

Offer Employees Food that Supports Their Wellness

Provide healthy options to please health-conscious employees

At a glance


Canteen provides a variety of food and snack options from healthy to indulgent. Consumers' shift toward making health-conscious decisions increases a demand for wellness options in the workplace. This client wanted to support their employees in making health-forward decisions, and Canteen helped them deliver.

In 2020, Canteen began serving a large American healthcare client that was piloting a new health initiative. This healthcare-centric company was determined to prioritize wellness and disease prevention through nutritional eating. Canteen's Choice Plus program aligned with the company's mission to improve workers' overall health and set new standards for wellness options within the client's food and beverage program.

canteen

WE BRING BREAKTIME
TO EVERYONE

 www.canteen.com

 2400 Yorkmont Rd
Charlotte, NC 28217

CHALLENGE

This client has a vested interest in setting healthcare standards across the country and to influence how America eats. A previous service provider could not meet the client's needs to offer food and beverage options compliant with the healthcare organization's nutritional criteria. With a need for health-forward meals and snacks, this client turned to Canteen.

SOLUTION

In 2020, a strong partnership empowered Canteen to transform this client's food and beverage program into one that aligned with the client's ideal nutritional standards. Despite initial struggles to source and deliver new products, Canteen provided food and drink solutions that supported the health of the client's employees and those relying on their care. Through a phased approach, pricing adjustments, and the ability to keep some indulgent options, Canteen delivered the following results.



Fresh and Frozen
Food Options



Functional
Beverages



Reduced
Sugar Options

RESULTS

OVER 50% INCREASE OF HEALTHY OPTIONS



By 2023, Canteen successfully replaced 65% of available snacks and 80% of available beverages with options that were in line with the client and Canteen's Choice Plus nutrition and ingredient standards.

NO DECREASE IN SALES



Despite a dramatic shift in the food and drinks available, the client did not experience a reduction in sales after replacing crowd favorites with better-for-you options.

EMPLOYEE AND CLIENT SATISFACTION



Canteen helped the client achieve their health goals while keeping the client's employees satisfied. Based on the results of over 500 survey responses, employees are happy with the available food and beverage selections.



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Client Feedback



Driving variety and increasing healthy options to meet our customers' variety of demands is especially challenging in an unattended retail environment. We have appreciated Canteen's courageous leadership, partnership, and bold pursuit of the next frontier of diverse and healthy on-the-go food options.

