



2025 WORKPLACE TRENDS REPORT

**Future-Proof Your Business
with 7 Predictions to Create
a Connected, High-Impact
Workplace**



Build a Connection Catalyst



Nathan Rosenstock
CEO & Co-Founder, Crafty

In our previous trends report, we predicted 2024 would experience a significant rise in hybrid work models—and the data confirms we were right. Today, 68% of U.S. employers offer some form of work location flexibility, solidifying hybrid as the dominant model. Yet, 2024 was a year of transition. Policies may have been implemented, but execution of those policies remained a work in progress. The question we must answer now: **what does 2025 hold for the future of work?**

The Workplace Becomes a Connection Catalyst: An environment that cultivates small, daily interactions that ignite meaningful connections among employees and foster a vibrant, engaged community. It's about creating opportunities for employees to strengthen bonds, spark creativity, break down barriers, and drive better business outcomes.

When everything is virtual, it's easy to forget that people are, well, people. In-person, there is more opportunity for small moments to get to know one another that doesn't feel forced. You can share your weekend plans over coffee, a laugh over a snack, or even just a simple "how are you" when grabbing some water. That's where the magic happens.

In 2025, companies will look to maximize these moments with tighter resources. Instead of adding vast amenities that are typically expensive, single-use, and often unused, they will foster organic connection through practical, multi-use experiences like a pantry. These micro-moments are tried-and-true perks that can accelerate employee collisions, where employees can forge stronger connections that yield big returns.

After analyzing the evolving workplace landscape, we've identified seven predictions you can't afford to miss. This report provides you with the insights, data, and strategies to capitalize on these shifts and create a more connected, forward-thinking workplace.

Future-Proof Your Workplace:

Nate's tips for building a 2025 workspace that catalyzes connections...

- 1 Set Clear Expectations**
Define your expectations around what type of work happens when.
- 2 Maximize Your Team's Time**
Structure schedules to enable efficient and meaningful interactions.
- 3 Create Collision Opportunities**
Fill your spaces with things that encourage serendipitous exchanges.
- 4 Fuel Growth with Technology**
Use technology to analyze your data to find acceleration opportunities.
- 5 Never Stop Optimizing**
Don't get comfortable. Be proactive so you can stay ahead of the game.

The Evolution of Food and Beverage Programs in the 21st Century

Early 2000s

Tech giants introduce their snack programs into the workplace.



2017

Continued expansion of F&Bs program with the rise of free catering and expansive cafeterias.

2020

Pandemic put a halt to the in-office experience, pausing investments. Snack boxes became popular.



2022

With hybrid on the rise, companies were looking for more flexible, cost-effective avenues to reinvigorate in-office F&B programs.



2025

With more employees back in office, companies look to optimize their pantry programs to catalyze connections.

7 Workplace Predictions for 2025

The future of the workplace is shaped by many factors, from organizational policies to design trends, technology, and even the types of snacks you choose. In this report, we're leaving no stone uncovered as we break it all down.

We're going to zoom out to zoom back in:

- Look at the larger organizational trends and policies that will influence how we work.
- Explore the future of office design and how the pantry is a key pillar in driving workplace culture.
- Dive into how technology is transforming the office food service space so workplace teams can maximize every dollar.
- Round up the latest food and beverage trends you'll want to keep an eye on when planning for 2025.

All of these elements impact how your team experiences your space and, ultimately, your company. Sometimes all it takes is the right snack, at the right place, at the right time, with the right people that sparks the kind of game-changing idea that propels your company forward.

WORKPLACE PREDICTIONS

1. Remote is on the way out, but that doesn't mean flexibility is dead.

Hybrid work will become more structured, reducing logistical chaos while still being flexible.

Page 5

2. Practical workplace design shapes employee mindsets about work.

Companies will prioritize function over form with practically designed spaces to strengthen connections.

Page 10

3. Microbreaks drive macro impact across organizations.

Smaller, more frequent breaks will be key to restoring balance, countering fatigue, and rebuilding a sense of belonging.

Page 15

4. Wise spending drives technology adoption in the workplace.

With costs rising and a focus on efficiency, companies will turn to technology to do more with less.

Page 20

PANTRY PREDICTIONS

5. Conscious eating fuels the shift in office pantry selections.

Strong workplace communities will thrive on inclusive pantry options that support employees' wellness, values, and goals.

Page 25

6. Employees will treat themselves to nostalgia with ingredients of the future.

A bite of nostalgia can bring employees together to remind them of simpler times and find common ground.

Page 30

7. Globally inspired and sourced snacks are the new pantry must-have.

As employees become more connected to the world, pantries will need to deliver more global options.

Page 35



PREDICTION #1

Remote is on
the way out,
but that
doesn't mean
flexibility is
dead.



Ride the Tide of Flexibility

Remote work and flexibility are not the same thing. Sure, remote work can be part of the flexibility equation, but flexibility is about creating space for life to happen and recognizing that different types of work need different environments. It's not about being in the office all the time or never being there at all—it's about giving people the tools they need to do their best work.

The Dolphin Effect: Imagine the workplace as an ocean, and you and your team are dolphins. Sometimes, you need to dive deep into the water, focusing on the details. Then, you need to surface and collaborate, bounce ideas, or get feedback from your team.

In 2024, we had flexibility, but we were all coming up for air at different times. Employers were testing policies, and even with a plan, scheduling office or remote days felt like a game of chance.

What we learned is that without structure, we didn't get the full benefits of any type of work. Flexibility without clear expectations leads to chaos and burnout. That's where 2025 is different.

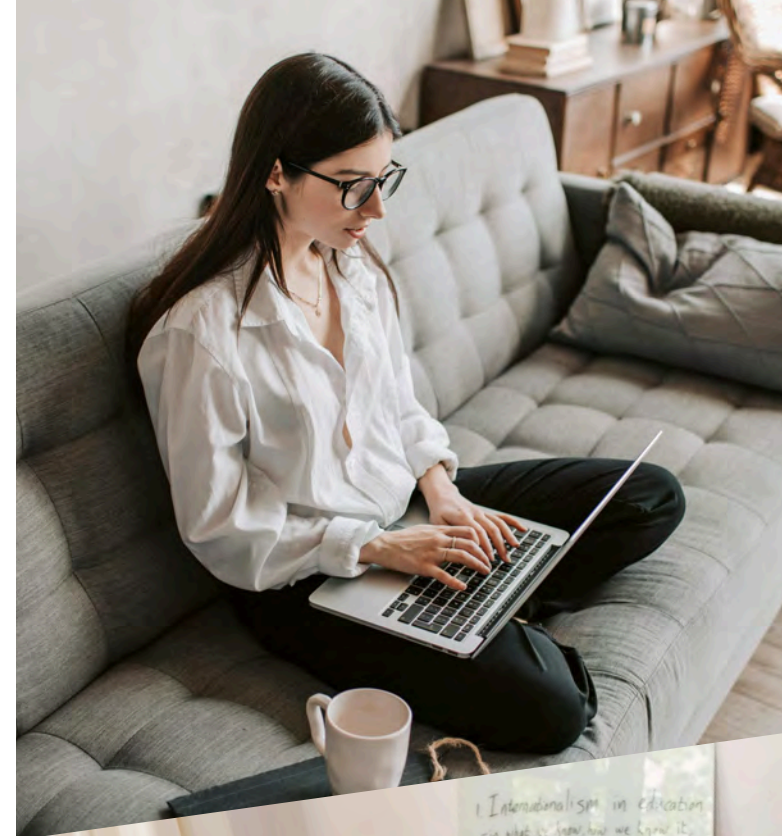
This year is about getting organized and setting clear guidelines. By defining what flexibility means, organizations will unlock the real potential of structured-hybrid work, so everyone—both employees and employers—can reap the rewards.

Once you have a clear framework, then design your workplace to achieve balance. Create physical spaces for your team to deep dive into the details and collaborative areas to come up for air. Both are essential for creativity, innovation, and progress in or out of the office.



"Flexibility isn't just about where you work; it's about how you work. Therefore, the future of work isn't really about remote or in-office; it's about having the right environment for the right task and giving people the freedom to choose the right space for the job at hand."

Nate Rosenstock,
CEO and Co-Founder, Crafty



The Evolution of Flexible Work

☕ COFFEE BADGING ISSUE

3 in 4 companies struggle with coffee-badging: When employees skirt RTO by visiting the office for quick coffee chats before leaving to finish the day remotely.

79% US CEOs expect to return to the office within the next three years.



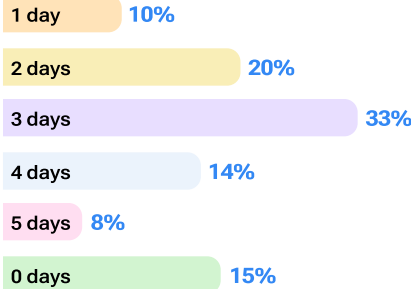
Microsoft found that remote working reduced collaboration by about **25%**.

OFFICE BUSYNESS

28 out of 41 cities saw a boost in office traffic, with industries like engineering, law, aerospace, and finance leading the charge.



IDEAL OFFICE DAYS FOR EMPLOYEES



Remote and chaotic hybrid schedules reduce the quality and quantity of employee ideas.

There is a hidden cost associated with coordination and communication.

94% of employees say they benefit from work flexibility.

Gains are less stress, better work-life balance, and improved mental health.

TOP DAYS OF THE WEEK



Pro tip: Schedule pantry service for the business day before high-traffic days.

Real Talk: Intentional Flexibility with Nate's Pragmatic Four Es Framework

Expectations Clear expectations are essential for making flexibility work. And we're not just talking about a written policy. Flexibility isn't one-size-fits-all, and the level of flexibility in each role may look different depending on the role's requirements. Setting expectations starts with job descriptions that empower both current and future employees to choose roles that align with their skills and schedules. From there, it's about ensuring that the policy, workload, and culture continually reinforce these expectations throughout the entire employee lifecycle.

Enablement It's not just about when and where you work; it's about how you work. To make flexibility truly effective, you need to enable teams to maximize their time. For employees, it's about removing unnecessary administrative burdens and providing clarity on which activities work best in specific environments. For workplace teams, it's about using innovative technology to streamline operations and provide transparency across workplace programs and locations so they can quickly take advantage of opportunities that will accelerate growth.

Experience The experience of working—whether in the office or remotely—should support the flexibility you promised employees when they joined the company. If your office is designated for collaboration, it needs to have physical spaces that foster this, like areas for all-hands meetings, quiet alcoves for casual brainstorming, or communal spaces for informal chats. For remote work, the experience should also be seamless with tools and resources that make communication effective, such as easy ways to request time off, calendar blocks, or simple signals in Slack.

Empathy When it comes down to it, flexibility is all about how you show empathy to life's challenges. Not every role can offer the same type of flexibility, and that's OK, but we are still required to show equity in our empathy to our team. Get creative with solutions—whether it's adjusting workload, hours, or coverage. If you let them burn themselves out, eventually you will be the one who has to pay for it...literally.



Key Takeaways to Catalyze Connections



Flexibility Isn't One-Size-Fits-All

Flexibility looks different at every company and for every role. At the start, it's your job to empower employees with clear information to help them choose the right roles for their needs and then continually provide them with support to foster productivity and connection.



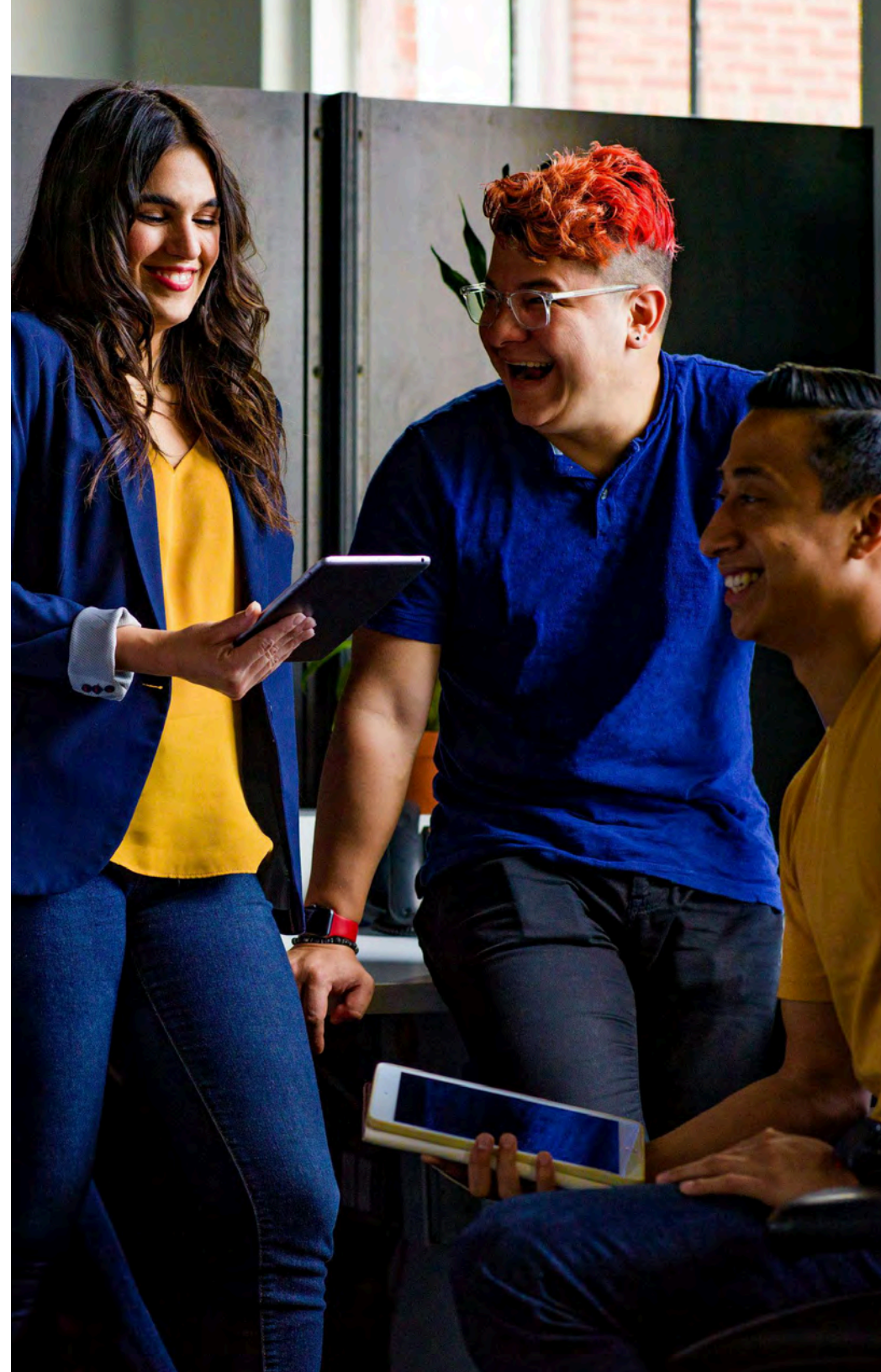
Set Expectations Early and Often

A clear schedule and guidelines around office attendance are essential for maximizing employees' time and energy. By setting expectations early and reinforcing them consistently, you reduce confusion, boost productivity, and encourage collaboration.



The Power of Experience

Flexibility isn't just about where you work; it's about having the right environment and tools for the task at hand. Whether it's diving into details or collaborating with your team, creating spaces that support both individual focus and collective creativity is essential.



PREDICTION #2

Practical
workplace
design shapes
employee
mindsets
about work.



Function Will Win Over Form

The optimism gap between employees and employers is wider than ever, but it's more than just a difference in outlook—it's about how connected people feel to their work and teams. Executives may be optimistic about the future, but employees are feeling uncertain.

The key to closing this gap lies in the workplace itself. Humans are hardwired to have physiological responses to different environments, meaning that simply changing the physical workplace can trigger a more positive mindset.

To harness this potential, workplace teams must focus on the how employees practically use the office space.

Three Key Pillars of Every Workplace Experience:

Convenience: Design that makes daily tasks seamless.

Productivity: An area that promotes comfort and focus.

Collaboration: Organic areas that bring people together.

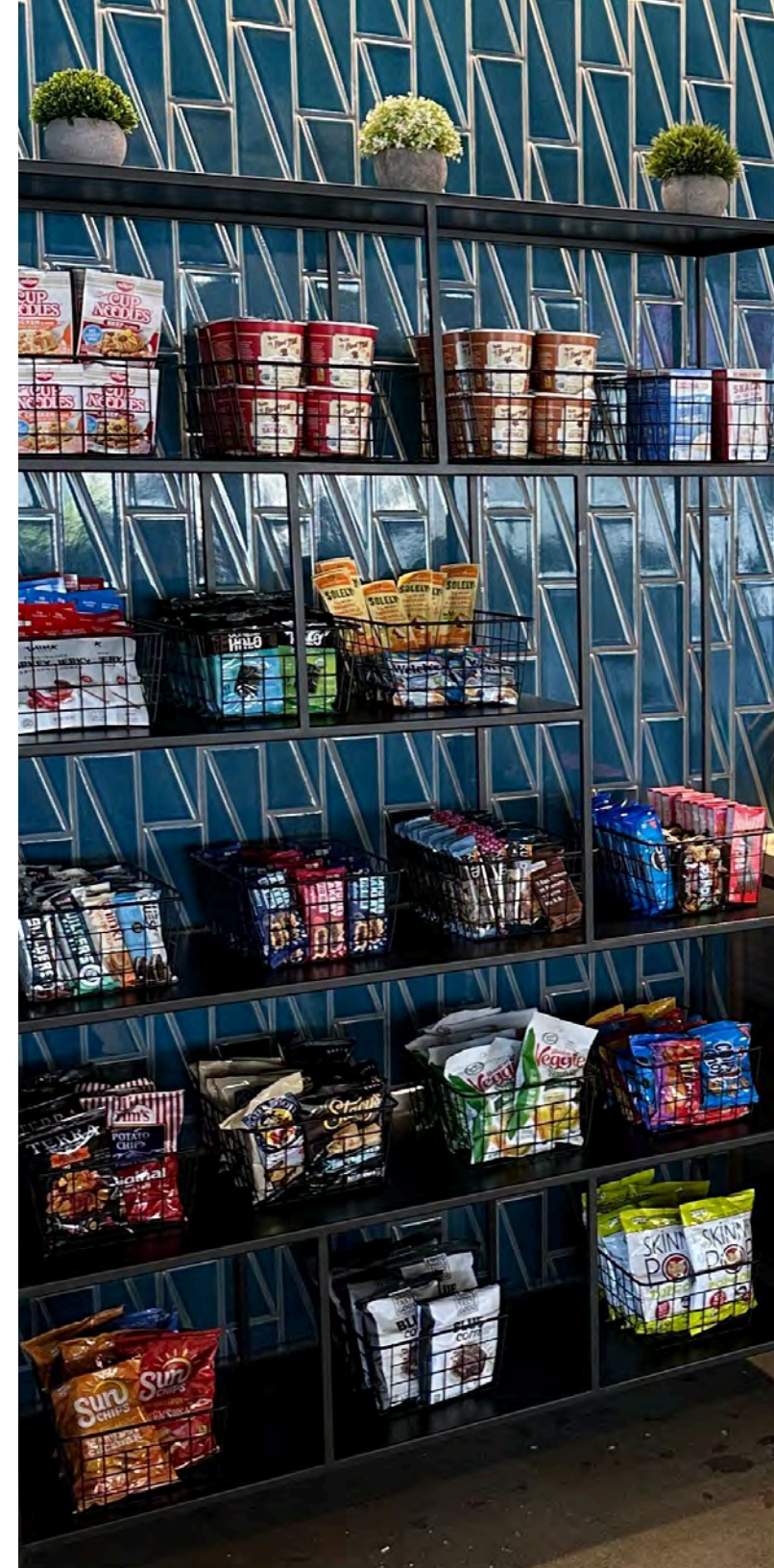
Our strategic partner and corporate real estate giant JLL found that many organizations fell into these workplace traps coming out of the pandemic:

- They focused too heavily on collaborative spaces at the expense of individual workstations.
- They found traditional conference rooms underutilized with employees longing for casual, flexible collaboration areas.
- They found that the office setup created friction as the employee transitioned between different modes of work.

To avoid this trap, companies will prioritize spaces that hit the three pillars of a good office experience ensuring that every element from the area where it's located to the furniture works together to trigger the right mindset.

The beauty of the pantry is that it hits on all three pillars:

- **Convenience:** A quick and easy area to refuel that minimizes disruptions to the workday.
- **Productivity:** Employees can't be productive when they're running on fumes. The right pantry selection can supercharge focus.
- **Collaboration:** It's an organic gathering spot for spontaneous chats, fostering connection without the formality.



A Winning Workplace Experience



YOUR BRAIN IN THE OFFICE

Learnings from a new neuroscience study.

- 1 Employees were **12% more engaged** when working together in the morning versus alone or in the afternoon.
- 2 Employees **performed 18% better** on an individual task when surrounded by peers.
- 3 Comprehension tasks are better done alone with **10% higher attention rates**.

60-70% of employees use these three wellbeing amenities every week.



RELAXATION
SPACES



HEALTHY FOOD
SERVICE



OUTDOOR
SPACES

THRIVING EMPLOYEES

REPORT MORE

Hope
Happiness
Energy
Interest
Respect

REPORT LESS

Health Problems
Stress
Worry
Anger
Depression



LOCATIONS:

New York, Hoboken,
Houston, Boston,
Las Vegas

“You have team members who are feeling unsure whether they are returning to the office for the first time or are new employees coming in for the first time ever. The Crafty pantry program provided a huge part of building community back in the office space again and allowing people to connect.”

Andrew Moscardelli
Global Facilities Manager at DraftKings



Food and beverage programs can save employees around **\$10-\$30** per office visit

Don't count out privacy!

JLL found that choice of space, privacy, individual workstation, and focused work areas impacted workplace productivity.

POCKET RENO INSPO

Crafty took an unused conference room and turned it into a quiet area with extra phone booths and standing desks.



Real Talk: Lindsey's Secrets to Building an Office Experience Committee

When it came time to revamp Crafty's office, Lindsey, our Lead People Operations Business Partner, could've taken the easy route: make the decisions herself and hope for the best. Instead, she brought the team into the process, creating an employee volunteer committee to tackle everything from artwork to furniture to food and beverage equipment and products. Spoiler alert: it wasn't always smooth sailing. But the result? A connected, vibrant office that everyone felt ownership over.

Here's Lindsey's advice for making it work:

- **Appoint a Dedicated Leader:** Committees need a captain. You need someone who's ready to plan, prep, and keep the group on track.
- **Respect Everyone's Time:** Remember, this is a volunteer job on top of everything else they have going on, so don't waste their time. Keep meetings tight, agendas clear, and use the time to really collaborate. No one wants a meeting full of endless updates.
- **Divide and Conquer:** Subcommittees are your best friend. Split into smaller groups to tackle specific areas in detail such as interior design or food and beverage specifics. This keeps the wider meetings moving, but each area still has a level of care.
- **Set Clear Milestones:** Treat the committee like any other cross-functional project. Define timelines and deadlines to maintain momentum and ensure progress.
- **Ask Before You Act:** Everything, from what snacks you have to where you put them, should be informed by feedback. Build a team-wide survey into your plans.
- **Embrace the Fun:** Leave some room for a little nonsense. The more people get to know each other the better they work together. Sometimes, we would start meetings with a funny question or chat just to get people talking.



Want to see how it all turned out? Take a virtual tour of the Crafty office with Lindsey. [CLICK HERE TO WATCH!](#)



Key Takeaways to Catalyze Connections



Strike a Good Balance

Ensure your workplace offers a mix of areas that support focus, collaboration, and convenience. A well-balanced environment decreases friction as employees transition between work modes and makes it easy to connect organically.



Trigger Your Team (In a Good Way)

If you want employees to form stronger bonds, you need to guide them there. Create environments that trigger the right mindset for connection. Use the layout, furniture, and products within as conversation starters so employees can easily engage with one another.



Lean On Your People

The best way to understand how employees use the space and build connections is to ask them. Involve your team in the planning process, so they feel more invested in its success and are more likely to engage in those spaces as designed.



PREDICTION #3

**Microbreaks
will drive
macro impact
across
organizations.**



Breaking the “Always-On” Cycle

For years, offices were a one-stop shop for everything—gym, meals, games, naps, and even dry cleaning. Then came remote work, and suddenly, the home was no longer that peaceful retreat away from it all. Employees found themselves glued to their devices, answering emails at midnight, joining meetings while making lunch in the kitchens, and feeling like they could never fully log off.

Sometimes, too much of the wrong kind of connection—forced, surface-level, or purely digital—can leave employees feeling even more isolated. This “always-on” culture of staying connected 24/7 took its toll leading to increased burnout, mental fatigue, and a growing sense of disconnection.

In 2025, organizations will shift this dynamic by tapping back into something simple: **breaks.**

Even quick pauses can **improve mood, boost focus, and prevent fatigue.**

When employees connect with each other, even just for a few minutes, they feel **more supported and energized.**

Employees who feel a strong sense of belonging at work are **2.5 times less likely to experience burnout.**

Employees can't form meaningful connections when they're running on empty. That's where intentionality matters. It's not just creating a space, but it's about filling that space intentionally to create the outcomes you want.



“Treat your employees like elite athletes. They follow a specific routine to perform at their best. If they push too hard, they will break, and the same is true for your employees.”

Nate Rosenstock,
CEO and Co-Founder, Crafty

Instead of focusing solely on longer lunch breaks, companies will prioritize “microbreaks” to encourage more frequent resets. Smart companies will tailor these experiences—whether in the pantry, at a pop-up event, or joining a virtual meetup—to support employees both physically and mentally.

In doing so, they'll create moments that spark deeper, more meaningful conversations that builds a more connected workforce.



The Power of Breaks

MICROBREAKS

Studies have shown that quick breaks to relax, socialize, or engage in cognitive activities were shown to...

- 👉 Increase Mood
- 👉 Increase Concentration
- 👉 Decrease Stress

The worst kind of break? SOCIAL MEDIA SCROLLING

Even though 97% of employees do it, the effects are emotional exhaustion, diminished creativity, and decreased work engagement.

1 IN 4 working adults say that their job is bad for their eating and sleeping habits.

MAXIMIZE YOUR BREAKS



MID-MORNING

Shorter breaks are more effective.



AFTERNOON

Longer breaks are more effective.

As fatigue worsens over the workday, use quick breakfast options to encourage earlier breaks.

STACKING

Stacking is when you add on a new habit to an existing habit. Maximize your office pathways with micro-stations to encourage stacked breaks.

How small connections IMPACT YOUR BRAIN



You have a quick conversation about your weekend while grabbing coffee.



Your brain releases chemicals such as oxytocin and dopamine.



These chemicals lower your stress, boost your mood, and increase emotional resilience.



Studies show you go back to work with heightened brain activity.

Studies show that **5-MINUTE BREAKS** improve performance on tasks that require deep attention.

Real Talk: Mara's Hacks to Encourage Microbreaks That Stick

Meet Mara Jones, Crafty's Vice President of People. With over 15 years of experience leading People and Talent teams in tech organizations and Operations in F&B and Hospitality, Mara knows a thing or two about growing high performers without losing sight of the fact that we're all human. She understands the importance of balancing work with moments that recharge and ground us.

Mara gets it—finding time for breaks during a busy workday can feel impossible. But she's cracked the code with these practical tips to encourage connections within your organization.



Give Your Meetings a Buffer

Mara encourages leaders to start them at the five-minute mark so employees have time to refill their coffee, grab a snack, or have a quick chat.



Create Collision Zones

Strategically place pantry products or equipment in different parts of the office to give employees a reason to go to an area of the office they don't usually go.



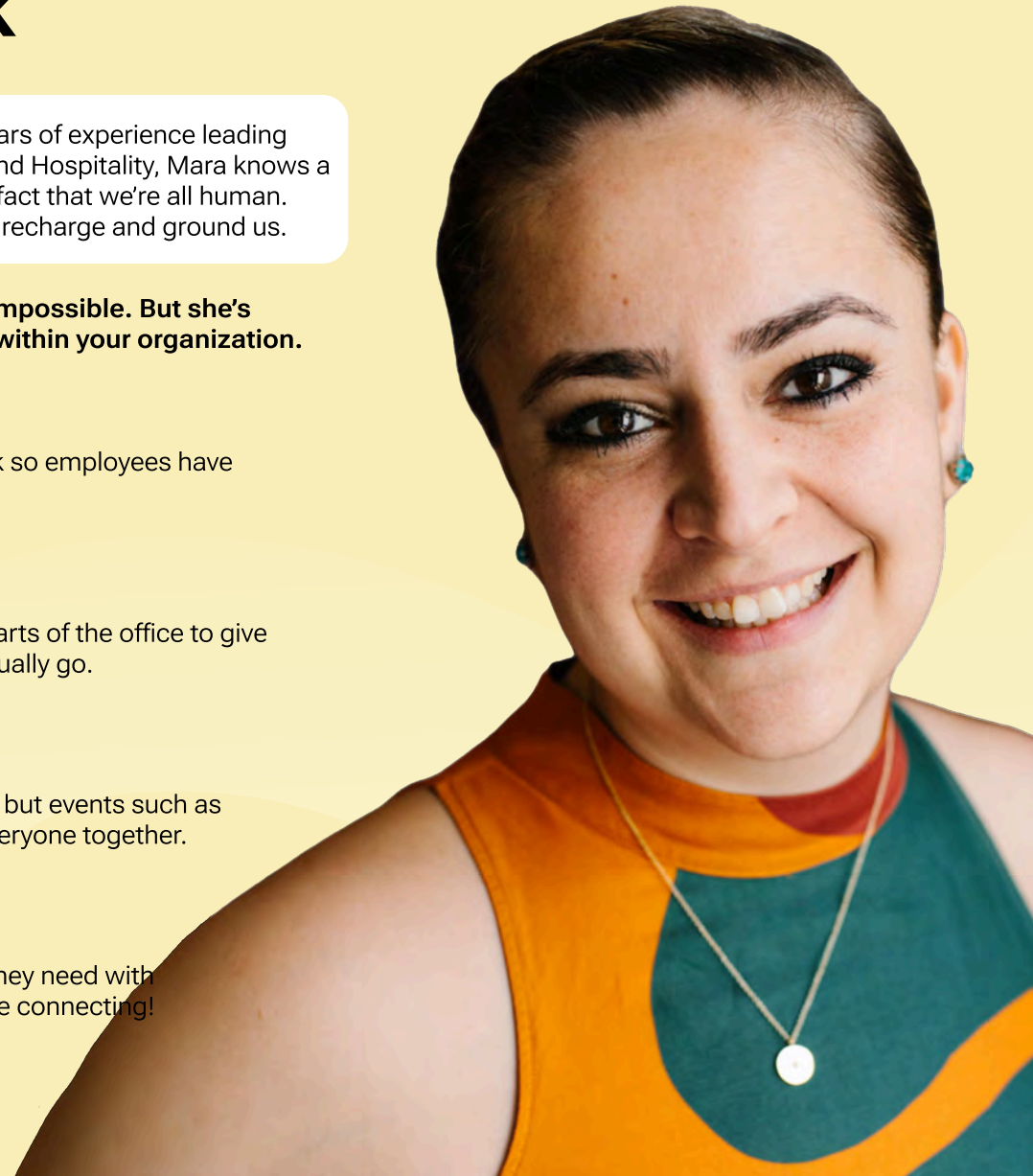
Host Employee Events

It's tough to get your team in the same room at the same time, but events such as pop-up coffee or snack tastings, lunches, or trivia can bring everyone together.



Prioritize Convenience

Streamline the flow your pantry so employees can grab what they need with minimal effort. They'll spend less time searching and more time connecting!



Key Takeaways to Catalyze Connections



Micro-Dose Connections

Encourage small, frequent moments of interaction throughout the day—like a quick chat over coffee, an impromptu snack tasting, or trivia event—to build stronger relationships, boost morale, and keep energy levels high.



Make Breaks Effortless

Make taking breaks a natural part of the workday by creating spaces and processes that make them easy and inviting. Streamline each experience so employees can put more focus on the conversations.



Optimize Your Pathways

Strategically position your stations and products to create additional opportunities for connection. These quick conversations trigger feel-good chemicals that boost morale and increase engagement.



PREDICTION #4

Wise spending drives technology adoption in the workplace.



Efficiency is the New Norm

Technology isn't a "nice-to-have" anymore; it's a must. Younger generations are calling the shots, and they're bringing their "tech-expectations" with them. These generations grew up immersed in the digital world—streamlining their lives with apps, getting 2-day delivery with Amazon, and connecting via social media. In the workplace, they expect that same seamless experience.



"Every industry should be disrupted by technology. Workplace teams deserve the same ease, delight, and power in their pantry program that they enjoy in all of the other tools they use."

Allison Cuca,
VP of Product, Crafty

At the same time, businesses are feeling the pressure to do more with less. Budgets are tightening, layoffs are a reality, and perks are being deprioritized to streamline costs. Retention is now more important than ever. Hiring a new employee can cost upwards of \$2,000—and that's before you factor in

salaries, healthcare, ramp-up time, and much more. Losing talent isn't just a setback; it's an expensive mistake that companies simply can't afford.

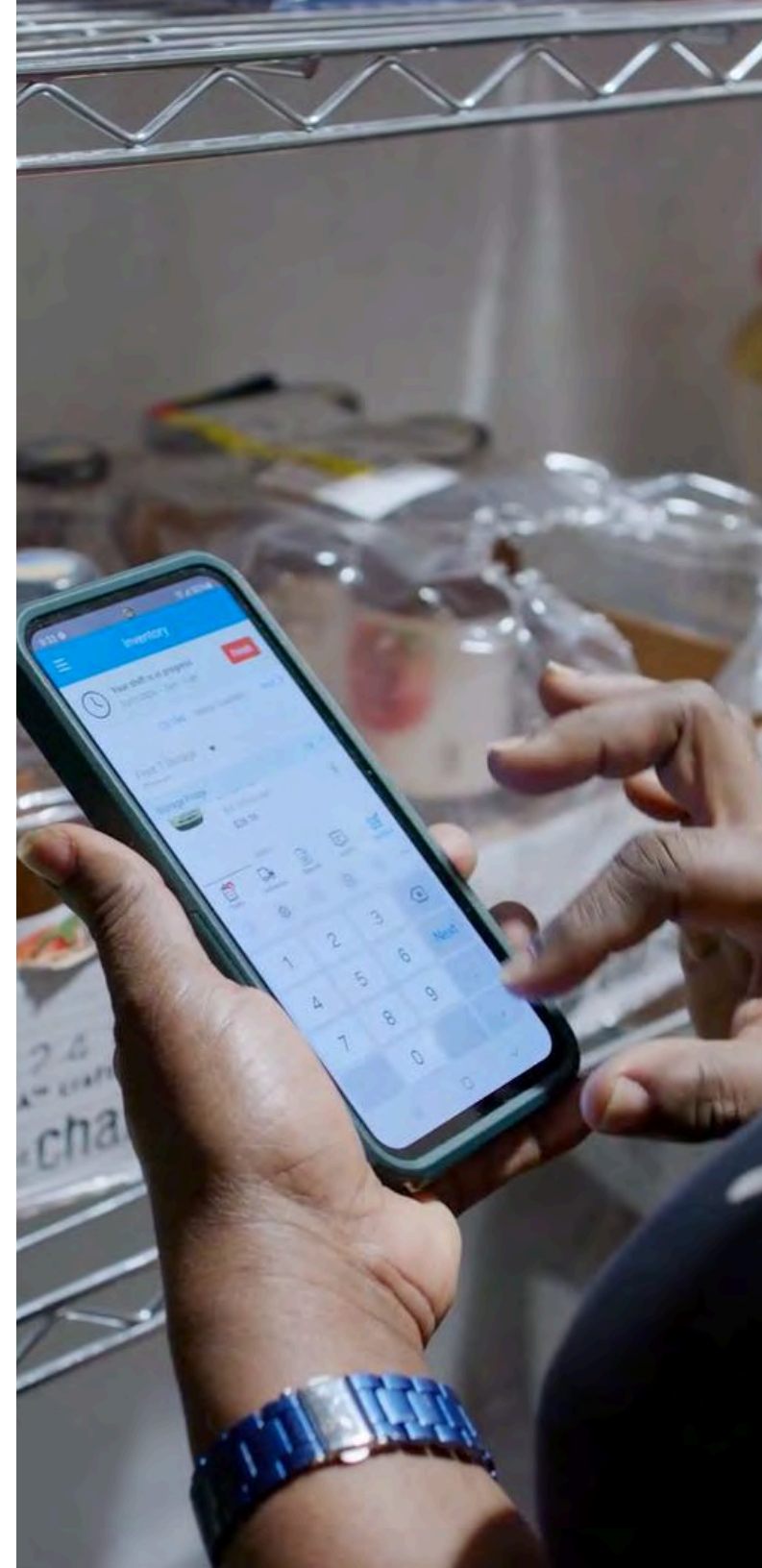
So, what's the play? Companies will work smarter, not harder. This is where tech steps in. No more digging through piles of invoices or wasting time on endless spreadsheets. Leading organizations will take a proactive and agile approach to managing their resources effectively.

Technology will be the key to figuring out what works and what doesn't quickly to maximize your resources for the greatest impact.



"When budgets are tight, every decision counts. By leveraging real-time data, you can prioritize what works and cut what doesn't—maximizing your impact with fewer resources."

Jimmy Paul,
CTO and Co-Founder, Crafty



Operate Smarter Not Harder

The avg. Crafty-powered
office is spends around

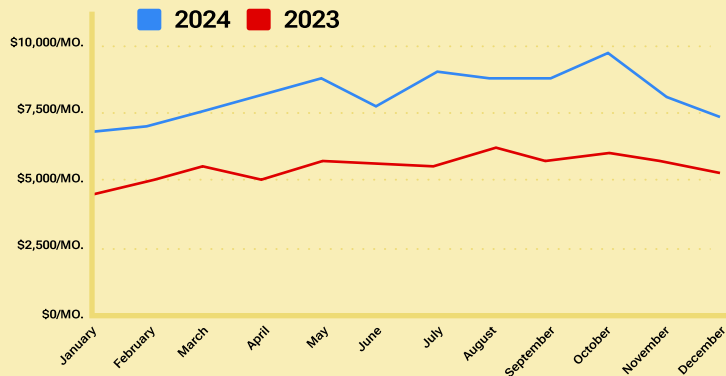
\$57,208/year

Which has grown by **38%**
since last year as offices
build better experiences.

73%

of millennials
are now in
decision-
making roles.

AVG. MONTHLY PANTRY SPEND



LIFE BEFORE CRAFTY

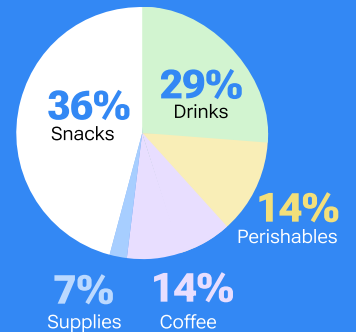
“I get an invoice but it has no detail
in it whatsoever. They deliver, but
they're leaving it up to us to
determine what we need.”

Senior Workplace Associate,
Popular Communication Technology Company

“For a millennial like me, we love
tech and things being easy. I hate
when I can't see what I'm ordering.
I just want to go onto something
that's easy and when it's not
there or outdated it makes
me not want to do my job.”

Senior Workplace Associate,
Leading Food Delivery Technology Company

CATEGORY BREAKDOWN



BUDGET STRATEGIES for Crafty-Powered Pantries

1. STOCK IT **12%**

You prioritize the experience,
aiming to keep restocking until
consumption exceeds the
budget by 10%.

2. OPTIMIZE IT **75%**

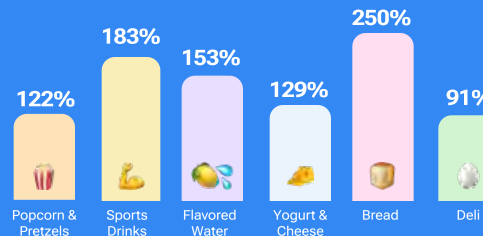
Your budget must be used or
it's lost. You're focused on
maximizing every dollar while
staying within budget.

3. SAVE IT **13%**

You use the Crafty Platform's
insights to spend with impact
and want to have money left
over at the end of the year.

Subcategories on the Rise

Areas that have seen strong year-over-year growth.



Real Talk: Chris Explains the Hidden Costs of Pantry Operations...Especially Without Tech

Meet **Chris Ritter, COO and Co-Founder at Crafty**. With experience overseeing pantry operations across 36+ markets, Chris knows that running a successful food and beverage program goes beyond choosing the right products—it's about managing the tasks that keep everything running smoothly.

While the price of goods like that can of LaCroix matters, there's a common misconception that your pantry program is only as good as the price tag on the items you stock. The truth? There are hidden operational costs that can make or break your budget—and without the right technology, they can spiral out of control.



Inventory Management: Monitoring product usage ensures you order the right amounts at the right time, but it's time-consuming. Without technology, you have to rely on spreadsheets or order receipts, making manual errors and improper spending much more likely.



Pantry Restocking: Restocking isn't just filling shelves—it's about strategy. Employees eat with their eyes, and how you display products impacts how they get consumed and how much you spend. Technology is an asset so you're not left guessing what was delivered or how it looks in real life.



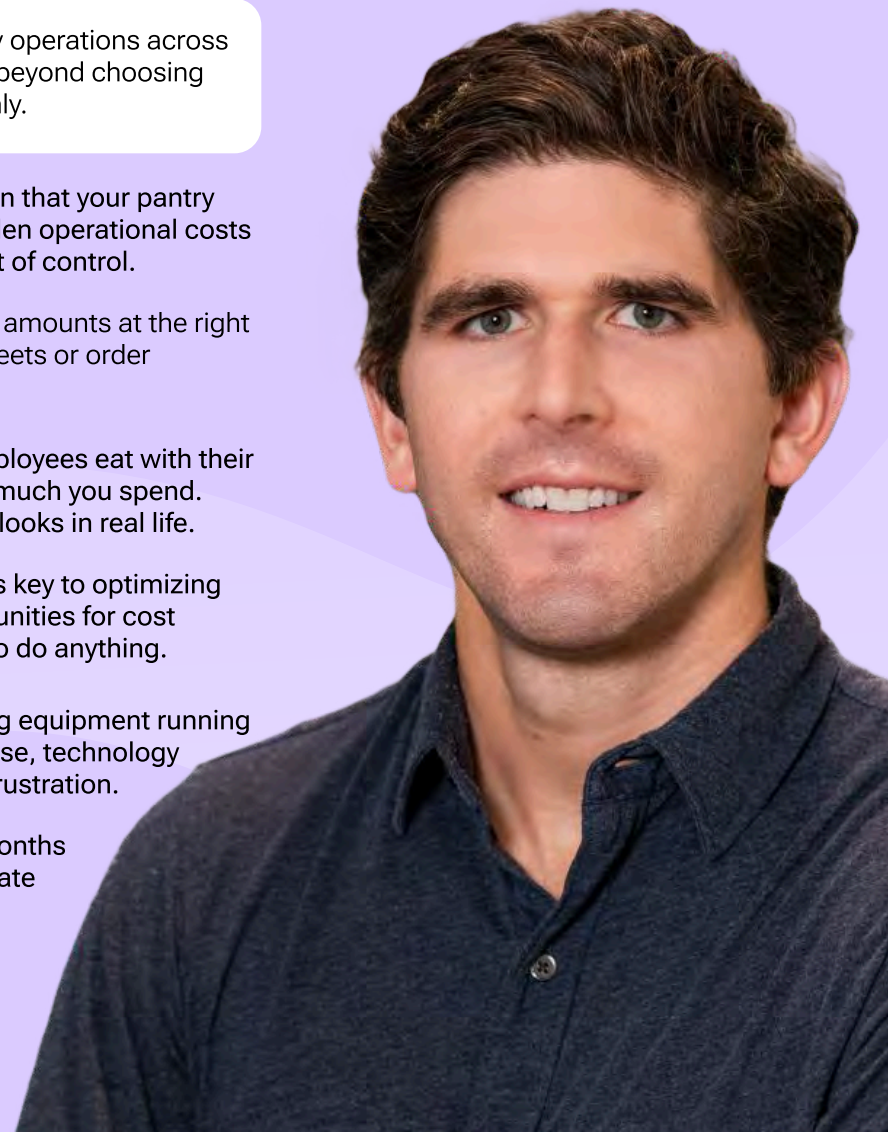
Product Performance: Tracking which products are popular and which aren't is key to optimizing your budget. Without a real-time view into performance, you could miss opportunities for cost savings, or worse, not know when you're nearing your budget until it's too late to do anything.



Equipment Upkeep: Regular cleaning and part replacements are key to keeping equipment running smoothly. Automating these tasks helps streamline efforts, and when issues arise, technology makes submitting service requests quick and easy, minimizing downtime and frustration.



Invoice Reconciliation: Is there anything worse than reconciling your spend months later, when you can't even remember what you ordered? Many workplaces operate blind, and gathering paperwork can take days, months, or weeks. Technology makes it easy to pull a spend report in just a few clicks.



Key Takeaways to Catalyze Connections



Technology is Non-Negotiable

Younger generations grew up in a world where tech simplifies everything, and they expect the same seamless experience at work. Without modern tools, businesses risk operational setbacks that leads to disconnected offerings, and therefore, teams.



Data Drives Smart Spending

Real-time data transforms how companies maximize every dollar. By tracking what works—and what doesn't—businesses can act quickly and efficiently to cut underperforming products, avoid waste, and reinvest savings into items employees love. When you invest in what resonates, employees will talk about it, bond over it, and build stronger connections.



The High Price of Inefficiency

Every minute spent on manual tracking, invoice reconciliation, or restocking is time (and energy) you could be using to optimize your experience for more connections. Wise spending isn't just about products; it's about operating efficiently. Sure, you can do it yourself—but at what cost?



PREDICTION #5

Conscious eating fuels the shift in office pantry selections.



Pantry-Powered Inclusivity

Healthy eating is far from a new concept. Over the years, we've watched diet trends like keto, paleo, and Whole30 enter the zeitgeist. What sets this year apart is a shift toward inclusivity, with companies curating their selections to align with three distinct employee wellness approaches.

3 Employee Wellness Approaches:

Allergen-Based: Catering to specific allergies or sensitivities such as gluten-free, nut-free, or dairy-free.

Goal-Based: Driven by health goals, whether it's managing blood sugar, boosting energy, weight loss, etc.

Values-Based: Using food choices reflect values from sustainability to religion to prioritizing local growth.

Food has long been a gateway to connection. If employees are forced to look elsewhere because they can't find what they need, companies miss that opportunity. An inclusive approach that caters to all three approaches delivers better options, increases pantry traffic, and helps employees find common ground. Plus, your team saves on snack expenses while companies save on healthcare costs.

A study by the U.S. Department of Labor found that a company with healthy food programs reported the following improvements in employee health:

- 50% of employees decreased their BMI
- 92% saw a reduction in blood pressure
- 83% improved their blood sugar levels

It further explained that these improvements led to large healthcare savings of \$111-\$261 per employee. Plus, employees were more productive, satisfied with their jobs, taking less time off for health issues, and had better morale.

An inclusive pantry that caters to employee preferences empowers employees to achieve their wellness goals, streamlines costs, and naturally fosters a stronger, more supportive community built on shared values and goals.



"Folks don't want to be swayed from their preferences, they want those preferences catered to."

Jeff Nash,
Senior Director of Operations, Crafty



Evolving Tastes

26 MILLION working adults in the US have food allergies.

1 in 8 US adults have taken a GLP-1 medication.

What is a GLP-1 drug?

GLP-1 meds like Ozempic and Wegovy mimic hormones that regulate hunger and insulin. In result, they makes people eat less and feel fuller longer.

75% of Americans seek to limit or avoid sugar.

CLEAN FOODS

What's really important?



72% of consumers seek out natural food and drink products with ingredients they can recognize.



68% of consumers are concerned about food waste.



75% of consumers don't want to eat foods with artificial colors.



69% of consumers research the functional benefits of ingredients.

69% of employees want their company to invest in sustainability.

FUNCTIONAL EATING GOALS

⚡ Sustain energy (73%)

🌱 Promote gut health (65%)

🧠 Support mental health (61%)

💧 Enhance skincare (46%)

⚖️ Balance hormones (43%)

💤 Support good sleep (40%)

TRENDING in the Craftyverse

VEGAN PRODUCTS

📈 **93% in Sales YoY**

Vegan products are often lower in saturated fats, packed with nutrients, and have a smaller environmental impact.

PROTEIN PRODUCTS

📈 **111% in Sales YoY**

Protein supports muscle growth, repairs tissues, and boosts metabolism, with the average person needing about 50 grams per day.

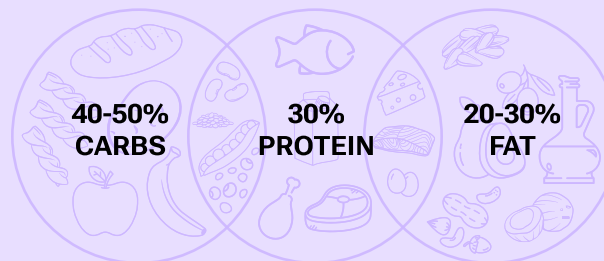
MINORITY-OWNED BRANDS

📈 **61% in Sales YoY**

DEI-focused snacks foster a sense of belonging while aligning with company values.

MACROS

Essential nutrients that you need to balance and support your bodily functions while keeping energy levels up.



Real Talk: Jeff Shares the Power of Mini Snacks

Meet Jeff, Crafty's Senior Director of Operations. He ensures Crafty clients have access to the best products, equipment, and service in their pantry program.

Better-for-you options used to be costly, making it tough for workplaces to offer them at scale within budget. Thanks to inflation and the impact of GLP-1 meds on portion sizes, snack companies are thinking smaller. Employees don't want the whole bag, but they also don't want half-empty packages. Mini versions are now taking over, giving employees the portions they want while offering workplaces the variety and pricing they need.

💖 **Variety:** Instead of limiting or committing to a single flavor, mini snacks typically come in a variety packs. Your employees can enjoy more flavor options without you having to spend more to get them.

💰 **Affordable:** Mini snacks lower the cost per unit, giving you more for your money. For example, spend \$20 on a box of 8 mini protein bars instead of 4 full-sized ones, serving more employees. Plus, with smaller portions, you reduce waste since employees are more likely to finish them.

🙌 **Guilt-Free:** Mini snacks let employees satisfy cravings without overindulging. Smaller portions offer the perfect balance—enjoy your favorite snack without the guilt or heaviness afterward.

JEFF'S PICKS



Key Takeaways to Catalyze Connections



Prioritize an Inclusive Pantry

Employees want more than just healthy snacks—they want options that align with their unique needs and values. Whether it's allergen-free, low-sugar, or sustainable choices, an inclusive pantry helps employees find affinity groups within the office that support their lifestyles, rather than hindering them.



Health is Wealth...Literally

Investing in employee health pays off in more ways than one. Healthier employees are more productive, take fewer sick days, and cost less in healthcare. Nourishing snacks brings people together, so it's not just good for your team, but it's also good for your bottom line.



Think Small

Bigger is not always better! When employees are focused on their wellness, mini snacks offer the perfect portion sizes, providing variety while reducing waste. They support health goals, cut costs, and keep everyone satisfied—without going overboard. It's a win-win-win.



PREDICTION #6

**Employees
will treat
themselves to
nostalgia with
ingredients of
the future.**



Nostalgia Connects Teams

Food is not just fuel in the workplace, it's a reward. From surviving a long meeting, to celebrating a big win, or needing an emergency pick-me-up, 42% of employees use treats to reward themselves at work.

Last year was all about “Little Treat” culture, which are acts of indulging in small and inexpensive pleasures, either as a reward for doing a task or sometimes just because. In offices across the country, including Crafty's, the candy jar has long been a Little Treat MVP. But in 2025, little treat culture is evolving beyond the jar, and will take a nostalgic turn across a variety of snack, drink, and coffee categories.

When the days get hard, employees want the snacks that remind them of simpler times, but without the old-school ingredients that come with it. This opens a door for employees to connect not just over their shared preferences, but over their memories and backgrounds.

Companies will seize this opportunity to foster connections and freshen up their pantries by tapping into favorites from the past to inform smarter, more nostalgic choices for the future. In Crafty-powered pantries this will be even easier with vast amounts of historical consumption data and AI-powered product solutions.

Brands that are making waves:

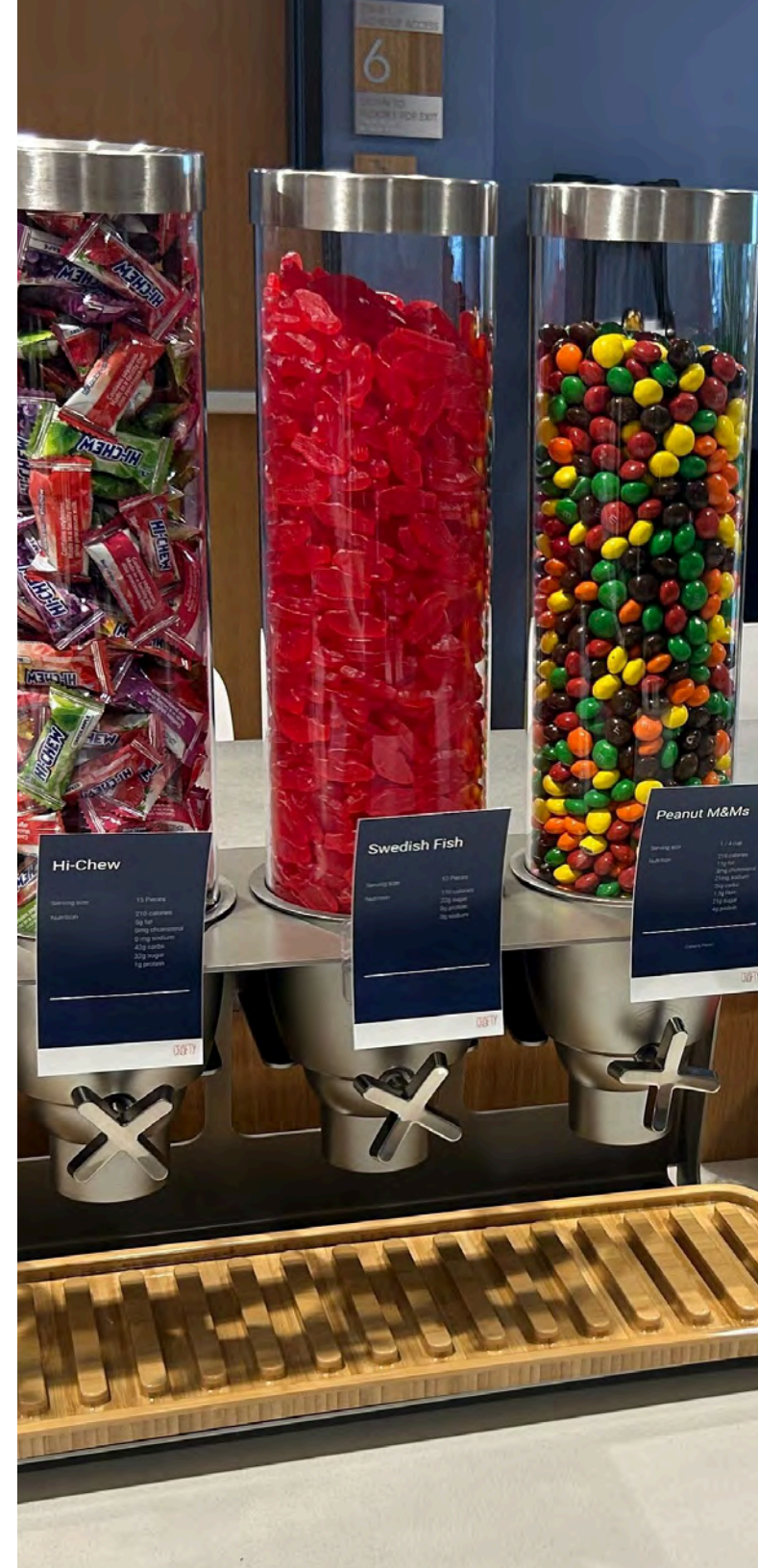
Magic Spoon: Your favorite childhood cereals with added protein.

Poppi: A low-sugar, grown-up version of your childhood creamsicle soda.

Quest Nutrition: Your favorite crunchy tacos in chip form, packed with protein.

Issei: Nostalgic candy that skips the sugar, GMOs, and artificial junk.

A quick hit of nostalgia during the workday isn't just a break—it's a power move. It gives employees the mental reset they need, while sparking conversations that build real connections. In a world where relationships fuel success, a little nostalgia can turn a snack break into something more powerful.



Chasing Sweet Nostalgia

MOTIVATION

Our friends at ezCater share why employees reach for their favorite little treat in the office.

⚡ 53% of workers want an energy boost.

🧘 38% of workers want a stress reliever.

🏆 52% of workers want a small reward.

How Little Treats Have Grown Across Crafty-Powered Pantries



76% of people ages 22 - 55 enjoy things that remind them of the past, more than any other age group.

Food and beverage overtook cosmetics as the #1 category to splurge on for consumers.

LIKE THIS? TRY THAT!

Little treat dupes you don't want to miss.



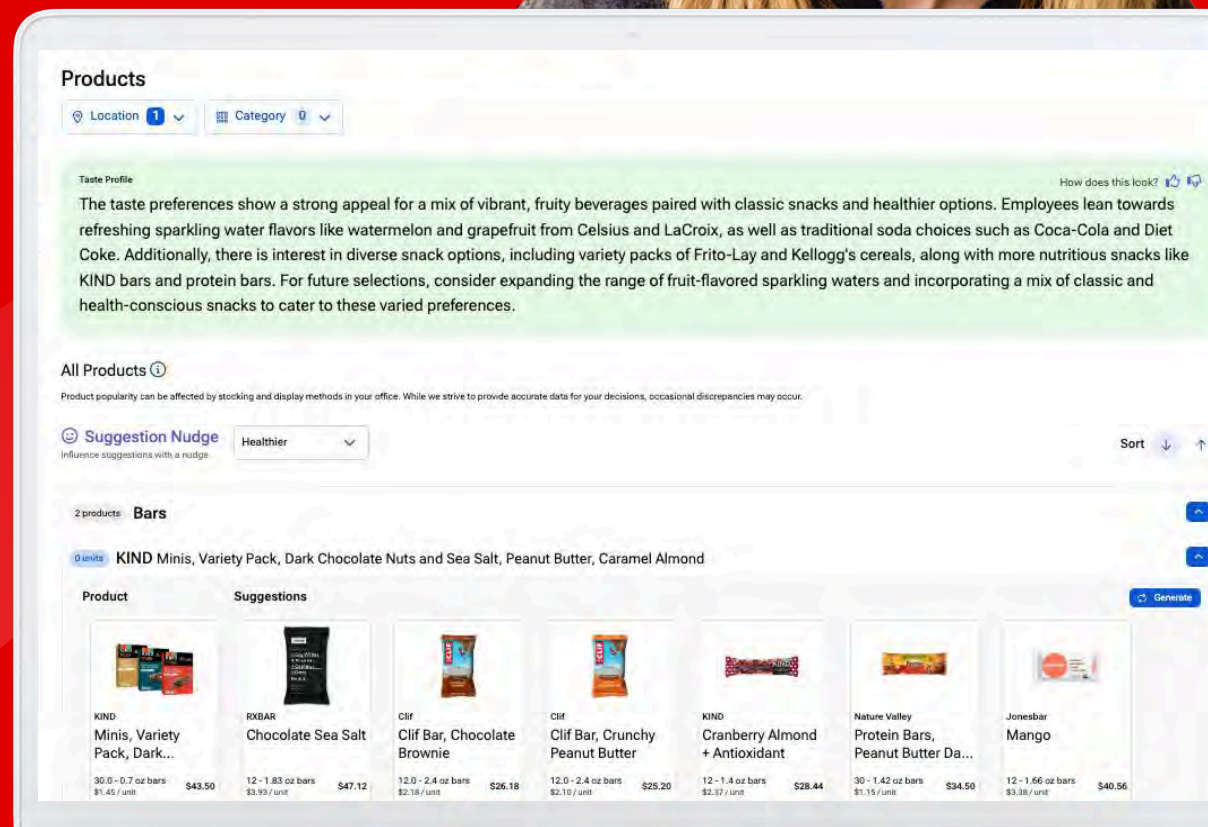
Real Talk: Allison Spills the Beans on AI Solutions for Tailored Pantry Suggestions

Meet Allison Cuca, Crafty's VP of Product. Allison leads our Product Team, where she's making waves by leveraging cutting-edge technology to streamline processes and deliver smarter product suggestions.

How AI Product Suggestions Work: Our proprietary AI-powered tool, created by our stellar Tech Team, uses your historical data to create a taste profile for your company and you individual office. This profile is then used to provide personalized suggestions based on your team's preferences for each category. You can nudge the system to tailor suggestions even further to focus more on budget, wellness, or taste. It's a pantry consultant at your fingertips!

Why Crafty Created It: Finding the right products to keep your pantry fresh while aligning with employee preferences has always felt like a scavenger hunt. It's time consuming digging through spreadsheets or endlessly searching online. Crafty's AI solution makes it easier than ever to find new options that checks all the boxes.

How Companies Benefit: Companies that leverage AI tools to streamline time-consuming decisions can stay ahead of evolving snack and beverage trends. Workplace teams can not only introduce exciting new flavors with future-forward ingredients, but also maximize their budget so the result fosters more opportunities for employees to connect and collaborate.



Key Takeaways to Catalyze Connections



Nostalgia Sparks Connections

Nostalgic snacks are more than just treats—they're a gateway to deeper connections. When employees share memories tied to their favorite childhood snacks, they open up in ways that build stronger relationships. Tap into these memories to fuel more engagement.



Optimize What Works

You don't need to reinvent the wheel when you tap into nostalgia. Look at the snacks and flavors that are already popular and find better-for-you alternatives that elevate the experience. In this case, some ingredients should be left in the past.



Stay Ahead with AI

AI tools are the future of workplace pantry management. They help you stay on top of evolving food and beverage trends by using data to power highly tailored suggestions to serve your team's unique needs. Easily find fresh, innovative products that your team loves and makes your pantry smarter and more efficient.



PREDICTION #7

Globally inspired and sourced snacks are the new pantry must-have.



Snacks Transcend Borders

In today's hyper-connected world, it's easier than ever to experience cultures from across the globe. Travel is back in full swing, and even if you're not jet-setting, you can see it all on social media from the comfort of your couch. This cultural curiosity is shaping what we eat and drink, bringing global influence straight to our pantries.



"Previously, we saw flavors 'inspired' from around the world. These days, consumers want their snacks directly from the source!"

Jeff Nash,
Senior Director of Merchandising, Crafty

We want to explore the world without ever leaving their desks. Instead of getting a knockoff, we're looking for the real thing. Whether it's a tea we sipped during a trip to Japan or a spicy chip we loved in South America, food has always been a gateway to relive those experiences and share them.

When we invite those options into the workplace we give our team the opportunity to share those experiences and build even stronger connections.

The Standout Global-Inspired Trends:

Swicy: The sweet-and-spicy trend is inspired by Southeast Asian flavors, where ingredients like chili, gochujang, and tamarind create bold combinations.

Dried Fruit: Fruits like persimmons and mangoes are staples in Asian and Latin American diets because they are all-natural and packed with nutrients.

Tea: Tea has long been a cornerstone of cultures like Japan, China, and India. ITO EN tea has been essential across Crafty-powered pantries.

Tropical Fruits: Pineapple, guava, and passionfruit—native to regions like the Caribbean, Southeast Asia, and South America—are showing up in juices, sparkling waters, and snack bars.

Spice: From Indian masala to Mexican chile-lime, spices are showing up in unexpected ways like spicy sodas, hot honey, and more.

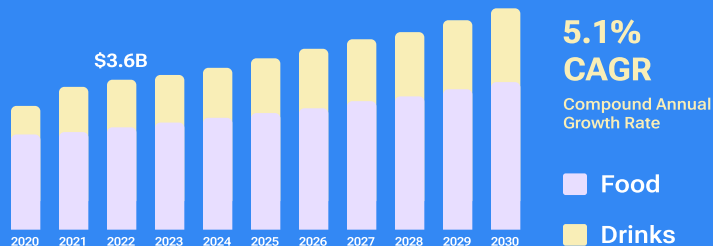
Canned Goods: From bold umami ramen bowls to tinned fish, canned goods are great shelf-stable meals with a deep global tradition.



Global Trends Shaping Tomorrow

60% of consumers value experience and adventure in their diets.

US GLOBAL FLAVOR MARKET

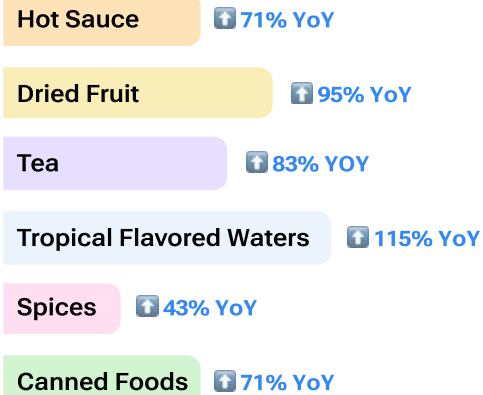


81% of Gen Zers say that diverse communities greatly influence their brand preferences.

SMALL TALK

Inconsequential communication such as talking about your weekend, travel, food, or other topics not relating to work.

Sales Growth YoY Across Crafty-Powered Pantries



This accounts for one-third of our speech and helps us build rapport and go home with healthier emotions.

TOP SWICY COMBOS

MANGO +
 CHILI
Origin: Mexico

PINEAPPLE +
 HABANERO
Origin: Caribbean

CHOCOLATE +
 CHILI
Origin: Mesoamerica

COCONUT +
 CHILI
Origin: Thailand

HONEY +
 GOCHUJANG
Origin: South Korea

PEANUTS +
 CHILI
Origin: West Africa

Real Talk: New Brands Vaibhav's Excited About

Meet Vaibhav, Crafty's Merchandising Manager. He's scouting the latest trends and brands to curate fresh snack solutions that excite your team.



Immi: Protein-Packed Ramen | **Founders' Heritage:** Taiwan and Thailand
Inspired by the Southeast Asian street, Immi revolutionized ramen with 23g of high protein, 5g of net carbs, and 100% plant-based ingredients.

AshaPops: Popped Water Lily Seeds | **Founder's Heritage:** India

AshaPops blends modern flavors with ancient Indian superfoods, using popped water lily seeds and bold flavors like Turmeric Garlic, and Chili.



Issei Foods: Mochi Gummies | **Founders' Heritage:** Japanese

Inspired by Japan's ancient mochi tradition, these gummies capture the chewy texture of mochi in a healthier, gelatin-free, non-GMO, Kosher treat.

Olyra: Breakfast Biscuits | **Founder's Heritage:** Greek

With five generations of grain milling, Olyra transforms grains into nutrient-dense breakfast biscuits. High in fiber, low in sugar, and crafted for sustained energy, they bring the wisdom of Ancient Greek diets to your modern mornings.



Key Takeaways to Catalyze Connections



Snacks as a Gateway to Inclusivity

A thoughtfully curated pantry can reflect the values of a diverse workplace. By including snacks that represent a range of backgrounds and traditions, you're celebrating the diverse cultures across your own organization. This in turn makes employees feel more connected to each other and your company.



Food is a Trigger...In a Good Way

Food has a unique power to transport us back to special moments and places. By bringing global flavors into the office, you invite team members to share personal stories and memories, sparking deeper conversations and stronger connections. It's a simple way to create bonds that go beyond work.



Tradition Meets Innovation

Brands today are blending their rich cultural roots with modern needs. Whether it's highlighting a unique ingredient, adding a protein punch, or cutting back on the excess sugar, tomorrow's products will use the past to innovate the future.



Smart Strategies to Catalyze Connections

As the world of work continues to evolve, one thing remains clear: **a connected workforce is a successful one.**

Building that connection isn't as easy as it was before. In the past, maybe gimmicks like nap pods, large cafeterias, or the art installation no one asked for moved the needle. Yet today, employees are not gravitating toward those perks and companies simply can't afford to offer them.

Budgets are becoming more and more limited, and workplace teams are challenged with having to do the same or more with a lot fewer resources. The biggest mistakes we see are trying to continue to do it all, cutting back on your workplace perks on a whim, or worse, getting so caught up in the latest and greatest trends that you forget about the people you're actually trying to serve.

The key to success today isn't about doing more—it's about being smart. Keep your ears to the ground and figure out what matters most to your team when it comes to your space and everything within it. Then, work with what you've got and prioritize small changes that will accelerate the connections that are already happening.

YOUR NEXT MOVE

1

Observe Your Team in Action

Surveys and feedback are helpful, but sometimes you need to take a step back and watch how your team actually uses your space. Where do they naturally gather? What draws them in? What are they talking about? Channel your inner David Attenborough and watch and learn.

2

Optimize, Don't Overhaul

You don't need to reinvent the wheel. Learn from what's already working so you can create more of it or apply it elsewhere. If you notice more employees gather around seasonal snacks, then that may also add seasonal rotations to your coffee mix-ins or drinks to spread the wealth!

3

Work Smarter, Not Harder

Data is your guide to understanding what's working and what's not so you can make quick changes. Look at how your spaces and products are being used, and if something's underutilized, make a switch. The numbers will guide your next move and predict what will resonate most.

Learn More About Crafty

Crafty is an industry-leading food and beverage provider for top workplaces providing world-class program management powered inside one central platform. This innovative combination allows Crafty to deliver a tech-enabled food and beverage experience flexible to each company's workplace strategy with service options tailored to enhance existing operations.

After decades of fragmented spending and lackluster execution, 120+ companies (and counting) have elevated and streamlined their F&B program with Crafty. Workplace teams lean on Crafty's experts and tools to extend their bandwidth to craft better workplaces that foster a culture of productivity, connectivity and growth.

Experience of a Regional Office Manager for a Leading Asset Management Company

Before Crafty, 70% of time was spent managing the F&B program:

- ✗ Excessive oversight and top-level management
- ✗ Low standard and inconsistent execution
- ✗ Gap in communication
- ✗ Lack of solutions

After Crafty, that time has decreased to 15% due to the following reasons:

- ✓ Empowers office leads with the tools to succeed
- ✓ Easiest implementation without lingering issues
- ✓ Proactive communication with valuable insights
- ✓ Full transparency with a suite of reporting tools

Crafty has had a record-setting year, acquiring customers across new verticals and expanding into new global territories. The company now manages more than 300 global client offices and serves more than 300,000 employees. Crafty also raised \$10 million Series A led by Tribeca Venture Partners and won five top workplace awards, including a spot on USA Today's 2024 Top Workplaces.

It's time to craft a better workplace!

[CONTACT US](#)

230+

Employees

Hub Offices
Chicago (HQ)
 New York City
 San Francisco Bay

High-Traffic Office Days:
Tuesday
Wednesday
Thursday

Achievements:



Inc. 5000



Overheard on 'GLASSDOOR'

Unbeatable work culture!

"The diverse group of people and backgrounds make this a really special place. I always feel heard and respected by leadership and welcomed by everyone in the office."

*Client Support Specialist
 Current Employee*



SNACKS, BEVERAGES, SUPPLIES, OH MY!

Crafty elevates your food and beverage program with enhanced services managed in one innovative, centralized platform.

[LET'S CHAT](#)

Snacks



Coffee



Drinks



Equipment



Legal Jargon

Please don't share this book, content, imagery or any of this material without crediting Crafty and linking back to our website.

Disclaimer: Some employees or companies mentioned may not currently work with Crafty. Opinions expressed are Crafty's own and may not necessarily reflect the views of Crafty clients or employees.

Written and Designed by: Rebecca Ross

Edited by: Amber Alston, Chris Ritter, Jimmy Paul, Sarah Berger and Nathan Rosenstock

Crafty Contributors: Allison Cuca, Alejandra Valle, Craig Wattrus, Estef Freire, Jeff Nash, Lindsey Dartsch, Mara Jones, Robin Cardoso, Tanner Keefe, Vaibhav Shastry.

You've got the Qs, and we've got the As!
Contact us at friends@craftydelivers.com

If you'd like to read more, check out our [blog](#) for more office food and beverage data, insights and trends.

