

THE ULTIMATE GUIDE TO PANTRY BUDGETING

Master the art
of budgeting to
create a winning
workplace
experience.



2025

Turn Guesswork Into Pantry Precision



Nathan Rosenstock
CEO & Co-Founder, Crafty

In 2025, volatility has become the new baseline. Markets shift overnight, priorities change, and teams scramble to keep up. In this environment, leaders are being asked to move faster, operate leaner, and make smarter decisions with less margin for error. That requires a different kind of focus—one that balances outcomes with efficiency, and speed with discipline.

Nowhere is that pressure more visible than in the workplace experience. The office still matters, but it has to earn its place. It needs to be a destination that adds value to the employee's day. Yet the teams that are responsible are also asked to do more with less—fewer people, tighter resources, and higher expectations. That means every investment has to count.

The programs that deliver real value today are the ones that get used. They are the tools that drive traffic, build culture, and support productivity. And few do that better than the pantry. When done right, your pantry becomes part of the daily rhythm of your team. It offers convenience, connection, and financial relief by offsetting out-of-pocket costs. But to deliver that kind of value, it has to be designed with precision: the right products, in the right place, at the right time.

A common misconception is that you need a massive budget to create a pantry program that performs. But cost alone is not the issue. The real problem is misalignment. Too often, budgets are built in isolation from the experience companies want to deliver. That disconnect leads to programs that either overspend on offerings or underserve the team with bare-minimum choices that fail to add value. The tension between the two is what we call the Perk Paradox.

The Perk Paradox: The tension between the desires to enrich the office experience to attract and retain talent, while wanting to yield to economic pressures to curtail expenses.

A bottoms-up approach is how you break that cycle. Instead of starting with a number and hoping it works, you begin with the outcome you want to achieve. This gives you a clear path to map spend, track usage, and create a pantry program that works harder, smarter, and strategically.

Top Down: A budgeting technique of setting a fixed budget aligned to financial targets, but disconnected from the desired end experience.

Bottoms Up: Building up your budget based on the ideal office experience you want the employee to have each day.

A bottoms-up budget isn't just more accurate, it's more effective. It allows workplace teams to invest in what actually matters to employees, cut what doesn't, and build a program that scales with both confidence and clarity.

This report provides a view into how you can build the perfect pantry budget for your team by using your team's consumption habits, as well as Crafty's F&B benchmarks uncovered by the proprietary data we've collected inside our Crafty Platform over the years from our roster of 400+ client offices.

5 KEY INSIGHTS

Inside our budgeting report you walk away with five essential takeaways to craft a better pantry within budget.

Jump into the full report.



1

A bottoms-up approach creates the ultimate alignment between your budget and experience.

2

Mindfully select your products with your budget to set you up for success.

3

Granular reporting allows you to spot optimization opportunities to stay on track.

4

Creative product displays can create an abundant look without putting more abundance out.

5

Look historically to spot consumption trends and adjust accordingly.

Master the Art of Budgeting for Your Office Pantry

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STATE OF THE WORKPLACE

How organizations solve the Perk Paradox and
balance their experience and budgets.

The Workplace Balancing Act

Workplace teams face numerous challenges as working culture evolves and economic pressures arise. Inflation affects employees and employers alike, and many companies are looking for ways to slash costs and operate leaner than ever before.

On one hand, employees feel the impact of inflation across every aspect of their lives. Recent data from the [USDA](#) reported that the average American spends 11% of their disposable income on groceries, a record high in the last 30 years. As a result, employees place more value on compensation, benefits and support.

On the flip side, companies are coping with tightening economic conditions. With an increasingly higher cost of goods to corporations, companies are reducing expenses through restructuring to streamline personnel, processes and programs.

The crux of the Perk Paradox is, how can we do more with less? Employees are both a company's most expensive and most valuable resource, and the workplace experience needs to enable and promote optimal levels of productivity, creativity and efficiency. Fortunately, food and beverage programs are an extremely high ROI investment in the employee experience—if done right.

Organizations who blindly eliminate their pantry

program to reduce their expenses see a negative impact on employee engagement, retention and output - which can be avoided.

A [Dayforce](#) survey found:

55% of employees said they would put in less effort at work if their employer eliminated a needed benefit.

60% of employees said they would be less loyal if their employer cut a needed benefit.

Some organizations neglect or mismanage the investment made in their pantry program, letting things go stale. Unmonitored and unfocused spending often goes hand-in-hand with lots of waste:

- Product wasted from excess ordering and expiration.
- Time wasted from fragmented ordering and inconsistent program management.

A common myth about pantry programs is that you have to choose between savings and experience.

The good news is: you can operate smarter to achieve both.

\$305+

is the minimum amount employees spend each month on workday food and beverages whether they work remote or in-office.

[Crafty](#)

56%

of consumers devote 5-20% of their total food spend to snacks.

[Neilson IQ](#)

81%

of employees want their employers to be more involved in helping them through financial challenges.

[Morgan Stanley](#)

54%

of companies increased their workplace investments in 2023 to make it more appealing and productive for employees.

[Envoy](#)

84%

of organizations are investing in technology as a core pillar in their business strategy to better allocate resources and enhance efficiencies.

[TEKsystems](#)



Budget Smarter Not Harder

Data can make or break your pantry budget. Tracking spend is critical in forming, aligning and forecasting your budget, and it's surprising how many companies operate with zero visibility into their spend and consumption. They typically fall into one of three categories:

A) Order-by-Order Tracking

Gathering individual order receipts across all locations that you pull into a spreadsheet.

B) Periodic Invoice Tracking

Zero visibility into your real-time spend with only a periodic invoice to track spend. By then it's too late.

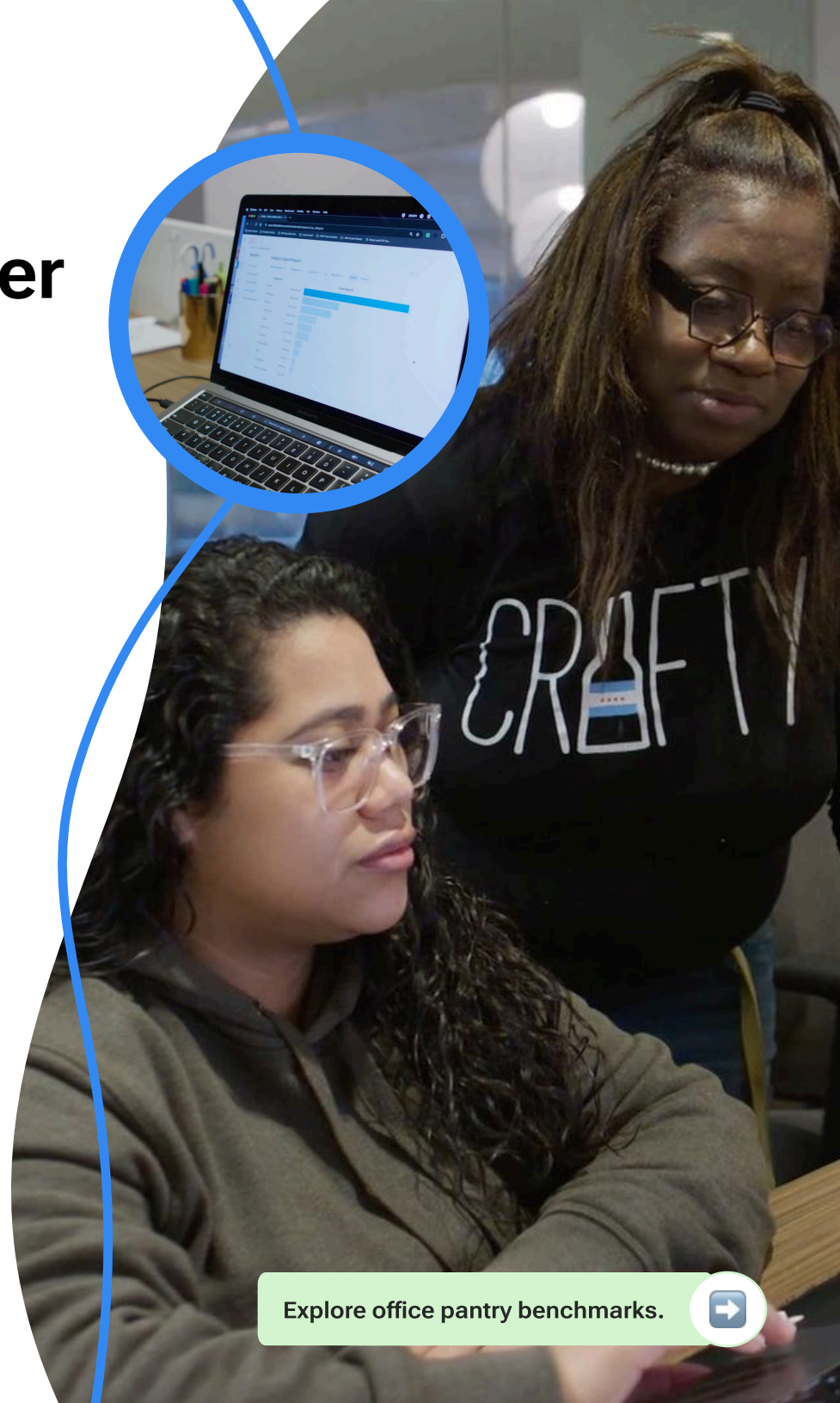
C) Yearly Tracking

Set yearly budgets you only dig into at the end of the year when you need to reconcile finances.

Companies turn to Crafty when they want transparency in their pantry data. The Crafty Platform centralizes spend, consumption and operations reporting to build data-driven programs. Our team then uses that information to make decisions that maximize budgets and other elements of your pantry program.

"Workplaces want to know their budget is being utilized thoughtfully by the partner running their program," says Crafty CTO Jimmy Paul. "Centralizing data is key here. When this happens, it makes it possible to identify patterns and signal when adjustments should be made to keep spending on track all the way down to the item level."

This report explores pantry benchmark data across leading organizations to help you craft a methodical budget to support your ideal experience.



Office Pantry Benchmarks

This data is an average of Crafty-powered pantries across of the top industries.

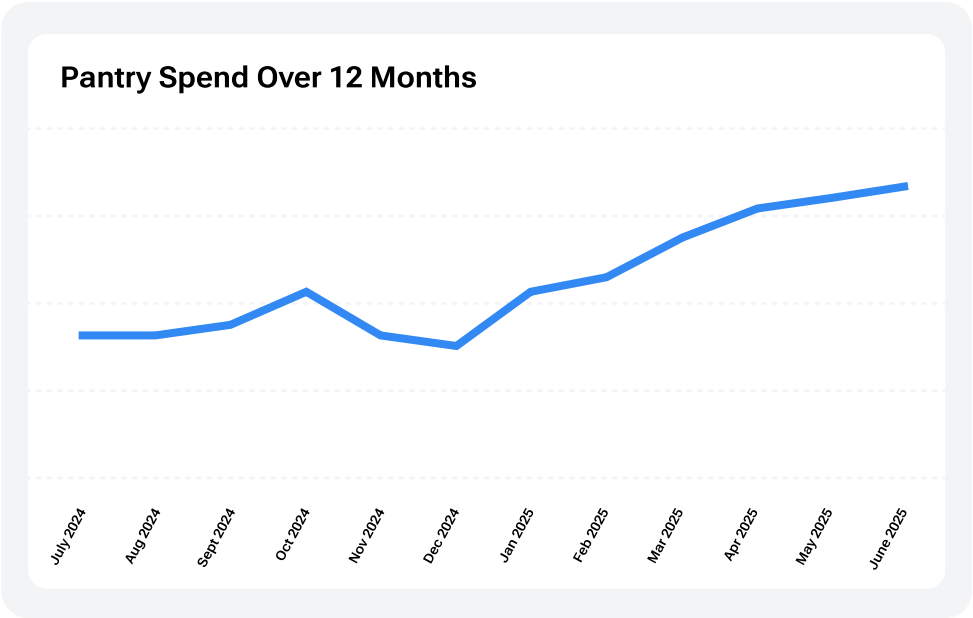
The average office spends

\$111,447

PER YEAR

86%

increase in
pantry spend
year over year



Top Industries	Avg. Spend per Office
Technology	\$8,281/month
Financial Services	\$11,195/month
FinTech	\$15,610/month
Professional Services	\$6,355/month
Consumer Goods	\$10,862/month
Marketing & Advertising	\$11,876/month
Real Estate	\$2,164/month
Food & Beverages	\$10,253/month
Media	\$6,989/month

Pantry Category Benchmarks

Benchmarks offer a clear view into how others are investing, what's trending, and where inefficiencies may be hiding. But to turn those insights into action, you need visibility into your own program. Granular reporting helps you compare, adjust, and make smarter decisions that align spend with impact.

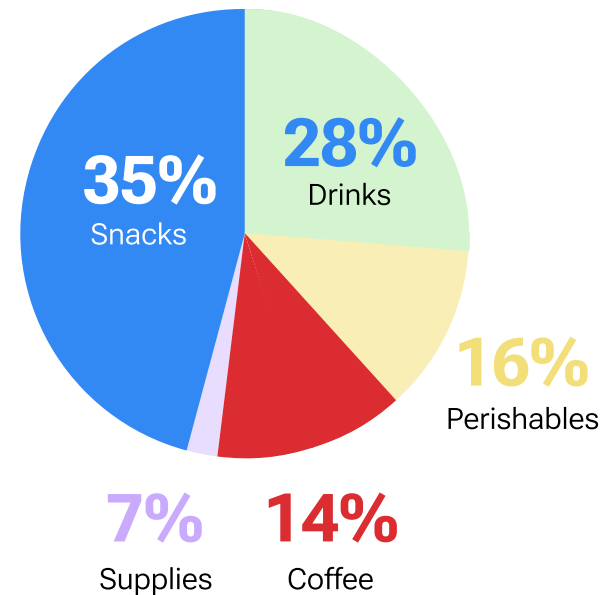


"It's important for workplaces and their pantry partners to have granular reporting to make better decisions. Knowing what drives spend ensures every dollar goes to the right products."

Robin Cardoso, VP of Client Experience, Crafty

Average Category Spend Benchmarks

Total Percentage of Spend Across Crafty Clients in 12 Months



We analyzed category-level spend across Crafty's client base over the past 12 months to see where teams are investing and why.

- Snacks led at 35%, driven by popcorn, pretzels, breakfast bars, dried fruit, and nuts
- Drinks followed at 28%, with growth in protein drinks, soda, still, and sparkling water
- Coffee spend rose with increased investment in cold brew and iced options
- Supplies dipped slightly as offices shifted to sustainable equipment like Bevi

Average Monthly Category Spend per Office

■ Last 12 Months ■ Previous Period

SNACKS

\$1,506

\$1,821

DRINKS

\$1,149

\$1,485

PERISHABLES

\$679

\$778

COFFEE

\$603

\$757

SUPPLIES

\$367

\$391



BUILD YOUR BUDGET

How to craft a data-driven pantry
budget from the bottom up.

Build Up to Break Down

Budgeting can be overwhelming, and even more challenging when someone creates the budget out of thin air. Workplace teams then have to bend over backward to make it work, resulting in a mismanaged pantry program. This strategy's symptoms are unbalanced budgets, with either empty shelves or a massive back stock of products.



"Think about what you want each employee to consume on a daily basis. For example, two cups of craft coffee, one piece of fruit, one premium beverage, one premium snack and one basic snack. Then, use the avg. unit cost per category to build up into a per person per day budget."

Nate Rosenstock, CEO and Co-Founder, Crafty

This approach creates the ultimate alignment between your budget and experience. From the start, you'll factor in what you want your pantry program to look like to create an optimal experience. Then, you'll break it down to create an order spend target so you can deliver that experience within budget.

Companies with the same budgets could have wildly different programs. In the world of pantry, many different levers can impact your experience and, therefore, your budget allocation:

- Do you want a program that values the quantity or quality of products?
- Do you have brand values or employee preferences to accommodate?
- What type of equipment do you need?

Keep reading for guides and benchmarks to build your pantry.



STEP 1

BUILD IT UP

Cost per Person per Day

x Avg. Headcount

x Working Days

= YOUR TOTAL BUDGET

STEP 2

BREAK IT DOWN

Your Budget

÷ 12 Months

÷ Delivery Days per Month

= ORDER SPEND TARGET

Build Up Your Pantry Starting with Equipment

First things first, we have to start with the elements that make up a physical pantry—equipment and products. We'll cover equipment on this page, and on the next page, we'll dive into products.

Why equipment first? Your equipment choices drive your product selection.

Example: If you choose that fancy bean-to-cup espresso machine, here's what that could mean:

- ☞ You need to buy whole-bean coffee.
- ☞ You may need offer multiple roasts per machine.
- ☞ You have need milk and dairy-free options.
- ☞ You may also need sweeteners and syrups.
- ☞ You don't need single-serve coffee options.

There are various equipment options with different product requirements at different budget levels. To choose effectively, you need a detailed understanding of the space available, how employees move through it and how they prefer to get the products they want from it.

That's where planning and precision is comes in clutch, and we happen to have the secret weapon for success.

DRIP COFFEE

Ground Coffee/Frack Packs
Milk & Alternatives
Sweeteners
Drink Supplies



POD COFFEE

Pods
Milk & Alternatives
Sweeteners
Drink Supplies



BEAN-TO-CUP

Whole Bean Coffee
Milk & Alternatives
Sweeteners
Drink Supplies



KEGERATOR

Drink Kegs & Gas
Milk & Alternatives
Sweeteners
Drink Supplies



HOT WATER

Tea
Milk & Alternatives
Sweeteners
Drink Supplies



COLD WATER

Flavor Refills
Gas
Drink Supplies



BULK SNACKS

Bulk Snack Items
Serving Supplies



FRIDGE

Drinks
Produce
Perishables



Spatial Equipment Mapping with Matterport

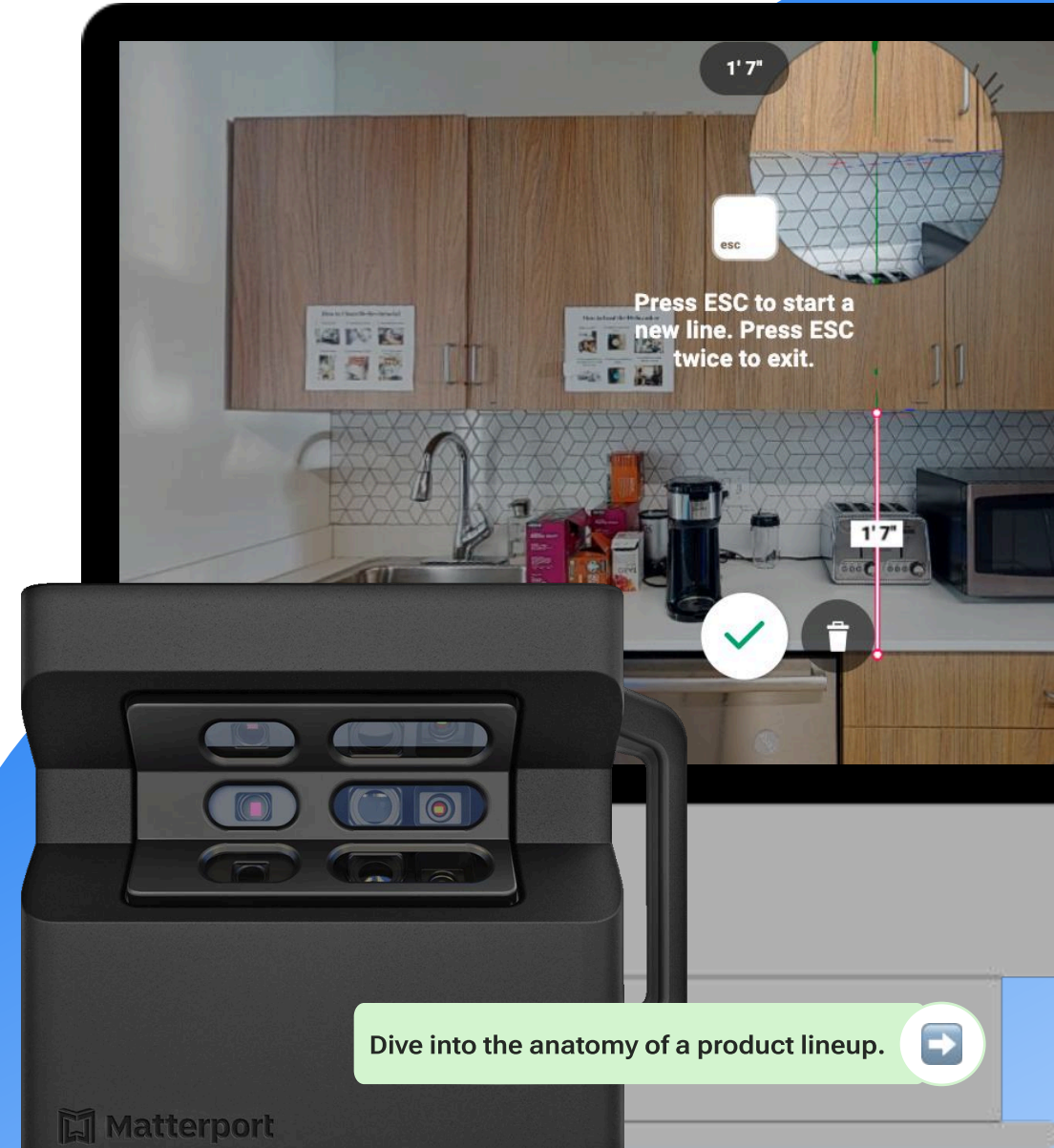
The fastest way to see your money fly out the window is to invest in a great piece of equipment only for it not to fit or have the infrastructure you need. This not only impacts your budget, but it delays launching your pantry experience and your employees suffer.

At Crafty, we don't use messy scribbles of notes or leave equipment installation to chance. Instead, we use cutting-edge 3D spatial mapping from the very beginning to plan your equipment strategy.

Matterport: A 3D camera that captures intricate scans of physical spaces, transforming them into interactive and hyper-realistic virtual tours.

We use these tours to seamlessly navigate through your space, zoom in on measurement details, pinpoint infrastructure notes and gain a holistic perspective of your workplace from various angles.

When you have a detailed understanding of how your equipment works in your space, you can avoid any hiccups during the installation. Plus, you can maximize the impact the micro-station equipment creates alongside the product lineup that supports it.



The Anatomy of a Product Lineup

AN AVERAGE
EMPLOYEE'S
DAILY PANTRY
CONSUMPTION

Every great pantry product selection includes four essential categories, regardless of how big or small the budget is:

1. Breakfast
2. Lunch add-on
3. Afternoon snack
4. Supplies

Covering these four categories gives your employees the necessary fuel they need to power through the day to be productive, creative and collaborative with other team members. The larger your budget, the more quality and variety of products you can add to your lineup. The smaller your budget, the more strategic you will need to be in your product selection, focusing on lower-cost items.



Consumption is the largest driver that determines the type of experience and budget you have. The question we urge workplace teams to ask themselves is what matters more:

- **Quantity:** Do you want employees to have lots of options with shelves fully stocked the majority of the time?
- **Quality:** Do you want employees to have higher-quality products and are OK with not being fully stocked to preserve your budget?
- **Everything:** Do you want employees to have it all and are OK with spending more to make it happen?

Breakfast

Coffee
Milk
Sweeteners
Creamers
Juice
Bread
Breakfast Foods
Protein Drinks
Bars

Lunch Add-Ons

Frozen Foods
Deli Products
Canned Products
Dry Snacks
Produce
Sodas
Water Varieties
Condiments

Afternoon Snack

Sweets/Candy
Nuts/Trail Mix
Jerky
Energy Drinks
Kombucha
Tea/Cocoa

Supplies

Plates
Utensils
Cups
Straws
Napkins
Serveware
Cleaning Products



Location Cost per Person per Day Benchmarks

Once you visualize a day in the pantry for your average employee, the next step is estimating the cost per person per day. Do this by looking at the products in your lineup and adding up the ballpark prices. Remember, pricier products or higher consumption will increase the budget per employee.

Below, you'll find real-life pantry examples to help you gauge where you might land based on cost per person per day. Don't worry, just because an employee takes five items doesn't mean you only have five items in your pantry. You can create a robust pantry with options on any budget. What changes is the quality and scale of the variety as you go from tier to tier. On the next page, we'll dive into the array available across different budget tiers.

Coffee	\$1
Cereal	\$1
Chips	\$2
Soda	\$1
Bar	\$2
Cost/Person/Day	\$7

ESSENTIAL

\$5.00 - \$7.50



A reliable experience with **foundational** products and equipment to fuel your team.

Foundational Offering,
Less Variety

ELEVATED

\$7.50 - \$10.00



An enhanced experience with a **wider range** of categories, products, and equipment.

PREMIUM

\$10.00+



A premium experience that includes **high-end** products and equipment.

High-End Offering,
More Variety

Build Up Your Variety

Now that you've nailed down your cost per person per day, you can start building up your budget to get a monthly and yearly budget that your team can align with each month.

Cost/Person/Day x Headcount x Working Days = Budget

Not every employee will have the exact same thing every day. Employees want to see options that fit their daily needs, tastes, diets and values. You want variety, but the question becomes how much variety can fit into your budget.

The chart to the right provides a baseline for how much variety we recommend between monthly budget tiers. **As your budget increases, the quality of your products and the number of varieties you can offer increases.** You can then be flexible within this list to prioritize the categories your employees care about.

For example, if your employees value protein bars over jerky, you can back off the variety of jerky so you can add more options in protein bars. As you add more variety, keep an eye on the price per unit to ensure you're setting your pantry up for success.

Average Price per Unit Target: This is the ideal price per unit for any product you add to your inventory center. Some products may be above or below this amount, but on average, the collective unit price of your entire inventory center should be around this amount. **If your average unit price stays near the target, you will likely stay within budget.**

Let's take a look on the next page on what those targets might be based on your budget.

INVENTORY CENTER VARIETIES

Breakfast Lunch Add-On Afternoon Snack Supplies

Subcategory Varieties	<\$5,000 per month	<\$15,000 per month	<\$50,000 per month	50,000+ per month
Coffee & Coffee Beans	2	3	4	7
Cold Brew & Iced Coffee	2	2	2	3
Pods, Capsules & Instant	3	4	4	6
Milk & Alternatives	5	7	8	11
Sweeteners & Creamers	5	6	8	14
Juices & Mixers	2	2	3	6
Sports & Protein Drinks	2	2	3	6
Breads	2	2	3	3
Breakfast	3	4	7	9
Bars	5	7	10	13
Deli	2	3	3	3
Frozen	4	5	5	7
Produce	4	4	5	10
Flavored & Infused Water	3	3	3	3
Sodas	4	5	6	12
BiBs	5	5	8	8
Still & Sparkling Water	5	6	7	10
Canned & Packaged	2	2	3	3
Chips & Crackers	4	4	6	8
Popcorn & Pretzels	2	2	2	2
Condiments & Spreads	5	6	10	10
Sweets & Candy	4	5	8	13
Jerky	1	2	2	2
Trail Mix & Nuts	2	2	3	3
Energy Drinks	2	3	3	5
Kombucha	1	1	2	2
Tea & Cocoa	7	8	10	17
Serving Products	12	14	18	20
Cleaning Products	10	12	16	18
Misc.	2	4	8	9



AVG. PRICE PER UNIT MATRIX

Find your avg. price per unit target by plotting the intersection of your cost per person per day and avg. daily product consumption to proactively keep spending in check.

The matrix below outlines your target based on budget and consumption. You want the average price per unit across your entire inventory center to land around this number. The more employees consume, the less you can spend per product, and vice versa. Consuming products that exceed your target will continue to drive your average cost per product up, making it more likely that you will go over budget.

Larger offices with larger budgets will have an easier time staying on target because they will have more varieties within their inventory center to help balance the scale.

Recommended Target Based Off Crafty Client Consumption Data

AVG. DAILY PRODUCT CONSUMPTION PER EMPLOYEE	COST PER PERSON PER DAY							
	\$5	\$7.50	\$10	\$12.50	\$15	\$17.50	\$20	\$22.50
	1 \$5.00/unit avg.	\$7.50/unit avg.	\$10.00/unit avg.	\$12.50/unit avg.	\$15.00/unit avg.	\$17.50/unit avg.	\$20.00/unit avg.	\$22.50/unit avg.
	2 \$2.50/unit avg.	\$3.75/unit avg.	\$5.00/unit avg.	\$6.25/unit avg.	\$7.50/unit avg.	\$8.75/unit avg.	\$10.00/unit avg.	\$11.25/unit avg.
	3 \$1.67/unit avg.	\$2.50/unit avg.	\$3.33/unit avg.	\$4.17/unit avg.	\$5.00/unit avg.	\$5.83/unit avg.	\$6.67/unit avg.	\$7.50/unit avg.
	4 \$1.25/unit avg.	\$1.88/unit avg.	\$2.50/unit avg.	\$3.13/unit avg.	\$3.75/unit avg.	\$4.38/unit avg.	\$5.00/unit avg.	\$5.63/unit avg.
	5 \$1.00/unit avg.	\$1.50/unit avg.	\$2.00/unit avg.	\$2.50/unit avg.	\$3.00/unit avg.	\$3.50/unit avg.	\$4.00/unit avg.	\$4.50/unit avg.
	6 \$0.83/unit avg.	\$1.25/unit avg.	\$1.67/unit avg.	\$2.08/unit avg.	\$2.50/unit avg.	\$2.92/unit avg.	\$3.33/unit avg.	\$3.75/unit avg.
	7 \$0.71/unit avg.	\$1.07/unit avg.	\$1.43/unit avg.	\$1.79/unit avg.	\$2.14/unit avg.	\$2.50/unit avg.	\$2.86/unit avg.	\$3.21/unit avg.
	8 \$0.63/unit avg.	\$0.94/unit avg.	\$1.25/unit avg.	\$1.56/unit avg.	\$1.88/unit avg.	\$2.19/unit avg.	\$2.50/unit avg.	\$2.81/unit avg.
	9 \$0.56/unit avg.	\$0.83/unit avg.	\$1.11/unit avg.	\$1.39/unit avg.	\$1.67/unit avg.	\$1.94/unit avg.	\$2.22/unit avg.	\$2.50/unit avg.
	10 \$0.50/unit avg.	\$0.75/unit avg.	\$1.00/unit avg.	\$1.25/unit avg.	\$1.50/unit avg.	\$1.75/unit avg.	\$2.00/unit avg.	\$2.25/unit avg.
	11 \$0.45/unit avg.	\$0.68/unit avg.	\$0.91/unit avg.	\$1.14/unit avg.	\$1.36/unit avg.	\$1.59/unit avg.	\$1.82/unit avg.	\$2.05/unit avg.
	12 \$0.42/unit avg.	\$0.63/unit avg.	\$0.83/unit avg.	\$1.04/unit avg.	\$1.25/unit avg.	\$1.46/unit avg.	\$1.67/unit avg.	\$1.88/unit avg.



Break It Back Down

Benjamin Franklin once said, "By failing to prepare, you are preparing to fail." It's a bit of a downer, but it's not incorrect. Unlike building up your budget, breaking down your budget or "step two" of our budget formula, is just some simple math:

Budget ÷ 12 Months ÷ Monthly Delivery Days = Order Budget

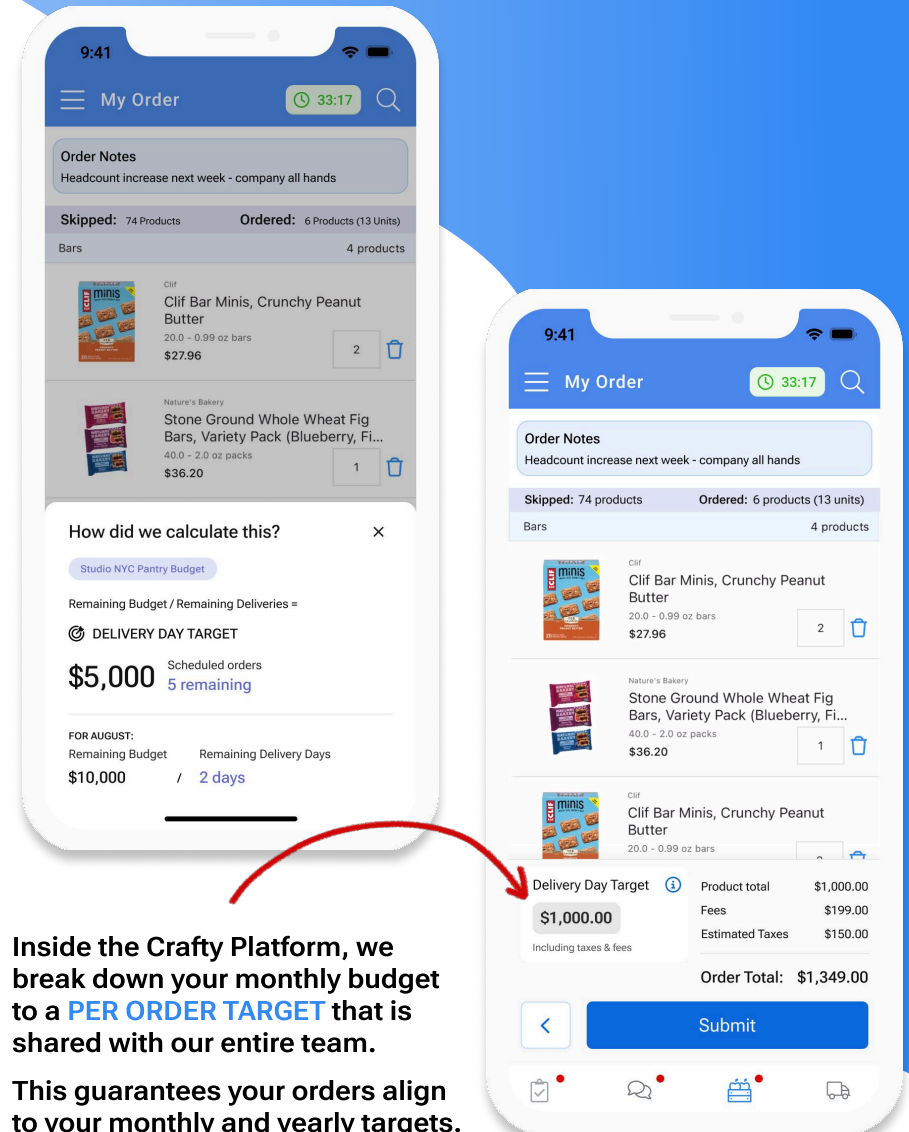
Having a budget for each order keeps your team in check as you start to fulfill your pantry needs. One order over budget isn't a huge problem, but continual orders over budget are a different story. Knowing the number is a step in the right direction, but keeping that number front and center for your entire team is how you lay the groundwork for success.

How do you spread the word? Technology, of course! The budget we set within the Crafty Platform gets broken down by order and distributed to our crew using the Crafty Operations App. As they take inventory and place the following order, they can see exactly how much wiggle room they have to spend to keep you on track.



"You can feel safe that your budget is being used correctly for the folks running the program. They have access to how much they should be spending on any given order and know when to make adjustments."

Jimmy Paul, CTO and Co-Founder, Crafty



Inside the Crafty Platform, we break down your monthly budget to a **PER ORDER TARGET** that is shared with our entire team.

This guarantees your orders align to your monthly and yearly targets.



ALIGN YOUR BUDGET

How to keep your pantry spend within budget.

Sticking to Your Budget

Setting your budget gives you a strong starting point, but the work truly begins once your pantry is up and running. Now, it's time to align your budgeting guidance. At Crafty, we created three strategies to guide how you want your pantry program managed.

Chose **1 of 3** Options from Crafty's Budget Management Strategies:

- 1 Stock It: It's OK to go over budget to ensure shelves are stocked.**
Despite reaching the budget line, your organization values keeping employees fed. Order what's needed.
- 2 Optimize It: Never exceed our budget, but ensure every dollar is spent.**
If you don't use it, you lose it. Time to implement creative stocking solutions like swapping in lower cost products.
- 3 Save It: Stay under budget while maintaining experience.**
Don't go over. Prioritize cost-effective solutions like back stocking with available inventory.

One size doesn't fit all, but the common thread is to be prepared to make adjustments. To do this, you need to know what levers you have available to make changes easily and quickly before it's too late.

We tapped our team, who shared three practical alignment strategies to keep budgets in check while maintaining an impactful pantry program:

- **Product Adjustments:** Adjust your product selection to find other options.
- **Merchandising:** Use aesthetics and display tricks to affect consumption.
- **Bulk Alternatives:** Switch to large volume options to create savings.

Let's unpack these three alignment strategies.



BUDGET MANAGEMENT STRATEGIES

STOCK IT

Full shelves are the priority.

Your budget is flexible and you prioritize the employee experience over everything else. If consumption outpaces the budget, you want to keep stocking the shelves.

OPTIMIZE IT

Maximizing budget is the priority.

Your budget needs to be used or you lose it. You want to ensure every dollar is put to use to craft the ultimate experience. That said, you are willing to make concessions to ensure spend never goes over budget.

SAVE IT

Saving money is the priority.

You want to look for ways to refine your program to save money while still providing a great experience. The insights within the Crafty Platform are used to better prioritize spend and show off your savings within our reports.

Tap an Expert:

Product Adjustments

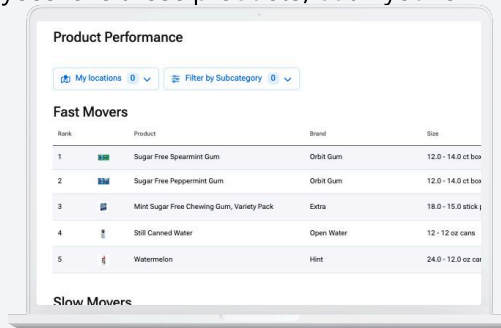
It doesn't take a rocket scientist to determine that changing your products changes your spending. As you saw in the last section of this report, building your product list is no walk in the park. Everything is carefully selected, curated and displayed within your pantry for a reason to craft the ultimate experience.

Yet, sometimes consumption ebbs and flows and can throw a wrench in our greatest plans. That's why our team constantly monitors the real-time reports to keep our eye on the prize...aka your budget. It would be a shame to eliminate products employees love, so we use our reports to make data-driven decisions to inform any product changes.

A favorite among our team is the new Product Performance report. It provides the top five and bottom five products within a pantry, and our team uses that to make quick decisions on product swaps.

On one hand, we can see the most consumed products that drive the most spend. Yes, your employees love these products, but if you're over budget, we need to start thinking about how to make changes to get you back on track.

On the other hand, we can look at your slower-moving products to cut unnecessary spend and allocate that toward products your team loves.



The screenshot shows a 'Product Performance' report with filters for 'My locations' and 'Filter by Subcategory'. It lists products in two sections: 'Fast Movers' and 'Slow Movers'. The 'Fast Movers' section includes a table with columns for Rank, Product, Brand, and Size.

Rank	Product	Brand	Size
1	Sugar Free Spearmint Gum	Orbit Gum	12.0 - 14.0 ct box
2	Sugar Free Peppermint Gum	Orbit Gum	12.0 - 14.0 ct box
3	Mint Sugar Free Chewing Gum, Variety Pack	Extra	18.0 - 15.0 stick
4	Still Canned Water	Open Water	12 - 12 oz cans
5	Watermelon	Hint	24.0 - 12.0 oz car

MONICA DIAZ

STRATEGIC ACCOUNT DIRECTOR, CRAFTY

Look at cutting the slower movers, because even though we aren't spending quite as much, they are just going into that overall spend that could be pushing you over budget.



BENJAMIN MARQUEZ

CLIENT SUCCESS MANAGER, CRAFTY

If you're trending over budget, alternate pausing a few product varieties for a set time. Pause a Twix for one order and then a Crunch Bar the next until you're back on track.



NATALIE LOOMIS

CLIENT SUCCESS MANAGER, CRAFTY

Find cheaper alternatives for your more expensive products if you're continually going over budget. You're still providing a similar experience, but with products that are in line with your budget.



Tap an Expert: Merchandising

Another strategy that can impact how you track your budget is merchandising, or the way you display pantry products. We often use this trick with clients who are looking to optimize or save their dollars to maintain the pantry experience without changing products.

In a grocery store, they put the milk in the back. Milk is a top seller, and more than 82% of consumers make a dairy or dairy alternative purchase during their trip to the grocery store. Because they know that's what you are there for, they make you travel all the way through the store so you are more likely to pick up other stuff along your journey.

Think of this as pantry psychology. We simply change the way something looks to influence behavior, which in turn influences consumption, which in turn influences spending. Unlike a grocery store, we want to manage consumption, not bolster it, so we have to be creative in how we stock.

- 🗄️ Choose storage containers that set you up for success. If they are too big, you will have to stock more to keep them full.
- 🌿 Use plants or decor to space out your offerings so you don't feel like you have put products on every shelf.
- ▶️ Pull your products to the front so that they still look full.
- 👁️ Put cost-effective items at eye level so as those get consumed first.
- ⬇️ Stock higher-priced items not at eye level so they move slower.
- 🕒 Not everything has to be out at all times. You can time restocks of specific products so they don't move so quickly.

HECTOR AVELAR

STRATEGIC ACCOUNT DIRECTOR, CRAFTY

Employee's consume with their eyes first. It's behavioral science more than anything.

The products you put at eye level will get consumed first. If your higher-priced items are at eye level, you are driving consumption of those items and therefore spend. If you want to pull back on spend, move those products lower.

The products you put on the right will get consumed first. Most people are right-handed. Employees are more likely to open the fridge and quickly reach in and grab the first product on the right out of convenience. We put higher-priced items on the left to control consumption.

Use timing to drive product consumption habits. Protein drinks are at a higher price point, and if you stock them all day, you can go over budget fast. Put them out in the morning when employees want their protein fix, but don't restock them in the afternoon.

Aesthetics is everything. If you want to stick to a budget, but not have empty shelves, there are easy ways to organize products to make them look more abundant without putting more items out, so you stay within budget.



Tap an Expert: Bulk Alternatives

When you notice that the consumption of a specific product continually causes you to go over budget, it could be a good time to see what bulk alternatives are available. Single-use products can add up quickly, and even though equipment can be an expense, bulk options can save you money in the long run.

Here's a quick rundown of products you can serve in bulk formats:

- Kegs:
 - Cold Brew Coffee
 - Tea
 - Kombucha
 - Wine
 - Beer
- Water Dispensers:
 - Still Water (Hot or Cold)
 - Sparkling Water
 - Flavored Water (Still or Sparkling)
- Gravity Bins or Bulk Snack Storage:
 - Cereal
 - Granola
 - Oatmeal
 - Nuts
 - Trail Mix
 - Dried Fruit
 - Candy
 - Other Dried Snacks

For example, switching to a Bevi can save you **\$3,195+** and **50,000+ cans** and bottles each year. It's sustainable and budget-friendly!

ALEJANDRA VALLE

CLIENT OPERATIONS MANAGER, CRAFTY

A big trend I've seen over the last year is the swap to sparkling water dispensers. Instead of stocking so many cans of flavor varieties, many are switching to machines like the Bevi to maintain the experience while minding their spend and product waste.



ELOISE SEWALL

SR. MARKET OPERATIONS MANAGER, CRAFTY

Cold coffee options are typically a huge area of spend. Through the subcategory spend in the Crafty Platform, I'm able to break down spend to find opportunities like swapping to kegs. It takes away single use, prevents pantry shopping and is more sustainable on the budget and the planet.



FORECASTING YOUR BUDGET

How to use data to plan for the future.

The More You Know

The more real-time data you have, the more you can optimize your program. Data allows you to compare and find trends, and efficiencies are born out of those trends.

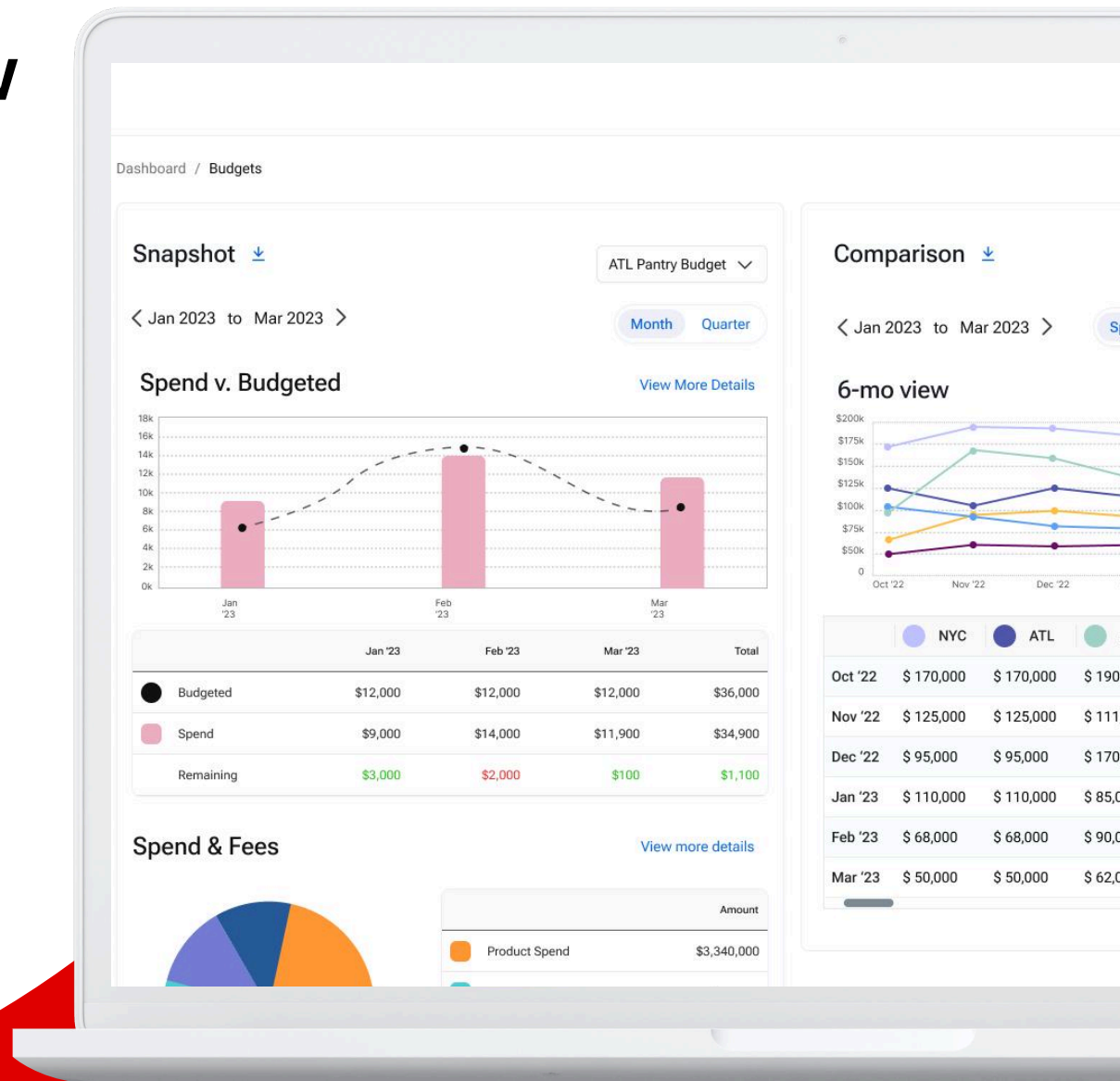


"If you want to consolidate your spend, you need complete visibility into your finances in a single location. When budgeting for the next year, my team pulls historical data from the Crafty Platform to see spend across locations, months and categories. These insights are used to better allocate your funds at the right time in the right areas."

Robin Cardoso, VP of Client Experience, Crafty

Your product consumption is not fixed. Seasonality plays a huge role in pantry consumption because it impacts headcount and tastes. For example, in the last quarter, you have to account for the holidays, whereas, in summer, you have to factor in vacation time.

Relying on a PDF invoice or Excel makes it nearly impossible to spot those nuances. With a platform like ours—unmatched in the market—you can easily identify and adjust your products confidently.

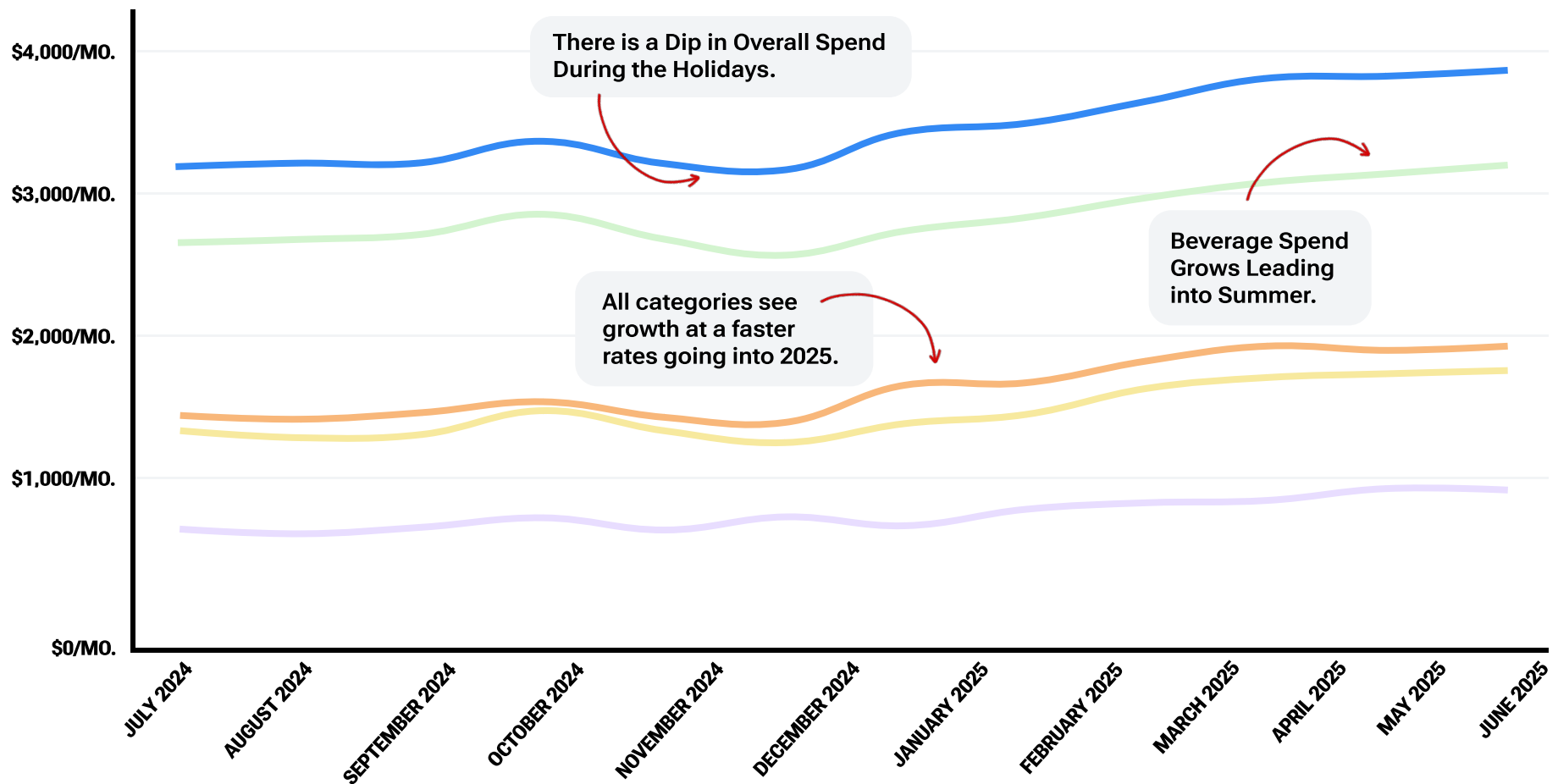


SEASONAL PANTRY TRENDS

Analyze the **avg. office spending trends** to identify seasonal consumption patterns across core pantry categories to strategically plan for the future.

We averaged the spending trends across 400+ Crafty client offices to see the average spend per category **at a singular office level**. Overall pantry spending is on the rise as companies invest in enhancing the office experience. **Notably, the snack and beverage categories are driving much of this growth**, reflecting a shift toward shelf-stable options for flexible, hybrid workplaces.

■ Snack ■ Beverages ■ Perishables ■ Coffee ■ Supplies



Tap an Expert:

Seasonal Trends

PRODUCT SELECTION TRENDS

Even though 95% of our lives are indoors, seasonality plays a massive role in our day-to-day lives. The obvious explanation is temperature. As the temperature changes, the temperature of the products we want changes.

Hot = Cool & Refreshing • Cold = Warm & Comforting

The seasons can also affect our taste and smell, which results in changes in the types of food we crave. Plus, some scientists suggest that we are conditioned to crave specific foods during specific times, such as pumpkin spice lattes in the fall—conditioning or marketing—tomayto, tomahto.

OFFICE TRAFFIC TRENDS

Another aspect of seasonality is how it affects office attendance:

- **Vacation Days:** Around holidays, people tend to take more time off, which affects office traffic. During Q4, we have more holidays back-to-back, so people take extended vacations.
- **School Year:** If your workplace has a strong family base, the school calendar affects headcount. During the summer, they may request more flexible work options to accommodate their children at home.
- **Intern Season:** Got interns coming in for the summer? Well, interns are people too, and they affect your headcount. They may even eat more than the average person, so you may want to stock up.
- **Team Events:** Scheduled team get-togethers also affect your headcount. If you have people traveling in for an annual summer party, quarter all-hands meeting, or regular team meetups, that all impacts your headcount.

HECTOR AVELAR

STRATEGIC ACCOUNT DIRECTOR, CRAFTY

I look at historical monthly data to better understand spikes in spend. Often times, you'll see dips in Q4, early Q1 and late summer due to holidays and vacation trends. Then, you see a spike in late spring, fall and early winter. In those colder months, you'll typically see more consumption of hot drinks since we all crave that cozy pick-me-up.



MONICA DIAZ

STRATEGIC ACCOUNT DIRECTOR, CRAFTY

During the summertime, we know beverage consumption really soars. So it's a great category to make recommendations if we're looking to control spend. If you look at market, there are so many different varieties and brands of flavored and still water we can rotate in seamlessly.



Tap an Expert: Seasonal Trends

You don't have to overhaul your pantry to stay completely aligned with the seasons. Research has shown that eating the same foods daily creates healthier habits and reduces stress. Moreover, healthier employees are happier and 13% more productive. How do companies maintain consistency while also maintaining diversity? **Flavor!**

Employees have their rituals in the workplace, whether grabbing a breakfast bar, flavored water with lunch or a sweet treat at the end of the day. Swapping the flavors minimally impacts your price point, so you can keep your program fresh, maintain consistency and control spending long-term.

It will be exciting to see how the snack industry evolves in terms of the types of products created and the flavors they come in. According to Food Business News, there has been a large international influence in the last few years with the emergence of complex flavor combinations including smoky, rich, savory and sour tastes. A few top-growing ingredients they named were sesame seed, ginger, jerk, spicy honey, miso and tahini.

We tapped our Merchandising team to provide their expert insights on which flavors are most suitable for each season so you can plan ahead.

JEFF NASH

SENIOR DIRECTOR OF OPERATIONS, CRAFTY

Switching up flavor is an easy way to align your pantry to the season while maintaining budget. For example, in the summer, you could opt for a berry flavor in your snack bar, and then, in the winter, you go for something spice-forward.



VAIBHAV SHASTRY

MERCHANDISING MANAGER, CRAFTY

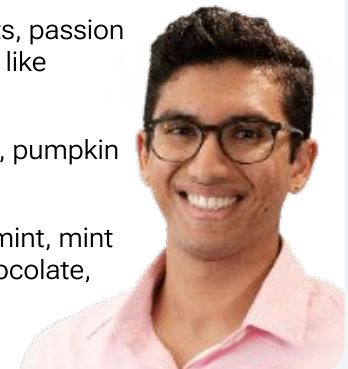
It all comes down to preparation, know what flavors are in season:

Spring: Garden flavors like jasmine, rose, hibiscus and herbs, plus berry season with strawberries, blueberries and cherries.

Summer: Refreshing pineapple, mango, stone fruits, passion fruit, coconut, citrus and watermelon. Plus, fusions like blueberry basil and pineapple mint.

Fall: Spice it up with cinnamon, ginger, sage, clove, pumpkin spice, apple, pear, chocolate and coffee.

Winter: Cool and sweet flavors like cloves, peppermint, mint and citrus alongside indulgent flavors like white chocolate, pralines and caramel.



A NEW ERA OF ACCOUNTABILITY

The conversation around office snacks has shifted from culture to compliance. As new tax regulations take effect in 2026, food and beverage programs will no longer qualify as deductible expenses. But just because you're no longer writing them off doesn't mean you should write them off your strategy.

Without the tax cushion, every dollar has to earn its place. If you can't break down your spend at every level, it's difficult to optimize for impact, making it impossible to justify the cost. Workplaces will require smarter programs, sharper decisions, and real-time visibility into what's driving spend, what's delivering value, and what's missing the mark.



"Accountability starts with clarity. The companies that will win are the ones treating their pantry like any other core business function: measured, managed, and aligned to outcomes."

Cam Lawrence, CFO, Crafty

As markets shift and conditions tighten, the margin for error is smaller but the potential for impact is greater. Reporting becomes the lever that separates high-performing programs from high-cost guesswork.

Category	Deductible in 2026
Kitchen Supplies	✅ Deductible
Office Supplies	✅ Deductible
Cleaning Supplies	✅ Deductible
Snacks	❌ Not Deductible
Coffee	❌ Not Deductible
Drinks	❌ Not Deductible
Catering	❌ Not Deductible

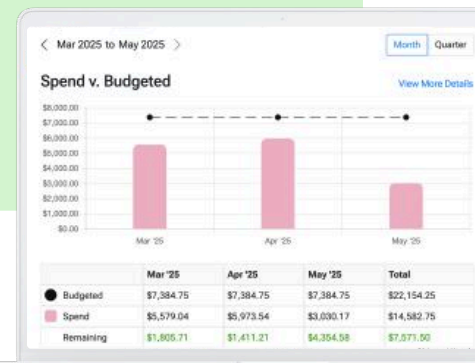
ESSENTIAL REPORTS FOR FINANCE

Invoice Center: A central place for invoices with real-time payment statuses and detailed breakdowns.

Spend vs. Budget: Tracks spend against budget in real time to stay on target and avoid surprises.

Subcategory Spend: Spend by subcategory to take advantage of any opportunities.

Account Spend: Shows monthly spend by office to give a clear picture of spending trends.



ABOUT CRAFTY

Led by experts. Powered by technology.

Learn More About Crafty

Crafty is a leading national provider of office food and beverage programs, helping top workplaces elevate the employee experience. Powered by an innovative, centralized platform, Crafty delivers tailored, scalable pantry services designed to meet each client's unique needs.

Since 2015, companies like DraftKings, Robinhood, and Zillow have partnered with Crafty to create workplace experiences that foster culture, connection, and productivity. With operations in 45+ markets and a growing national footprint, Crafty supports over 400+ client offices and serves more than 300,000+ employees each month. Headquartered in Chicago, with offices in New York and the Bay Area, Crafty is helping companies craft better workplaces, one pantry at a time.

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

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*



POWER A BETTER WORKPLACE

Build a premier pantry program with Crafty.

[LET'S CHAT](#)

Single-Office

Streamline your pantry program with curated offerings, expert operations, and real-time visibility.

Your Program Includes:

- Tailored snacks, beverages, coffee, and equipment
- Crafty Platform access to track spend, orders, and reports
- Expert onsite service for inventory, stocking, and upkeep
- Same-day responses for support and troubleshooting

Multi-Office

Upgrade your pantry experience with a consistent pantry program that caters to each location.

Everything in Single-Office, PLUS:

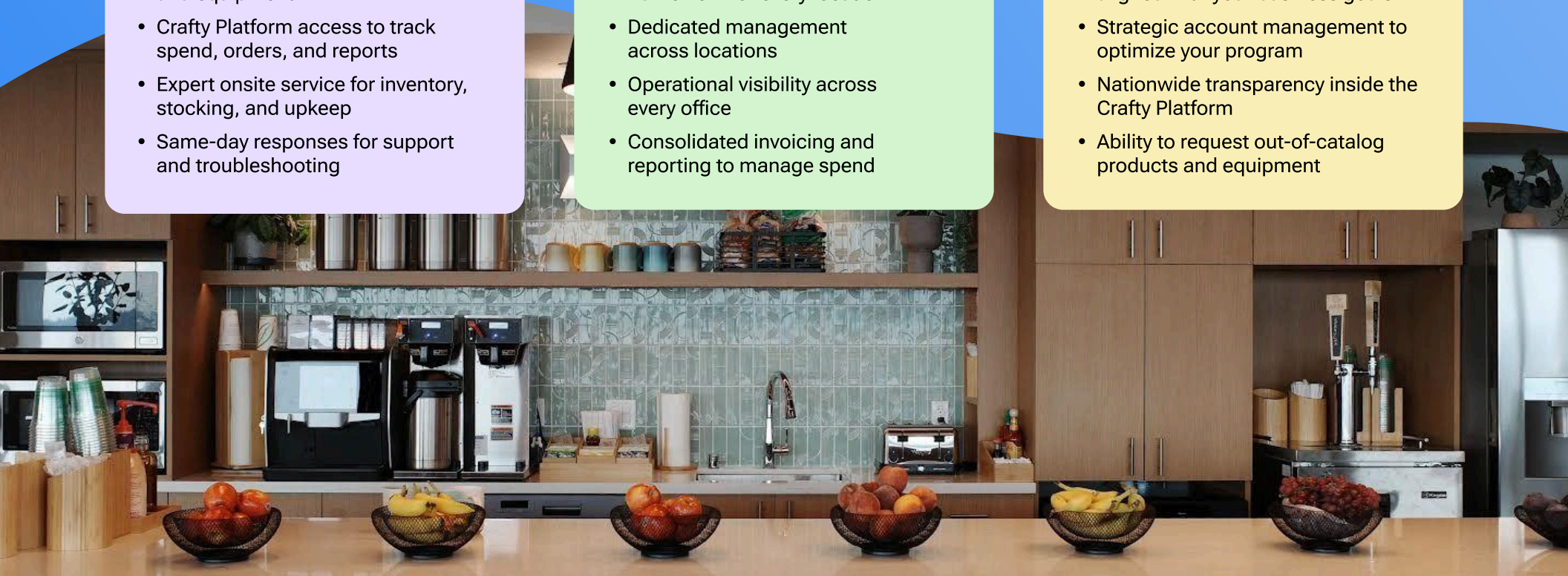
- A flexible, customizable pantry framework for every location
- Dedicated management across locations
- Operational visibility across every office
- Consolidated invoicing and reporting to manage spend

National

Unify your pantry program across regions with a strategic partner who scales with you.

Everything in Multi-Office, PLUS:

- National program governance aligned with your business goals
- Strategic account management to optimize your program
- Nationwide transparency inside the Crafty Platform
- Ability to request out-of-catalog products and 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.

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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.

