

## Case Study:

# Replate partners with Foda to drive sustainable practices in Corporate America



a world that doesn't expire.

## Highlights



Foda saved 13.8 million gallons of water.



Foda diverted almost 104,000 pounds of carbon dioxide from the air.



10 clients came on board including Snapchat and Indeed.



Foda and Replate created a scalable partnership across major U.S. markets.



By working with Replate, Foda provides the opportunity for clients to support their communities not only by ordering from local restaurants, but donating food to deserving nonprofit organizations. This allows our clients to further support local community beyond our shared mission of supporting local restaurants.

— Alex Groesbeck,  
President, Foda



## Introduction

Foda is a technology-enabled service that brings a daily variety of local and nutritious meals at reasonable prices to people where they work. Foda's product range includes everything from visiting Restaurant Popups to online order delivery for large groups to barista bars and full scale cafeteria food service programs. Thousands of local restaurants participate daily, providing offices with upwards of 15 million meals per year.

Foda and Replate have similar missions to drive better corporate practices through innovation and collaboration. Both are dedicated to serving local communities by connecting stakeholders through social good. Together, they have a combined presence in 18 major cities across the country, including New York, San Francisco and Chicago, with clients that include leading brands in entertainment, finance, tech and other Fortune 500 companies.

## The Challenge

Over the years, Foda has acquired a large network of high profile clients across the country. The company sought a high quality dedicated partner at the national level to support a food recovery program. While the company established mechanisms for limiting waste and surplus food related to meal orders, the COVID-19 pandemic along with a shift to remote work and flexible scheduling heightened the need to solve for food waste - especially in scenarios where offices intentionally order surplus food to bring people back into the office.

Further, the push for adopting sustainable practices and hitting ESG standards across multiple industries made incorporating food recovery a more urgent need. Foda saw an opportunity to better support its clients and increase market share by enabling businesses to donate their surplus meals, and make an impact on the environment and community.

Additionally, Foda sought a way to show its commitment to social impact. Given the company had a deep client footprint across the U.S., it needed a solution that would be available in key markets, could scale in tandem with its growing business, and was attune with the demands of the modern workplace.

Concurrently, Replate sought a way to build larger partnerships with enterprise brands. The organization's target customer had previously been corporate office spaces, however, following the pandemic, Replate faced a shift in clientele, and unpredictable volumes of surplus food donations. The organization needed to reestablish itself on a national level, with a partner whose vision and mission were fitted for the emerging circular economy. It also wanted to generate more consistency for its operational team.



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During a tough economic period, it's incredible to see an organization like Foda - along with its many noteworthy clients - put an emphasis on the environment and community. While other businesses are concerned solely with their bottom line, Foda and its clients continue to demonstrate a commitment to corporate social responsibility - that's impressive. That shows character and forward thinking.”

— Maen Mahfoud,  
Founder/CEO, Replate

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## Our Solution

In 2022, Replate partnered with Fooda to leverage both organizations' network of corporate partners, and work towards their mutual mission of supporting local and national efforts to combat food waste and insecurity. Together, the aim was to simultaneously improve corporate social responsibility, employee engagement, and environmental sustainability.

Fooda offers all new and current clients the opportunity to add food recovery to their workplace food program through Replate. For clients with smaller volumes of food, Fooda refers those who are interested directly to Replate, where they can set up and manage their accounts independently.

For clients with larger accounts, Fooda's onsite team manages all Replate pickups. Fooda's staff schedules pickups through a company-wide dashboard, with each client designated as its own sub-account. Fooda selects a time window that works for the client, and when Replate arrives on location, Fooda staff hands off surplus, and Replate takes it to a matching nonprofit partner.

In both cases, Fooda receives access to aggregate impact metrics that it shares internally and externally with clients. Each client also receives insights on their own donations to help support sustainability reporting and marketing efforts.

Fooda and Replate meet periodically or provide routine updates via digital communication channels. Both teams create co-branded marketing materials, and support PR efforts. Replate holds training sessions for Fooda operations and sales teams to learn about the process and how it can benefit clients. Other marketing initiatives include blogs, social media posts, and word-of-mouth referrals.

## Results:



- After one year, Fooda and Replate are currently serving 6 recurring clients, and 10 cumulative. They've donated 42,279 meals to the community, while saving 13.8 million gallons of water, and diverting 103,994 pounds of carbon dioxide from the atmosphere. Clients include Snapchat, Finnegan, the Chan Zuckerberg Initiative, Shvo, JPMC, Indeed, Dataminr, and more.
- Fooda now has a centralized food recovery option that supports all of its markets. This creates a more sustainable food economy, ensuring that surplus food from client orders is not wasted but rather donated to local communities in need.
- Fooda connects Replate to businesses that may not previously have considered food recovery. Clients learn about food waste and the necessity of behavioral change, and begin to rethink their habits not just at the office, but within their own personal lives.