

# Food Perks Maintain Momentum, Fuel Recruiting and More

## Third Annual Survey Reveals Use of Office Food Perks Increasing as Companies See Positive Impact on Employee Satisfaction, Millennial Retention and Recruitment

With many industries facing a shortage of skilled employees, improving recruitment and retention efforts are top of mind for many companies. Providing food at work is a desired perk among employees—particularly Millennials, according to a recent survey of nearly 1,200 professionals conducted by Seamless Corporate Accounts. The survey, now in its third year, reveals that more companies are adopting food-based perks (28% offer some type of food perk, up from 26% in 2014 and 15% in 2013), but these companies have yet to tap its full potential as a recruiting and retention aid. The survey also uncovered that healthy food options are craved by the majority of office workers.

### PERKS

28%



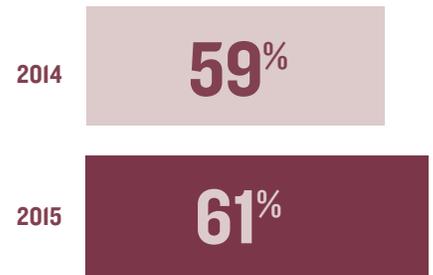
offer some type of food perk, up from 26% in 2014 and 15% in 2013.

## Food-Based Perks Continue to Grow in Popularity

The Seamless survey shows that food-based perks are considered more than just a free meal to office workers. More than half (59 percent) of employees report they would feel more valued and appreciated by their employers if provided more food perks at the office. Nearly half (46 percent) of respondents indicate they work more than 40 hours per week. Providing some type of food perk in the office is growing more popular with companies as they explore new ways to provide benefits to hard-working employees.

In fact, the majority of respondents (66 percent) indicate their companies provide some type of food in the office. While the majority (61 percent) of employees are having lunch provided some or all of the time, up from 59 percent in 2014. Others are being treated to breakfast at least some or all of the time (43 percent), coffee/beverages all the time (58 percent) and light snacks all the time (13 percent). Unfortunately, among employees who work nights and weekends only, 15 percent are provided meals or reimbursed for meals by their employer. Across industries, employees working in the Professional Services (23 percent) and Internet/Technology (20 percent) industries have a higher rate of meals being provided or reimbursed.

### COMPANY LUNCH



More than half (61 percent) of employees are having lunch provided some or all of the time, up from 59 percent in 2014.

## The Power of Perks

While the occasional cake or celebratory lunch has its role, offering food-based perks to employees has many advantages that companies continue to realize.

- **Fosters Camaraderie** – Nearly half (48 percent) of respondents think sharing meals with colleagues helps foster a better working relationship and more than half (51 percent) would eat lunch with other colleagues if lunch (or other meal) was provided by the company.

- ▶ **Keeps Them In the Office** – If their current employer were to provide meals, 71 percent of employees who spend more than 20 minutes out of the office to pick up food say they would spend less time away and 56 percent would choose to eat with coworkers.
- ▶ **Improves Employer Sentiment** – 36 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 second (tied with gym or yoga membership and casual dress code) after flexible vacation policies (52 percent).

### PERKS

71%

of employees who spend more than 20 minutes out of the office to pick up food say they would spend less time away and 56 percent would choose to eat with coworkers.

## Food Shows Strong Influence Among Millennials

With an estimated 40 million millennials (a generation born roughly between 1980 - 1995) in the workforce, companies are scrambling to attract these young, tech savvy workers. Food may be part of the answer. Thirty-six percent of Millennials said food perks would factor into their decision as to whether to accept a new job offer, coming in third after health insurance (85 percent) and flexible vacation policies (75 percent).

Food might also be a key ingredient for Millennial employees’ job satisfaction. More than two-thirds (67 percent) of Millennials report they would feel more valued and appreciated by their employer if food perks were increased. Additionally, half (50 percent) said that if their current employer were to provide meals, they would be less inclined to accept a job offer from a company that does not. Only 38 percent of their Gen X coworkers felt the same way.

## Office Parties and Celebrations Can Foster Coworker Camaraderie

Bringing employees together to celebrate holidays and special occasions is prevalent across all industries. The majority (67 percent) of employees indicate their companies provide food for events such as birthdays or anniversaries at least some or all of the time, up from 64 percent in 2014. Considering employees’ sentiments that sharing meals with colleagues helps foster better working relationships, companies should look for more reasons to bring their workers together.

- ▶ 60 percent indicate their offices celebrate some type of cultural moment, with 47 percent celebrating national holidays, such as Christmas and 4th of July.
- ▶ Cultural events are celebrated more often by companies in the Professional Services (77 percent), Internet/Technology (73 percent) and Transportation (70 percent) industries.
- ▶ Celebrating sporting events varies across the country, with the East South & North Central states (44 percent) more often celebrating March Madness, New Englanders (19 percent) more often hosting World Series Parties and the Mountains States (23 percent) having Super Bowl-themed parties.

HEALTH  
INSURANCE

85%

TIME  
OFF

75%

FOOD  
PERKS

36%

of Millennials said food perks would factor into their decision as to whether to accept a new job offer, coming in third after health insurance (85 percent) and flexible vacation policies (75 percent).

## Healthy Options Dominate Employee Cravings

When it comes to the type of food employees want served at company meetings and events, the majority (81 percent) of respondents prefer healthy options, such as salads, wraps and fruit, followed by easy to eat snacks (46 percent), such as chips and candy. Secondary food cuisine preferences varied across the U.S.:

- ▶ Italian cuisine is favored by employees in the Mid Atlantic (37 percent) and East South Central (35 percent) states.
- ▶ Asian cuisine is preferred by employees in the Pacific (20 percent) and South Atlantic (11 percent) states.
- ▶ Sixteen percent of employees in Pacific states and 17 percent in the West South Central region enjoy Latin cuisine.

Given the strong preference for healthy options, it was no surprise that sweet treats were the least favorite food to see at company meetings by 34 percent of survey respondents.

## A Clear Business Case for Perks

As recruiting and retaining skilled employees, particularly Millennial talent, has become a challenge for many industries, finding ways to set a company apart from the competition is key. Our survey shows that food-based perks offer an accessible way for companies to strongly impact both employee satisfaction and recruiting efforts by making employees feel valued, fostering stronger working relationships, and increasing their sense of loyalty to the company.

### How Seamless Corporate Accounts Conducted This Survey

The nationwide survey polled 1,170 full-time professionals who work for companies with 20 or more employees. Fifty-eight percent of all respondents work for companies with more than 500 employees. From healthcare and marketing to professional services and technology companies, respondents represented more than a dozen different industries

### PERKS

60%

indicate their offices celebrate some type of cultural moment, with (47%) celebrating national holidays, such as Christmas and 4th of July.

81%

of respondents prefer healthy options, such as salads, wraps and fruit, followed by easy to eat snacks (46 percent), such as chips and candy.