glassdoor



# LaaB Helps Improve Retention

Every day there are recruiters reaching out to people at your company trying to get them interested in the next big opportunity. For employees who are looking for a change, employer-provided meals and snacks may be one of the deciding factors.

Food at the office helps make the grass look greener on the other side of the fence. Even if an employee who is being recruited is passively interested in a new opportunity, benefits are always a part of the conversation.

But when people love their job, and morale is high, they feel loyal to your company. Remember that the people who work for you play an important role in the success of your company. It's important to reward them with a benefit that goes beyond the obvious and shows them that they are appreciated. When you do, you'll find that you have less turnover of your core personnel.

**70%** of employees with food as a benefit are likely to recommend their company as a great place to work.

Source: EAT Club Survey, 2014



## Recipe For Success

### DON'T PAMPER EMPLOYEES, ENGAGE THEM

Engaged employees work harder, perform best, and stay with companies longer. As an employer, it's crucial to keep your employees engaged in their work and with their co-workers.

But, a satisfied employee isn't necessarily an engaged employee. Providing lunch as a benefit isn't just one more way to pamper your employees—it's an opportunity to engage them.

How? Giving employees meals is one way to get people away from their desks at lunchtime. This fosters cross-team collaboration by bringing people together, face-to-face, to have genuine interactions and conversations. Soon, it leads to bonding over shared personal and work passions. No matter how busy they are, people can get together to share ideas across different departments and collaborate with co-workers.

# LaaB Gives Time Back To Your Employees

It's not all about adding to the list of benefits a company offers, or an employee receives as non-wage compensation. For employees, it's often the little things that count.

Providing lunch can impact work-life balance and give employees precious time back in their days. When they know meals will be provided by their employer, employees who typically prepare their lunch before going to work save time because they don't have to worry about that part of their day.

Similarly, LaaB gives time back to employees during the lunch hour. Instead of leaving the building to walk down the street or drive to a restaurant, they can spend time eating lunch in the comfort of the office. Employees can relax, knowing that they can save 30 minutes or more every day at lunchtime.



## LaaB Supports a Healthy Culture

Food is the glue that holds together most of our culture and social gatherings. That's why having meals with a group—or even just one other person—is so important. Eating lunch with colleagues in the office is akin to having family meals at home. When you provide lunch as a benefit, you are supporting a healthy culture—and make eating lunch together in the office a part of your core values.

### LaaB is an Important Part of your Employee Wellness Efforts

It's a simple fact that healthy employees can positively impact ROI. Whether they miss fewer days at work, are more productive, or cost less to cover with insurance, everyone wins when employees stay healthy.

If one of the benefits your company offers is an employee wellness program, it makes sense to augment that program with LaaB. Even if they don't take advantage of all the benefits that your wellness program offers, you'll still be providing healthy food options for at least one meal each day. Alone this might not make a huge impact on overall health, but it's a good way to support health-conscious attitudes in the workplace.

#### Did you know? Healthy food options improve productivity

When your employees eat lunch at fast-food restaurants, that often means they are eating unhealthy lunches—and believe it or not, that leads to reduced productivity.

That's because their insulin spikes after eating lunch and they experience a hard crash sometime in the mid-afternoon. This is why it is important to choose a LaaB program that offers healthy food options that keep your people feeling well-nourished and satisfied throughout the work day.





# EAT Club Powers an Impactful LaaB Program

You may not be a Google or Facebook, both companies known for offering overly-lavish food options. That's OK. With EAT Club fueling your employees, you don't have to be. Whether your company employs 10 or 1,000 people, EAT Club can scale to meet your needs and desires of your employees.

EAT Club isn't a traditional corporate caterer or food delivery service. By operating as a virtual cafeteria, EAT Club is able to deliver delicious, individually-selected lunches that satisfy everyone's tastes and dietary preferences. It's a groundbreaking office lunch program that satisfies individuals to power teams.

Since 2010, we've served more than 10 million meals with a 99.7% on time delivery rate. We proudly serve the San Francisco Bay Area, Los Angeles, and New York.

To learn how EAT Club can work for your company, visit [EATClub.com](https://EATClub.com) or call (888) 611-5110..

