

The Power of Food

It's more than just keeping employees fed.

Second Annual Survey Reveals Food-Based Perks Have Positive Effects on Employee Recruiting, Retention and Productivity

Providing food at work is a highly desired perk among employees—a perk that companies can leverage to improve morale, satisfaction and loyalty, according to a recent survey of over 1200 professionals conducted by Seamless. The survey, now in its second year, reveals that although more companies are adopting food-based perks, there is still much room for improvement. The survey also uncovered that in addition to having a positive impact on employees, food-based perks can create a recruiting halo, making a company more attractive to prospective employees.

Food-Based Perks on the Rise

The survey showed that when it comes to the perks employees are most excited about, food-based perks ranked second (**38 percent**) only to gym or yoga memberships (**42 percent**), and companies are listening. More than one-quarter of employees (**26 percent**) indicated their companies provide some type of food-based perks, up from **15 percent** in 2013. However, there is still room for improvement – especially as it is becoming more commonplace for employees to work later hours and/or weekends.

Nearly half (**48 percent**) of respondents surveyed indicated they work late nights and weekends some or all of the time. Unfortunately, just **9 percent** of those surveyed said their companies provide or reimburse meals for employees who work late nights or weekends.

For workers in the 'city that never sleeps,' respondents indicate that New York City companies are leading the pack when it comes to rewarding their employees' hard work with food-based perks. More than one-third (**35 percent**) of NYC respondents said their companies provide food-based perks, compared to the national average of **26 percent**, and New Yorkers are nearly twice as likely to get reimbursed while working nights and weekends (**17 percent**), compared to the national average of **9 percent**. This is good news, considering that more than half (**61 percent**) also indicated they work more than 40 hours per week, compared to the national average of **53 percent**.

Opportunity to Increase Food's Role in the Workplace

Nearly two-thirds (**63 percent**) of employees indicated their companies provide coffee/beverages often or all the time, while food is most often provided for company events such as holiday parties (**34 percent**), clients meetings (**30 percent**)

PERKS

48%

of respondents surveyed indicated they work late nights and weekends some or all of the time. Just 9% are reimbursed for meals while working those hours.

26%

their companies provide some type of food-based perks, up from 15% in 2013.

63%

of employees indicated their companies provide coffee and beverages often or all the time.

and office celebrations (**22 percent**). Just **11 percent** of respondents said that employee lunches were provided often, up from **5 percent** in 2013.

The Power of Perks

While the occasional cake or celebratory lunch has its role, offering food-based perks to employees offers more advantages than companies may realize:

- ▶ **Fosters Camaraderie** – Half (**50 percent**) of respondents said they think sharing meals with colleagues helps foster a better working relationship, up from **43 percent** in 2013. And more than half (**56 percent**) would eat lunch with other colleagues if lunch (or other meal) was provided by the company.
- ▶ **Improves Collaboration** – When asked about the impact of increased food-based perks on their work life, nearly half (**40 percent**) felt it would improve communication and collaboration with others.
- ▶ **Influences Healthy Eating** – Almost half (**46 percent**) of employees felt that increased food-based perks at the office would impact their personal life by promoting healthier eating habits.
- ▶ **Keeps Employees in the Office (by Choice)** – Nearly a third (**31 percent**) reported spending more than 20 minutes per day outside the office to pick up lunch, coffee or other food, up from **25 percent** in 2013. If food were available in the office, more than half (**54 percent**) of respondents say they would spend less time away.

Employees Feel More than Just Full

The economic recession has caused competition to attract and retain talented employees to grow increasingly steep. Food-based perks can play a significant role in bolstering morale and strengthening loyalty among existing employees, helping improve retention rates:

- ▶ **57 percent** of employees said food-based perks would make them feel more valued and appreciated by their employers.
- ▶ **50 percent** of respondents said food-based perks would make them more satisfied with their employers, up from **46 percent** in 2013.
- ▶ **41 percent** of the professionals surveyed said if their current employer were to provide meals, they would be less inclined to accept a job offer at a company that does not.

IMPROVED COLLABORATION

40%

felt it would improve communication and collaboration with others.

MORE VALUED

57%

of employees said food-based perks would make them feel more valued and appreciated by their employers.

MORE SATISFIED

50%

of respondents said food-based perks would make them more satisfied with their employers.

Food: A Powerful Recruiting Tool

In addition to its role as an employee retention tool, food-based perks could be a successful recruiting element, making a company more attractive to prospective employees:

- ▶ **28 percent** of respondents whose companies do not provide food-related perks would be excited to have them, up from **20 percent** in 2013.
- ▶ **38 percent** of employees said that food-related perks would make them more inclined to rate their companies highly in a "Best Places to Work" survey, coming in third after flexible vacation policies (**52 percent**) and gym or yoga memberships (**42 percent**).

The Bottom Line

Employees are working longer hours, and in return they want to feel appreciated for their hard work. Companies want to increase profits, but improving employee productivity while recruiting and keeping talented professionals are top concerns. Seamless Corporate Accounts' survey shows that food-based perks offer an accessible way for companies to strongly impact both employee satisfaction – making employees feel valued, fostering a sense of collaboration in the workplace, and increasing their sense of loyalty to the company – and recruiting efforts.

How Seamless Corporate Accounts Conducted This Survey

The nationwide survey polled 1225 full-time professionals who work for companies with 20 or more employees. **Sixty percent** of all respondents work for companies with 500 or more employees. From healthcare and real estate to professional services and tech companies, respondents represented more than a dozen different industries.

SATISFIED EMPLOYEES

38%



of employees said that food-related perks would make them more inclined to rate their companies highly in a "Best Places to Work"

About Seamless

Seamless Corporate Accounts, GrubHub Inc.'s leading online food-ordering and billing service for offices, simplifies the process of ordering and paying for food in the office. Used by thousands of corporate clients across the US and London, Seamless Corporate Accounts save companies time, money and hassle by consolidating all ordering into one online account and sending one invoice for all orders.