

Feeding the workplace

How restaurants win in the new business catering landscape

Mike O'Hanlon
Chief Partnership Officer,
ezCater



Food orderers

621

surveyed who
regularly order food
for their workplaces



ezCater data

gathered over 15 years from

100,000

restaurants + caterers



Restaurant operators

633

surveyed with **leadership**
roles at their brands



Business catering: higher stakes, higher rewards

	Business Catering	Residential/Consumer Orders
Orders	\$350+ average check	\$40 average check
Stakes	High	Low
Timeliness + Accuracy	Critical	Desirable
Customer Support	Trained experts (who answer the phone quickly)	Automated assistance (hard even to find a phone number)

Every type of workplace needs food



Retail

Employee engagement in stores and distribution centers



Sports

Boxed meals for athletic teams at home and on the road



Healthcare

Lunch and learns at medical offices



Business Services

Client meetings for a consulting firm



Construction

Catered meetings for large scale proposals



Technology

Weekly or daily lunches as an employee benefit



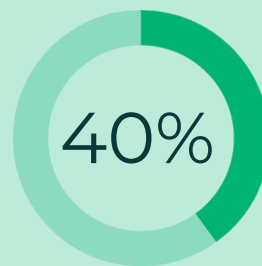
These customers order a lot of food



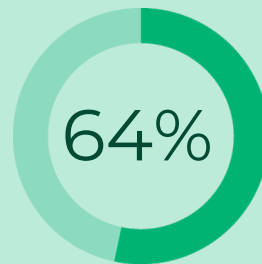
Average check
size is over

\$350

EZCATER DATA



usually order
for 20+ people



budget more than
\$14 per person

SURVEY DATA



And they order frequently

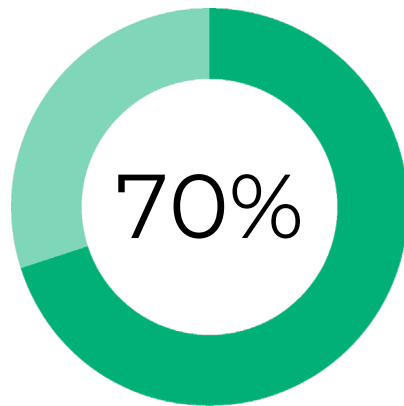
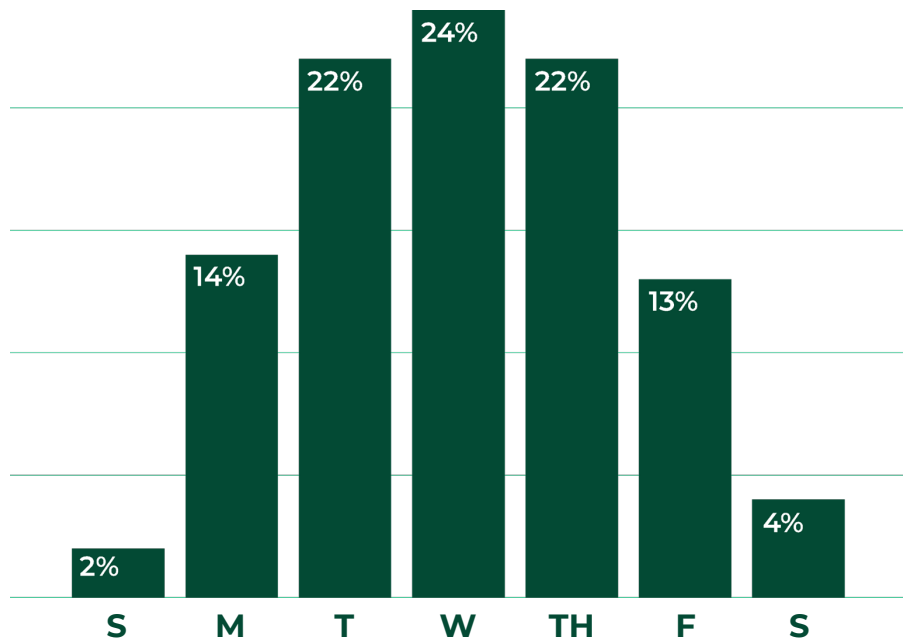
78% order at least once a month



32% said they order at least once a week

Maximize revenue during off-peak times

Percent of orders by weekday 2022

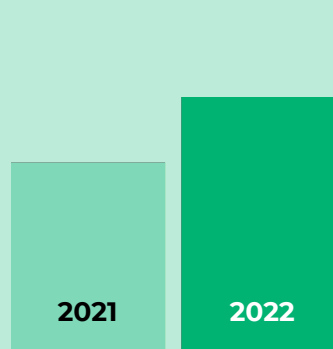


of orders delivered
by noon

The background image is a collage of various food items. In the top left, there are two brownies on a white paper liner. Next to them are two small bowls of soup; one has a red base with pasta and cheese, the other has a red base with croutons. To the right is a large bowl of salad with tomatoes, cucumbers, and a label that says "Veg". In the bottom left, there is a bowl of salad with arugula, beets, and chickpeas. In the bottom center, there is a large bowl of salad with chicken, tomatoes, and a label that says "Green Goddess". In the bottom right, there are several sandwiches wrapped in paper, some with labels like "Veg" and "Green Goddess".

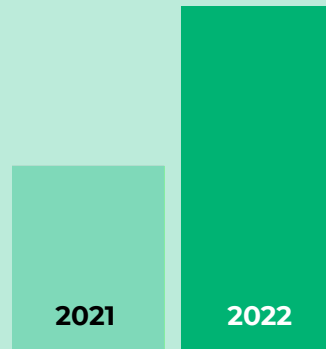
**Business catering
is back**

Business catering is growing fast



+35%

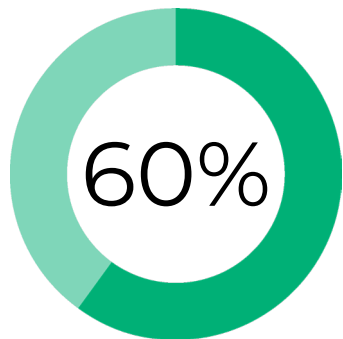
Same store YoY bookings
via ezOrdering on
restaurant websites



+87%

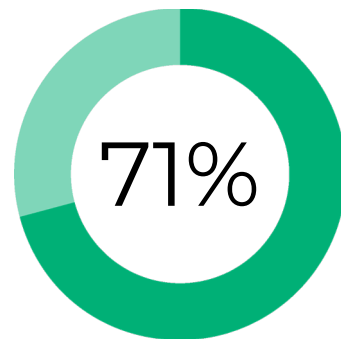
YoY bookings through
ezCater Marketplace

Grow your business with it



OF ALL RESTAURANT OPERATORS

say catering is a
"large or very large"
opportunity



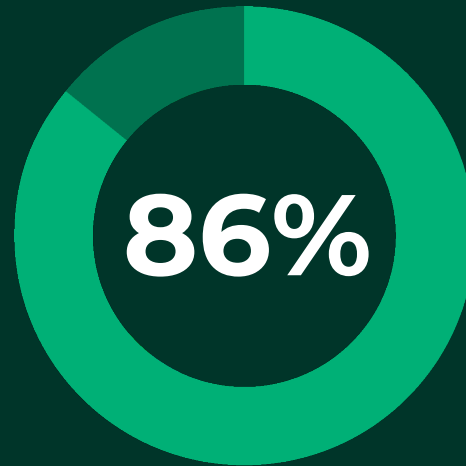
OF OPERATORS THAT CATER

say catering is
"very important"
to their business

Most people have to work at work



Food drives attendance for hybrid workplaces



of food for work orderers
agree that **food gets**
people to the office



“

**We've seen 5x the number
of people at the office**

which has been great for us. We've made it
completely optional for people to come in.”

GERARD VISSER

Director, Workplace Services, SeatGeek



How to win

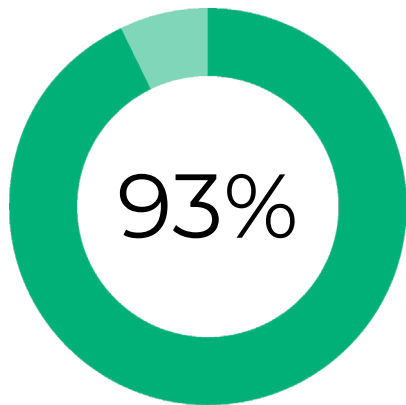
How to win at business catering



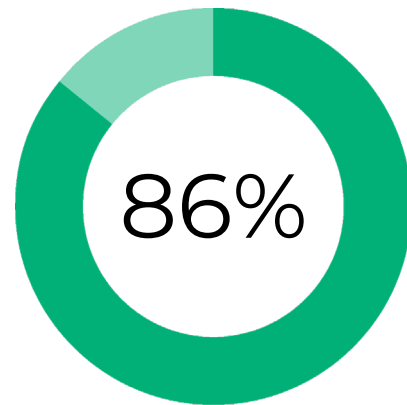
**Deliver
everything
on time**



Delivery is critical for business catering



of customers **most often use delivery** rather than pick up



say their highest priority is receiving food **exactly when they want it**



Invest in the areas of catering delivery that customers value most

WHAT CUSTOMERS WANT

1

Food arrives on time (or 10-15 minutes early)

2

Driver confirms the full order before leaving

3

Delivery tracking

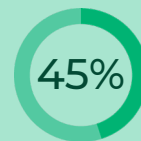


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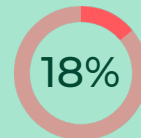
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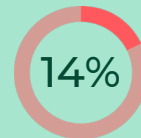
WHAT OPERATORS ARE INVESTING IN



Delivery drivers



Catering management software



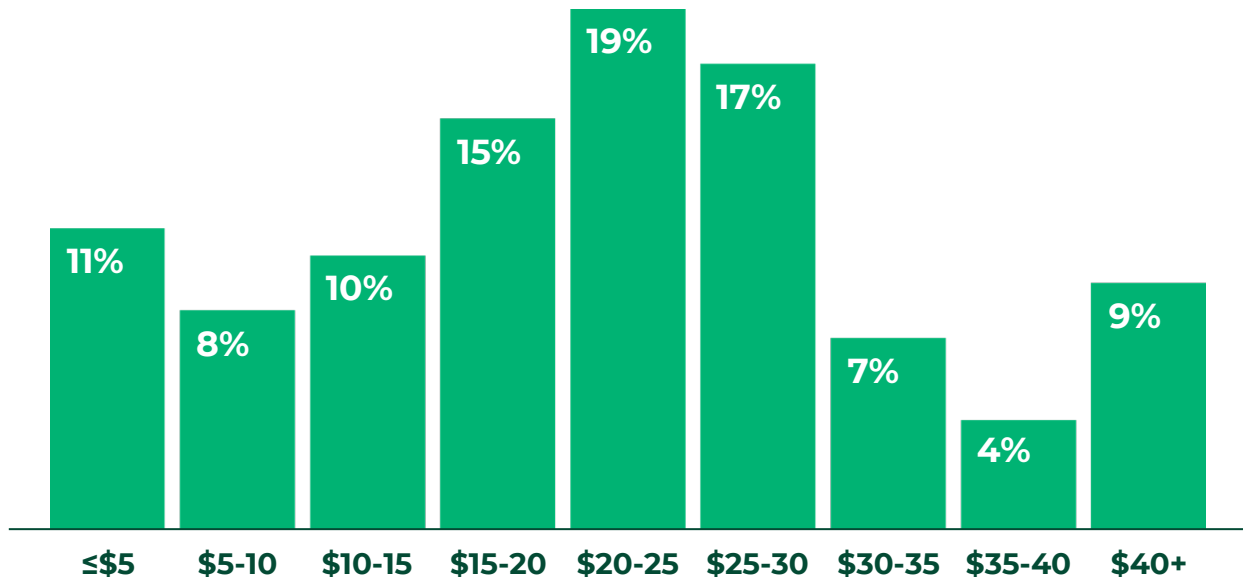
Delivery management software



Customers will pay for catering delivery

Delivery fees paid on ezCater orders

last 365 days ending March 31, 2023



\$25

average
delivery
fee paid

How to win at business catering



**Deliver
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on time**

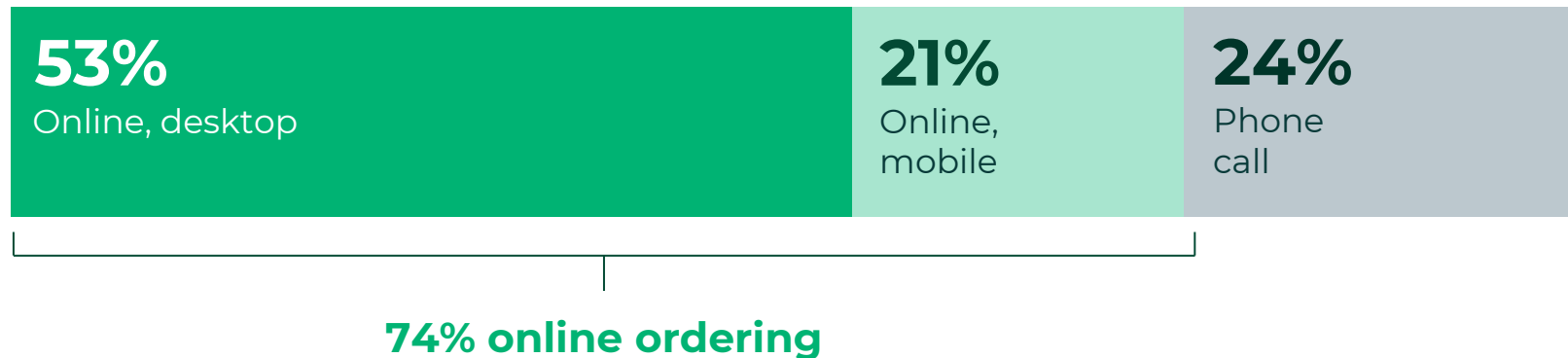


**Make it easy
to order for
large groups**



Most customers order catering online

“When ordering food for work, which of the following methods do you use most often?”





Your online ordering must solve for customer pain points

51%

Finding options everyone will like

48%

Ordering the right amount of food

48%

Staying on budget

43%

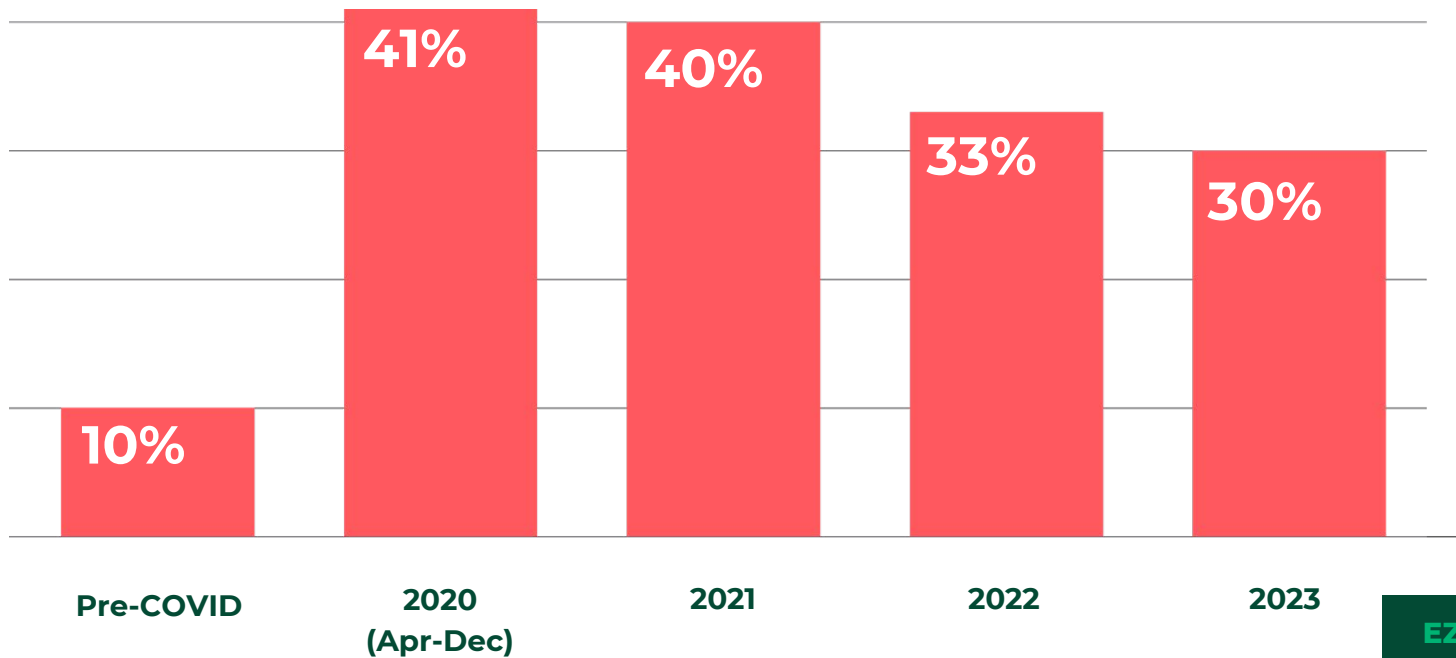
Addressing dietary needs





Individual packaging is here to stay

Orders with Individual Packaging





What dietary needs do orderers need to support most?

49% Vegetarian

39% Gluten-free

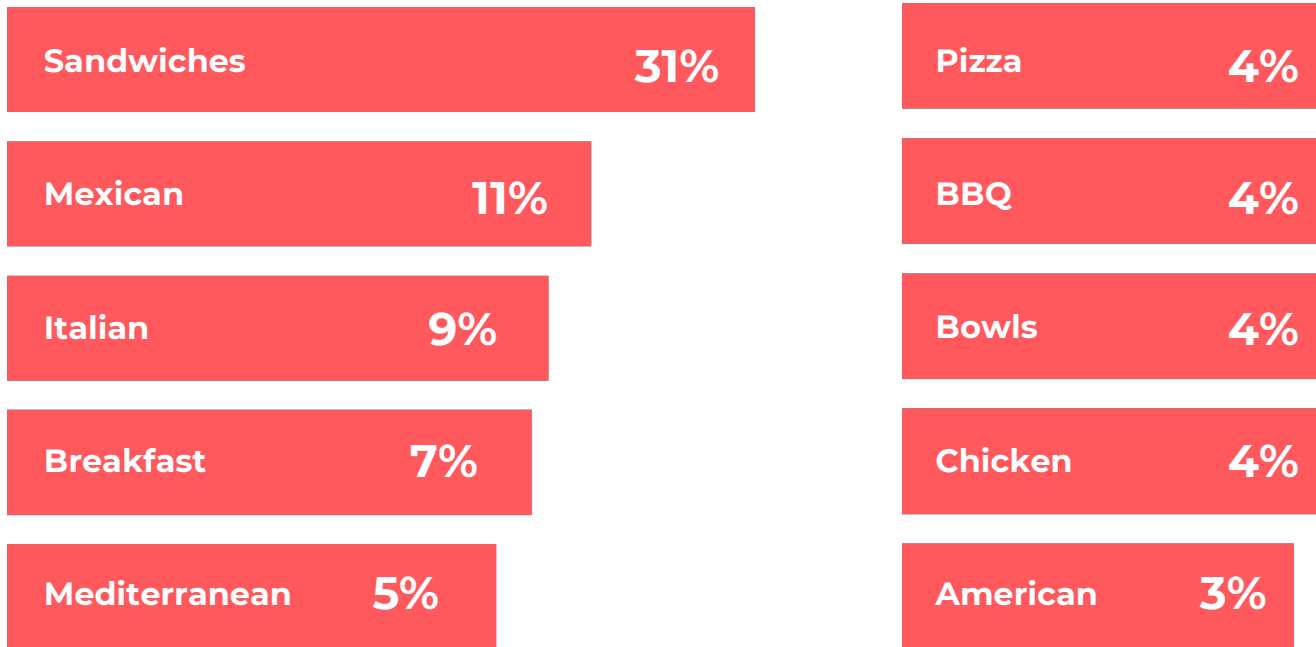
35% Vegan

20% Dairy-free





What is most ordered on ezCater?



How to win at business catering



**Deliver
everything
on time**



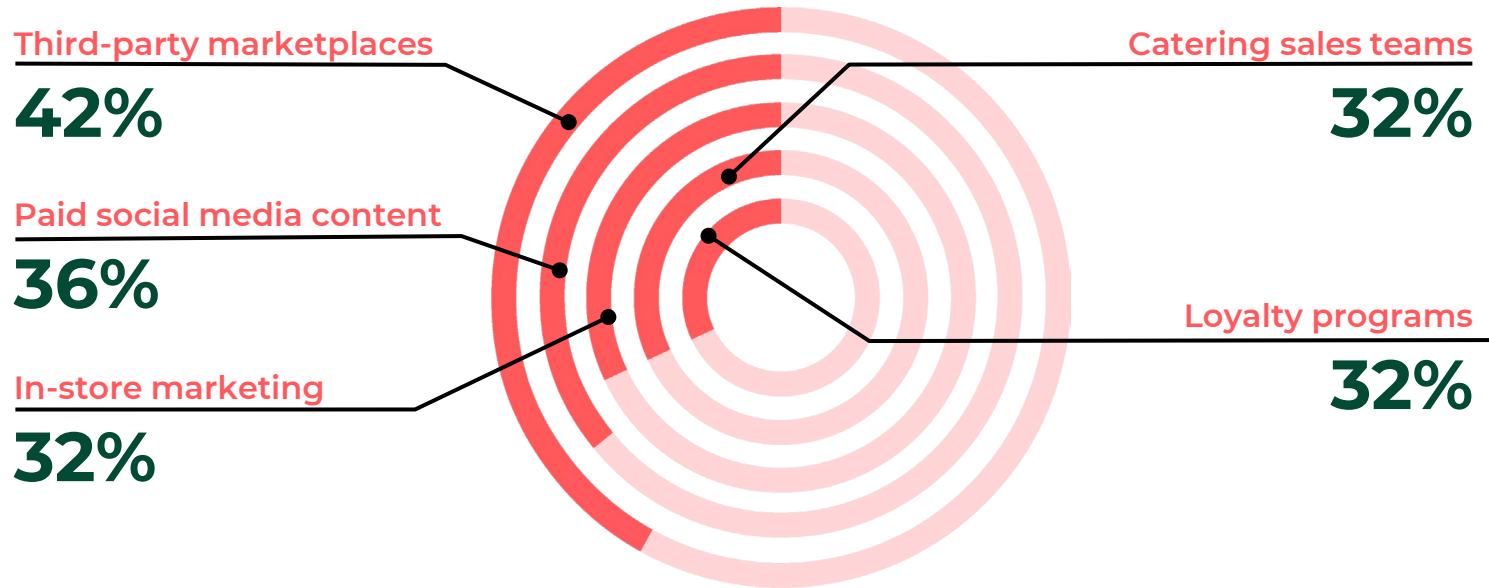
**Make it easy
to order for
large groups**



**Invest in
targeted
marketing**

OPERATORS SAY

third-party marketplaces have the **most potential to drive incremental catering revenue.**



How to win at business catering



**Deliver
everything
on time**



**Make it easy
to order for
large groups**



**Invest in
targeted
marketing**



**Now is the
time to win**



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