

TRENDS REPORT

# THE FUTURE OF THE WORKPLACE

Usher in a New Era of Workplace  
Hospitality and Culture

CRAFTY



# Workplace Culture Enters Its Hybrid Era

While some workplaces flip-flopped between remote-first and in-office mandates, smart companies chose the best of both and opted for a structured hybrid model. It blends the irreplaceable benefits of in-office collaboration on specific days with flexibility crucial to a healthy work-life balance.

**The office is no longer simply a place to work—it's a destination, an experience, and a strategic tool in the game of recruitment and retention.**

Workplaces have entered a new era of hospitality, where employees are the guests, and the in-office experience is intentionally designed to deliver convenience, care and connectivity. Many companies orchestrate specific days when the team can harness the full power of in-person collaboration, maximizing the effectiveness of their in-office experience while respecting individual needs for flexibility.

A crucial aspect of this approach is a holistic and convenient food and beverage program. Office kitchen and pantry programs that are well-managed, data-driven and employer-provided do more than just meet basic nutritional needs. They make salaries travel

further, foster connectivity, show appreciation and enhance workplace culture to make the commute worth it.

The big trap many companies fall into is the "Perk Paradox." This term encapsulates the tension between companies' desires to enrich the in-office experience and attract top talent, while yielding to economic pressures to curtail expenses and benefits.

**In striving to adapt, many organizations have implemented cost-cutting measures that inadvertently compromise the quality and personalization of their office experience, which is why their return-to-office strategies fall flat.**

Food and beverage perks yield a high return on investment if aligned with employees' needs and preferences. Budget cuts often create misalignment, which leads to a generic program, wasted spend, employee dissatisfaction and turnover.

This report rounds up the yearly findings across Crafty clients to help workplaces leverage data insights to deliver personalized food and beverage offerings that are

cost-efficient, rich in variety and aligned with modern values.

This data-driven approach creates a workplace experience that attracts and keeps top talent while fueling your team and company to higher levels of success and sustainable growth.

**Nathan Rosenstock**  
CEO & Co-Founder at Crafty





# Let's Crunch the Numbers

Tapping into Crafty client data to pull workplace F&B insights.



*"Large companies naturally have offices spread throughout the globe that all require different levels of servicing. Crafty centrally manages and monitors these programs, empowering businesses to scale while keeping workplace teams lean."*

**Jimmy Paul** CTO & Co-Founder at Crafty

The hybrid trend, alongside budget constraints, emphasized the need for effective resource allocation and one place to monitor program success. Crafty cornered the workplace food and beverage (F&B) market by providing companies and partners with central program management tools that offer detailed oversight into budgets, inventory, consumption and operations.

Accessible reporting allows companies to funnel their resources to make the most impact while providing the visibility and flexibility to make agile program optimizations. Workplace managers can work with their service teams to use historical data to predict trends and budgets, leading to better ROI, savings and efficiencies now and in the future.

Crafty is sharing **proprietary data** collected and summarized across all Crafty client offices serviced across the globe to help you craft a better workplace.

**36**

Markets

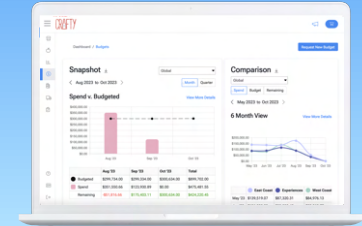
**300+**

Global Offices

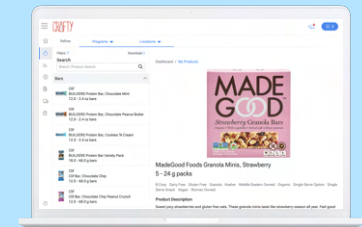
**300,000+**

Happy Employees

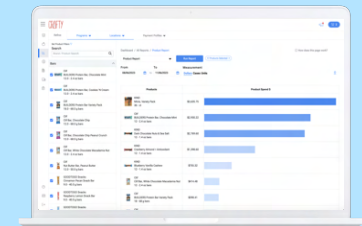
## INSIDE CRAFTY'S TECHNOLOGY SUITE



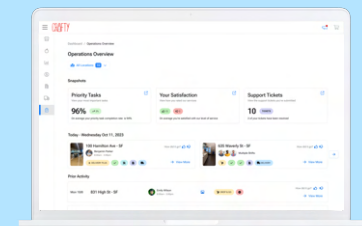
**Budget Tracking**



**Automated Inventory**



**Consumption Reports**



**Operations Visibility**

# The Future of the Workplace



*"Just as elite athletes equip themselves with the best gear and trainers to optimize performance, leading workplaces require premium tools and partners to foster a thriving, dynamic workplace."*

**Nathan Rosenstock** CEO & Co-Founder at Crafty

- 05 The Hybrid Revolution
- 10 The Office Pantry Renaissance
- 11 The Foundation of a Successful Program
- 18 The Evolution of Workplace Snacks
- 23 Brewing Office Coffee Trends
- 28 The Future of Watercooler Culture
- 32 A New Approach to Workplace Meals
- 34 The Wrap Up



THE STATE OF THE WORKPLACE

# THE HYBRID REVOLUTION





# The Rise of Hybrid Solutions

Companies struggled to evolve their workplace strategies in the post-pandemic world. In-office mandates became a hot-button issue, with both sides adopting an all-or-nothing mentality.

In 2021 and 2022, companies mandating in-office attendance were met with significant levels of resistance and backlash, perpetuating in the "[The Great Resignation](#)" of their workforce. On the other end, we saw companies switching to 100% remote, impacting surrounding local businesses, company culture and employee retention rates.

Hybrid is the clear compromise, with [77% of Fortune 100](#) companies opting for this model. In theory, employees can enjoy flexibility on remote days and collaboration on in-office days. In reality, most companies fail to execute hybrid where employees realize the true benefits.



**"Hybrid is a good formula, but it requires consistent office traffic and the buy-in as an organization to create the ideal workplace experience."**

**Chris Ritter** COO and Co-Founder at Crafty

"Companies that are winning are the ones that are choosing the hybrid route, but there are factors that need to be in place for it to work," says Ritter. "Nothing is more frustrating than commuting 45 minutes to an office with no one there, to sit on video calls all day."

Crafting a destination that employees want to be in is critical for this model to succeed. The commute needs to be worth it both socially and financially, and top workplaces are taking cues from the hospitality industry to amenitize their office spaces.

"Real estate brokers talk about a 'flight for quality' office space," says Ritter. "Companies are taking on less total square footage but aim to have nicer overall spaces and opt for higher-end properties."

As companies build out their 2024 workplace strategies, it's crucial to understand employee challenges to build a suite of elevated workplace solutions that employees value while fostering engagement, satisfaction and loyalty.

## 3%

of employees want to return to the office five days a week

[Advanced Workplace](#)

## 61%

of fully remote employees want to switch to a hybrid working model

[Pew Research Center](#)

## 77%

of Fortune 100 companies operate under a hybrid working model

[Build Remote](#)

## Ideal Office Environment for Each Generation

[Gensler](#)

Gen Z & Millennial:

- Coffee Shop
- Boutique Hotel
- Clubhouse

Gen X:

- Coffee Shop
- Corporate
- Boutique Hotel

Baby Boomer:

- Corporate
- Coffee Shop
- Residential



# Monthly Costs Employees Face

Understand your employees' daily routines and the range of expenses they accrue along the way. Whether employees stay at home, go to the office, or somewhere in between, companies can use this information to uncover opportunities and deliver a high-value employee experience.

*\*Prices reflect national averages. [Learn more.](#)*

## BEAUTY:

**\$83** per month

*GOBankingRates Survey*

## OUTFITS:

**\$184** per month

*Business Insider & Forbes*

## PETCARE:

Home:

**\$0** per month

Out:

**\$685** per month

*Bark.com*

## COMMUTING:

Home:

**\$0** per month

Out:

**\$152+** per month

*Fortune & CTA*

## COFFEE:

Home:

**\$38** per month

Out:

**\$149** per month

*CNet.com & Business Insider*

## DRINKS:

**\$61** per month

*CantonRep.com*

## BREAKFAST:

Home:

**\$82** per month

Out:

**\$183** per month

*Marketplace.org & US Department of Agriculture*

## SNACKS:

**\$42** per month

*Moonstruck Survey*

## LUNCH:

Home:

**\$82** per month

Out:

**\$457** per month

*CNN & US Department of Agriculture*

## HONORABLE MENTIONS:

Although these costs aren't directly associated with the workplace, they are important to understand when determining your workplace experience and the value you want to add.

### HOUSING:

**Avg. \$2,054** per month

*Nerdwallet*

### CHILDCARE:

**Avg. \$1,300** per month

*AmericanProgress.org*

### UTILITIES:

**Avg. \$228** per month

*Arcadia, Wise Voter & Consumer Reports*

# The Hub and Spoke Model

Inspired by the aviation industry the Hub and Spoke model has evolved alongside the hybrid workplace trend. This organizational solution used by Amazon, Google, Fujitsu and more makes it possible for businesses to scale efficiently as they can have central office hub with a variety of spokes.

## Hub (HQ)

Core of your operations and team  
Houses majority of physical assets  
Center for company culture

## Spokes (Everywhere Else)

Regional offices and warehouses  
Client sites and field sites  
Flexible and remote working areas

The hub is the nucleus of a company's assets and culture that sets the stage for how values are realized in everyday employee life. The spokes are now expanding to include flexible working environments like private homes, coffee shops, co-working spaces and anywhere an employee can be productive toward their work goals.

Companies are centralizing their real estate footprint, improving the quality of their spaces and attracting a larger pool of top-tier talent. This flexibility alongside workplace food and beverage programs makes companies more attractive and fuel peak productivity, creativity and collaboration. [Learn More.](#)



*"This model is a productivity engine. The 'spokes' provide focus often required for deep work, and the 'hub' is better equipped to foster collaboration."*

**Nathan Rosenstock** CEO & Co-Founder at Crafty





# Breaking Bread Breaks Boundaries...Not Budgets

Using food to connect is one of the most basic expressions of generosity, care and appreciation. The combination of the adoption of hybrid work and rising food costs make subsidized workplace food and beverage offerings even more appealing.

According to our research, employees spend anywhere from \$305-\$891/month on food and beverages regardless of where they work. Crafty data shows that companies with offices in cities with a higher cost of living invest more in robust office pantry programs to offset employees' daily expenses and attract top talent.

That said, not all food and beverage programs are created equal. The days of generic meals and ordering snacks from Costco aren't going to cut it. Employers need to cater to employee preferences, which is an art and a science.



*"Many companies fall into the trap of the Perk Paradox — the tension between companies' desires to find cost savings and simultaneously elevate the in-office experience. This misalignment manifests as a failure to invest in the workplace perks with the largest ROI."*

**Nathan Rosenstock** CEO & Co-Founder at Crafty

When cutting budgets, many companies feel they have to sacrifice the quality of their offering or shift to self-managing their program. Generic and fragmented food and beverage programs result in wasted spend due to poor inventory management and failure to tailor products to employee preferences. If employee satisfaction declines, or they end up spending their own dollars to supplement, then the program isn't serving anyone.

According to Sharebite, 61% of employees would change jobs because of food benefits, and talent acquisition can cost 3-4x the position's salary. Centralizing F&B programming and reporting allows companies to order thoughtfully, spend responsibly and adjust accordingly to retain top talent.

## TOP US MARKETS

### Investing in Crafty F&B programs

- |                     |                |
|---------------------|----------------|
| 1 New York City     | 9 Atlanta      |
| 2 Chicago           | 10 St. Louis   |
| 3 San Francisco Bay | 11 Las Vegas   |
| 4 Washington DC     | 12 Kansas City |
| 5 Seattle           | 13 Raleigh     |
| 6 Denver            | 14 Phoenix     |
| 7 Boston            | 15 Portland    |
| 8 Los Angeles       |                |



# THE OFFICE PANTRY RENAISSANCE

According to the [Society for Human Resource Management](#), 2018 marked a shift with a **54% increase in companies offering pantry programs** from the previous year like seen at Apple, Google and Facebook. Despite the temporary setback caused by the pandemic, the adoption of the hybrid workplace not only rekindled the momentum of this particular subsidized snack offering but propelled it forward at an accelerated pace.

The lines between what is considered a meal and snack are blurrier than ever. The 2024 [Frito-Lay Snack Index](#) reported that it's not just women hopping on the #GirlDinner train:

- 📈 **35% increase in consumers integrating snack products into meals**
- 👉 **90+% said they are likely to use snacks in meals in the future**
- 🍲 **50% proudly use snacks as a key ingredient in no-prep meals**
- 👨🍳 **80% agree that combining snacks to create the perfect bite is an art form**

As workplaces lean into consumers' growing snack appetites, the challenge becomes finding a trusted vendor that could execute personalized program at scale across multiple markets.



## Legacy Vendors

Slow & lack-luster service  
No management platform



## Local Vendors

Not available in all markets  
No management platform



## Online Marketplaces

No onsite service  
Fragmented billing



## ★ Crafty ★

Global onsite service  
Central management platform



## 5 Crucial Elements of Every Pantry

### STEP 1: Foundation

Budget for a cohesive program reflecting your values.

### STEP 2: Snacks

Pick a range of snacks matching employee preferences.

### STEP 3: Coffee

Select equipment and products to enhance versatility.

### STEP 4: Drinks

Choose drinks to fuel employees throughout the day.

### STEP 5: Meals

Opt for adaptable options for quick and easy meals.

CRAFTING YOUR PANTRY EXPERIENCE

# THE FOUNDATION OF A SUCCESSFUL PROGRAM





# Scaling an Equitable Employee Experience

This shift toward the Hub and Spoke model allows top workplaces to streamline employee perks, making them more equitable across various locations. Employees are more mobile than ever, spending 50% of their workweek outside the office at locations like client sites, warehouses, satellite offices, traveling, coffee shops, and beyond.

As employees move between offices, it's crucial to standardize the office experience. For an office kitchen, this means having the same level of personalization and capability to show a similar amount of care. The experience may look slightly different in terms of space or even product, but the attention to detail to what employees value is the throughline.

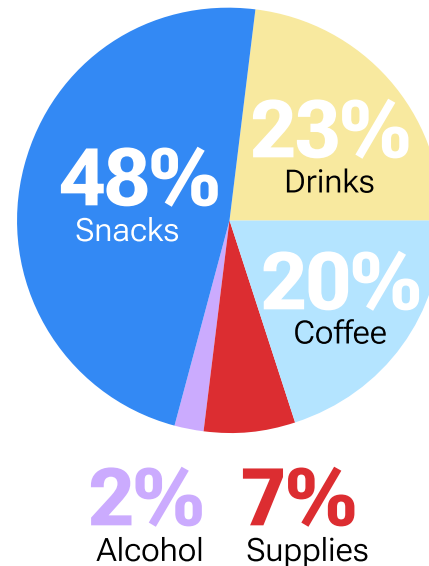


***"Workplaces want cohesive experiences across their offices while providing local customization. For example, each office may have cold brew kegs, but the brew is tailored to that location."***

**Emma Waterman** Director of Implementation at Crafty

The comparison doesn't just stop at the office. Companies must look at their perks to see how they translate in a remote environment. In areas like Los Angeles and Chicago, office pantry and snack box programs run in tandem to appeal to the hybrid workforce.

Maximizing your workplace food and beverage investment starts with a streamlined budget formula that considers headcount, product visualization, delivery frequency, service level and equipment to build an equal program for all employees.



Avg. Monthly Crafty Client F&B Spend Per Office

**\$13,956**

Yearly Increase of Crafty Client Pantry Spend

**↑ 84%**



# The Ultimate Pantry Budgeting Formula

## STEP 1:

### ESTIMATE DAILY HEADCOUNT

Map out how many employees are in the office each day to better forecast orders, restocks and deliveries.

#### The top in-office days according to Crafty data:

- 1 Tuesday
- 2 Thursday
- 3 Wednesday
- 4 Friday
- 5 Monday



## STEP 2:

### VISUALIZE YOUR DAILY SPEND

Below are examples of pricing tiers per employee to visualize your budget and see how far it will travel with your product selection.

#### ↑ Premium Products = ↓ Amount Of Products



#### Example Tier 1

\$5.00 per employee/day

30% OF CRAFTY CLIENTS



#### Example Tier 2

\$7.50 per employee/day

55% OF CRAFTY CLIENTS



#### Example Tier 3

\$10.00 per employee/day

15% OF CRAFTY CLIENTS

# The Ultimate Pantry Budgeting Formula

## STEP 3:

### SET DELIVERY FREQUENCY

Align your delivery schedule with your high-traffic office days to optimize your inventory.

#### Most popular delivery days based on Crafty Data:

- 1 Monday
- 2 Wednesday
- 3 Tuesday
- 4 Thursday
- 5 Friday

As Thursday is the second most popular day in the office, Wednesday would be the second best delivery day.



## STEP 4:

### DELEGATE THE HEAVY LIFTING

In smaller, but more *amenitized* spaces, workplace teams often take on more responsibility. Central management inside an easy platform extends the bandwidth of the teams while keeping program quality and optimizations at the forefront.

#### Save 35+ hrs/week with a central platform:

Orders, Delivery & Inventory: **7 → 0 Hours**

Product Restock & Upkeep: **15 → 0 Hours**

Equipment Management: **10 → 2.5 Hours**

Vendor Communication: **5 → 2.5 Hours**

Reporting & Billing: **2 → 0.3 Hours**

**“** We continue with Crafty because of their ability to extend our bandwidth. Our office experience teams are a huge part of our employee culture—we see Crafty as an extra set of hands on our team.

**Miranda Myers** Employee Experience Manager and EVP Americas Lead at Kin + Carta



# The Ultimate Pantry Budgeting Formula

## STEP 5: SELECTING EQUIPMENT ESSENTIALS

Equipment plays a pivotal role in designing unique spaces for your office food and beverage experience. Most workplaces create these three distinct areas and tailor the corresponding products to cater to diverse preferences and needs.

### OFFICE PANTRY



#### Shelving + Org

CB2 Wall-Mounted  
Short Snack Shelf



#### Refrigerator (2 Door)

True T49G Double  
Door Fridge



#### Refrigerator (1 Door)

True T-23 Stainless Steel  
Single Glass Door Fridge

### COFFEE STATION



#### Bean-To-Cup

De Jong  
Duke Nio



#### Drip

BUNN Axiom  
DV-TC



#### Keg

Kegco  
HK-38

### HYDRATION STATION



#### Water Dispenser

Bevi Countertop or  
Standup 2.0



#### Ice Machine

Follett 7 Series Air Cooled  
Countertop Ice & Water



#### Hot Water Dispenser

BUNN H3X Hot  
Water Dispenser

# Sustainability

After setting the food and beverage stage, the next area to explore is how to connect that to the company mission and values. Among the list of employees' priorities is sustainability. Contrary to what one may think, there are various ways your program can save employee engagement and the environment simultaneously.

**Consolidation:** Streamlining orders creates less packaging, less shipping and less waste.

**Data Insights:** Consumption reporting and order automation can stabilize inventory and minimize waste.

**Equipment:** Energy-efficient equipment minimizes disposable products and waste.

**Supplies:** Compostable supplies such as plates, utensils and cups are favorites among top workplaces.

**Add-On Programs:** Invest in recycling and compost programs to better impact the environment.

**68%** of employees find office sustainability programs more appealing when applying for jobs

IBM's Institute for Business Value (IBV) Study

**7 in 10** employees are likely to stay with employers that have a good environmental reputation

IBM's Institute for Business Value (IBV) Study

## SUSTAINABLE OFFICE KITCHEN STAPLES

Swap your water bottles and cans for a **Bevi**



Brew in bulk to minimize waste with **Kegs**



Don't let your trash waste away with **Terracycle**



# Diversity, Equity and Inclusion

Diversity, Equity and Inclusion (DEI) is another critical factor in building employee engagement. The [Pew Research Center](#) reported that 56% of US employees believe focusing on DEI at work is a good thing.



*"The secret sauce to a thriving hybrid culture is creating an environment that allows team members to show up and be their authentic selves each day."*

**Lindsey Dartsch** Human Resources Business Partner at Crafty

The top workplaces are not just prioritizing this in their hiring and human resource practices, but they do so within their office experience. In an office kitchen and pantry setting, this means incorporating foods and drinks that celebrate all the backgrounds of your employees.

**Lift Up Minority-Owned Brands:** Leading workplaces elevate their office pantry with minority-owned brands their employees love year round. Crafty's catalog includes minority-owned brand tags to make finding products to showcase diversity easier.

**DEI Celebrations:** Heritage months or DEI holidays are excellent opportunities to celebrate various backgrounds in your office. Bring in a handful of corresponding snacks, drinks and coffee or have diverse cuisines catered in.

*Pro Tip: Combine this with training or panels to continually educate the team.*

WOMEN-OWNED  
**Hint**



LANTINX-OWNED  
**Siete Foods**



BLACK-OWNED  
**Coco5**



MIDDLE EASTERN-OWNED  
**Made Good**



AAPI-OWNED  
**ITO EN**





OFFICE SNACK INSIGHTS

# THE EVOLUTION OF WORKPLACE SNACKS



# Transforming Office Snacks Culture

Before the pandemic, office food service programs focused on scale versus scope. The pinnacle of that experience used to be expansive cafeterias with a few different stations.

The shift to a more hybrid workforce and smaller but higher-end offices made workplaces rethink the cafeteria model for various reasons:

**Space:** Those areas take up a huge footprint and are only used a few times a day.

**Traffic:** Fluctuating office traffic made supplying and servicing that area impractical.

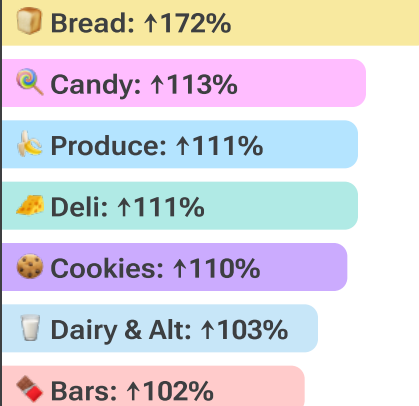
**Variety:** Employees expected more options that aligned with their preferences.

Companies looked to optimize these spaces with multi-use areas that fostered collaboration and innovation while providing food and beverage options that were more shelf-stable for the hybrid workforce.

The produce, dairy, bread and deli categories are seeing more than 100% increases compared to last year, showing that employees still demand healthy, fresh options. Yet, candy and cookie categories also show a similar trajectory, proving that the "Treat Yourself Culture" is alive and well in the office.

Employee consumption patterns are, and will continue to be, polarizing making consumption insights essential to running a cost-effective and efficient program.

## Top Growing Categories Across Crafty Clients



# ↑86%

in Office Snack Spend  
Across Crafty Clients  
Compared to Last Year

# 48%

of Crafty Client F&B Spend  
is Dedicated to  
Office Snacks

## The Most Common Accommodations by Percent of Pantry Units

Based on Crafty Client Data

Gluten-Free Office Snacks: **24%**  
Vegan Office Snacks: **23%**  
Kosher Office Snacks: **22%**  
Dairy-Free Office Snacks: **19%**  
Organic Office Snacks: **10%**  
Nut-Free Office Snacks: **8%**  
Paleo Office Snacks: **4%**  
Keto Office Snacks: **1%**



# Build the Perfect Snack Station

Top-selling snack station products and the average percentage Crafty clients allocate toward each category.

**Pro Tip:** Understand the priority products and create a restocking system around them. Restock the breakfast essentials first such as cereal, dairy, and fruit first before the morning rush.

## 3% CONDIMENTS



## 18% DAIRY & ALTERNATIVE



## 19% PRODUCE



## 5% DELI



## 1% FROZEN





# Transforming Ferrara's Office Snack Station

As a candy company, Ferrara knows a thing or two about creating enjoyable eating experiences. Before moving to its new headquarters, the company worked with other local providers to furnish snacks and lunch for their employees. But they quickly became tired of providing oversight and correcting mounting issues. They were also disappointed to learn that some of their partners could not satisfy the diverse dietary needs of their staff.

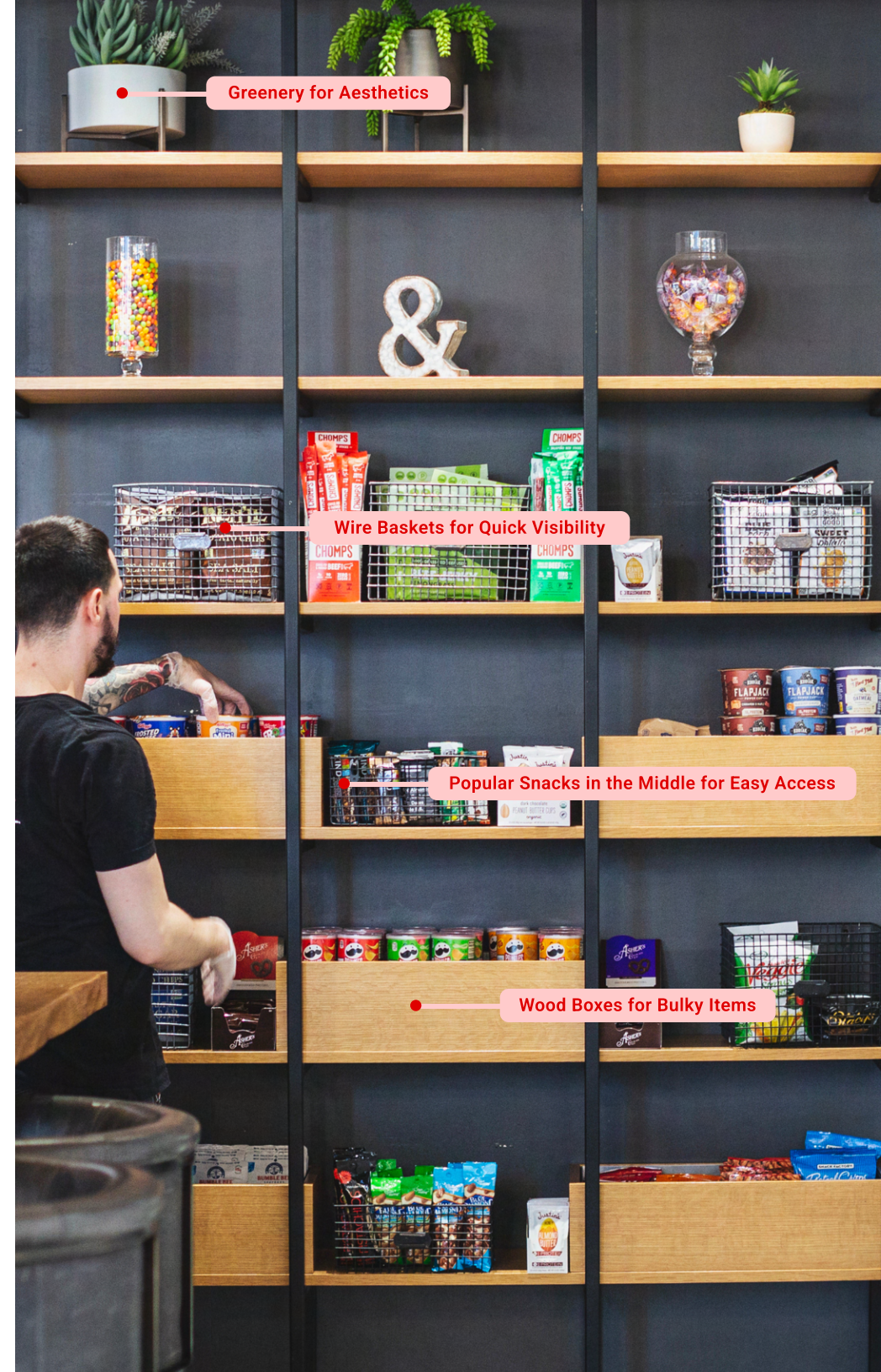


*"Crafty's technology and operational processes, such as the quality control checks, are great and we feel very confident in Crafty's ability to continue adapting to our changing needs in the future."*

**Amanda Loudermilk** Workplace Manager at Ferrara

Crafty stepped up to the plate to help them evolve their food and beverage programs to incorporate the following:

- 👤 Partnered on new headquarters build-out and office space design
- 🍎 Diverse variety of fresh, frozen and packaged snacks
- 💻 Tech-enabled service to simplify administrative tasks
- 📊 Superior financial tools for budgeting, reporting and consolidation
- 👤 Trusted onsite support with knowledgeable food professionals
- 🌍 The ability to provide seamless experiences across global offices



# Unbox Remote Employee Engagement

Remote employees deserve food benefits such as meals and snacks just as much as their in-office counterparts. According to a [Hubspot and the Health Enhancement Research Organization](#) study, employees who "ate well all day" were 25% more likely to have positive job performance. They were also more energetic and creative.

The trend in the residential industry is offering a holistic lifestyle closer to home, and the workplace is on the same trajectory. Snack boxes are a great way to ship the office experience home and provide equal F&B benefits to all employees. The challenge is scaling these programs to allow customization without being an administrative burden.

Trust a snack box provider to put the customization power back into employees' hands, and remove the fulfillment and management from workplace teams.



***"Urban centers are becoming 'Hybrid Cities' where single buildings feature retail stores, offices and residences. This increased amenitization is a macro trend prioritizing flexibility and personal convenience in every aspect of an employee's life."***

**Nathan Rosenstock** CEO & Co-Founder at Crafty

## Crafty In A Box Most Popular Snack



## Top Crafty in a Box Shipping Destinations

- 1 **Chicago**
- 2 **New York**
- 3 **San Francisco Bay**





COFFEE STATION INSIGHTS

# BREWING OFFICE COFFEE TRENDS



# Elevate the Morning Grind

Coffee during the workday is not just a perk, it's a necessity. Dating all the way back to the early 1900s, the "coffee break" was adopted by many American factories as a workplace ritual to improve productivity and nurture professional relationships.

Crafty observed a 64% growth in the office coffee category spend compared to 2022, and it reported that the US office coffee service market will reach around \$4.4 billion by 2026. Throughout this growth, there are a few trends top workplaces need to consider for their coffee service:

**Push For Sustainability:** The coffee industry has put a significant focus on responsible sourcing, fair trade practices and support for local coffee-growing communities, whereas offices are incorporating compostable supplies, dairy-free milk alternatives and energy-efficient coffee machines. Among Crafty clients, Oatly Oat Milk is the top-selling milk, and Karat Earth 16 oz Compostable Hot Cups were the top-selling supply product in 2023.

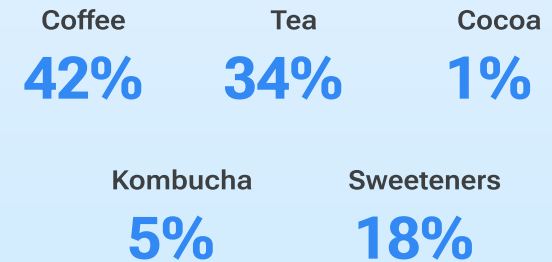
**Highlight Variety:** The cold brew keg and single-serve category had a steady yearly growth of 24%. This category was preferred by medium-to-small offices that wanted to offer robust coffee options without a large equipment investment. On the flip side, larger offices minimized their environmental footprint by bringing in premium bean-to-cup coffee equipment, cold brew kegs, or in-office cafés that could produce robust coffee menus.

**Prioritize Local Roasters:** Beans can be sourced globally, but local roasts tend to make the freshest brew. Companies can scale a consistent coffee service across offices while infusing local character with regional roasters.

## 20%

of Crafty Client F&B Spend  
is Dedicated to the  
Coffee Station

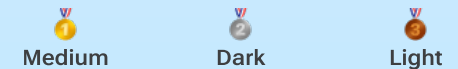
### Coffee Station Breakdown



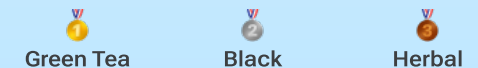
### Top Coffee Types



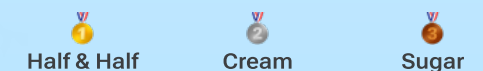
### Preferred Roasts



### Top Teas



### Best Sweeteners & Creamers



Based on Crafty Client Data





# How Kin + Carta Perked Up Their Culture



*"Crafty has changed the office's vibe. If you're taking an hour-long train in and can't get a cup of coffee or a bite to eat, your experience will be tainted fast."*

*Now that people are comfortable, they're getting work done faster. They can get projects done in one day that used to take three, four, five weeks over Zoom."*

**Miranda Myers**

Employee Experience Manager and  
EVP Americas Lead at Kin + Carta

Kin + Carta has established itself as a necessary stop for companies interested in alleviating tech anxiety. The global digital transformation consultancy builds solutions for the world's biggest brands that connect people, data and technology.

Their offices in the U.S., Argentina, Colombia, the U.K., Greece and South Eastern Europe have more than 2,000 team members, each with unique needs. Instead of taking a one-size-fits-all approach, they invested heavily in onsite experiences, including office kitchens, pantries, happy hours, cultural celebrations, affinity group meetups and more.

Crafty built out their kitchens, pantries and office coffee stations with top-of-the-line machinery and products to fit each office's needs. A Kin + Carta favorite is the bean-to-cup Duke Niro espresso machine, giving the local coffee shop some competition.



These efforts alongside their 100% retention rate reaped a few rewards:



**Top Workplaces Culture  
Excellence Award in 2022**



**2023 Gartner Awards Finalist Excellence  
in Employee Experience Category**

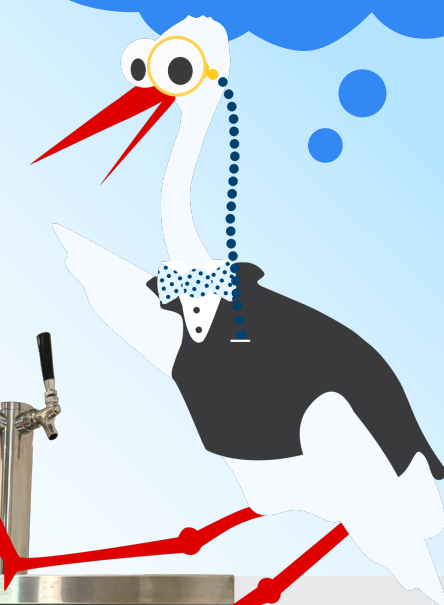


**Five-Time Winner of *Training Magazine's* Training APEX Award**

# Craft the Ideal Coffee Station

Top-selling coffee products and the average percentage  
Crafty clients allocate toward each category.

**Expert Tip:** As coffee tends to go quickly, create greater efficiency by storing commonly used items nearby like creamers, cups, straws and more.





# Creating a Café Culture

Office coffee shops are the preferred workplace amenity among Gen Z, Millennials, and Gen X, so high-consumption offices elevate their coffee service with an in-office café. It's an additional level of white-glove service designed to eliminate the regular trips to the local coffee shop. The addition not only shows employee appreciation and help salaries travel further, but it also maximizes productivity.

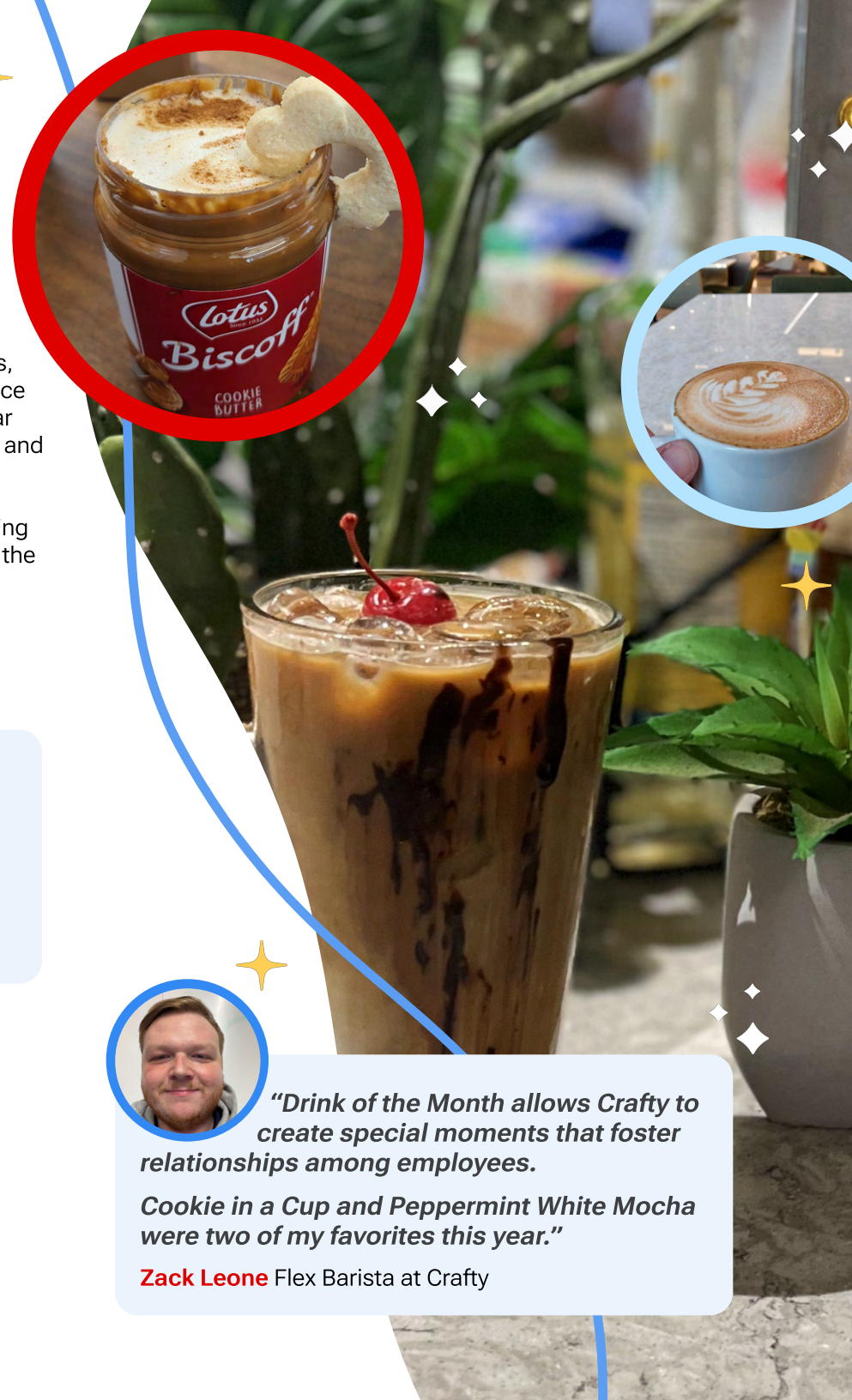
In a hybrid workplace, creating amenity-rich spaces validates the benefits of coming into the office. Employees spend \$730+/year on coffee alone, whether in or out of the office. This full-service offering shows employee appreciation for their daily needs while saving them a \$4.90 latte from Starbucks each time they are in the office.



***"We have data to track what the most common order is in Crafty Cafés. We use this data to inform our product orders and the staffing needed to support client cafes. For example, lattes are far and away the most popular drink in our Chicago Cafés with over 18,000 oat and regular milk lattes served in Q3 of 2023!"***

**Eloise Sewall** Market Operations Manager at Crafty

Top workplaces experience increased productivity when the coffee shop is on the premises. According to The Wall Street Journal, trips to the coffee shop result in \$4 billion in lost time every year. To make this a positive return on investment, technology is crucial to maintaining stabilized inventory while using historical consumption trends to optimize the program and predict budgets for the future.



***"Drink of the Month allows Crafty to create special moments that foster relationships among employees."***

***Cookie in a Cup and Peppermint White Mocha were two of my favorites this year."***

**Zack Leone** Flex Barista at Crafty

HYDRATION INSIGHTS

# THE FUTURE OF WATERCOOLER CULTURE





# Fueling Employee Success

Water cooler culture has been a staple in the office for almost a century. It all started in 1939 when the simple addition of a water dispenser changed the face of workplace experience. The water cooler became the hub for collaboration, debate, innovation and gossip. Although the days of paper cone cups are past, this culture is still alive and well. It just got an upgrade.

In 2023, Crafty's office drink category doubled compared to the previous year, with over 150,000 drink units consumed in offices across the globe.

Although Diet Coke had the most individual units ordered among Crafty clients, companies allocated 37% of their drink units to sparkling and still water.

Cities where headquarters are located consume more bottled water. For example, most energy companies are headquartered in Houston, and their top drink is Ozarka water. Chicago, New York City and Washington DC also follow a similar trend because businesses stock conference rooms well to accommodate client, investor and employee meetings.

## As workplaces plan their 2024 office drink strategy, these trends are important to keep in mind:

**Natural & Organic Energy:** Employees want to see options that are natural and organic, whether that's made with natural ingredients or free from artificial flavors, colors and sweeteners. Among Crafty clients, the protein and sports drink category saw a 146% increase compared to last year, with brands such as Muscle Milk incorporating plant-based protein.

**Environmental Impact:** Sustainability is at the forefront of employees' minds, and they look for products to help minimize their impact. Water machines such as the Bevi are becoming increasingly popular, along with powders like LiquidIV, which you can add to still water for flavor and an energy boost.

**Minimize Sugar:** Employees are pushing for healthier but tasty alternatives that are not soda but not water. The flavored and infused water category increased 113% among Crafty clients, with brands such as Hint taking center stage.

# 23%

of Crafty Client F&B Spend is Dedicated to Beverage Spend



The Top Drink Across Crafty Clients

## Caffeine vs. Caffeine-Free

Caffeine	Caffeine-Free
20%	80%

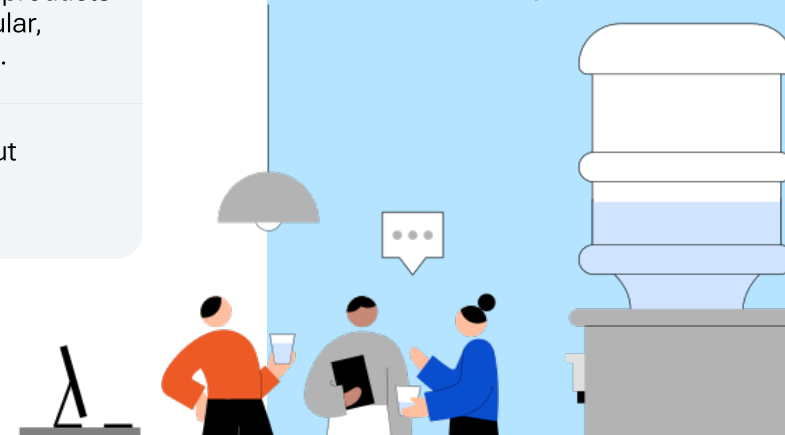
## Still vs. Sparkling Water

Still	Sparkling
25%	75%

## Flavored vs. Natural

Flavored	Natural
51%	49%

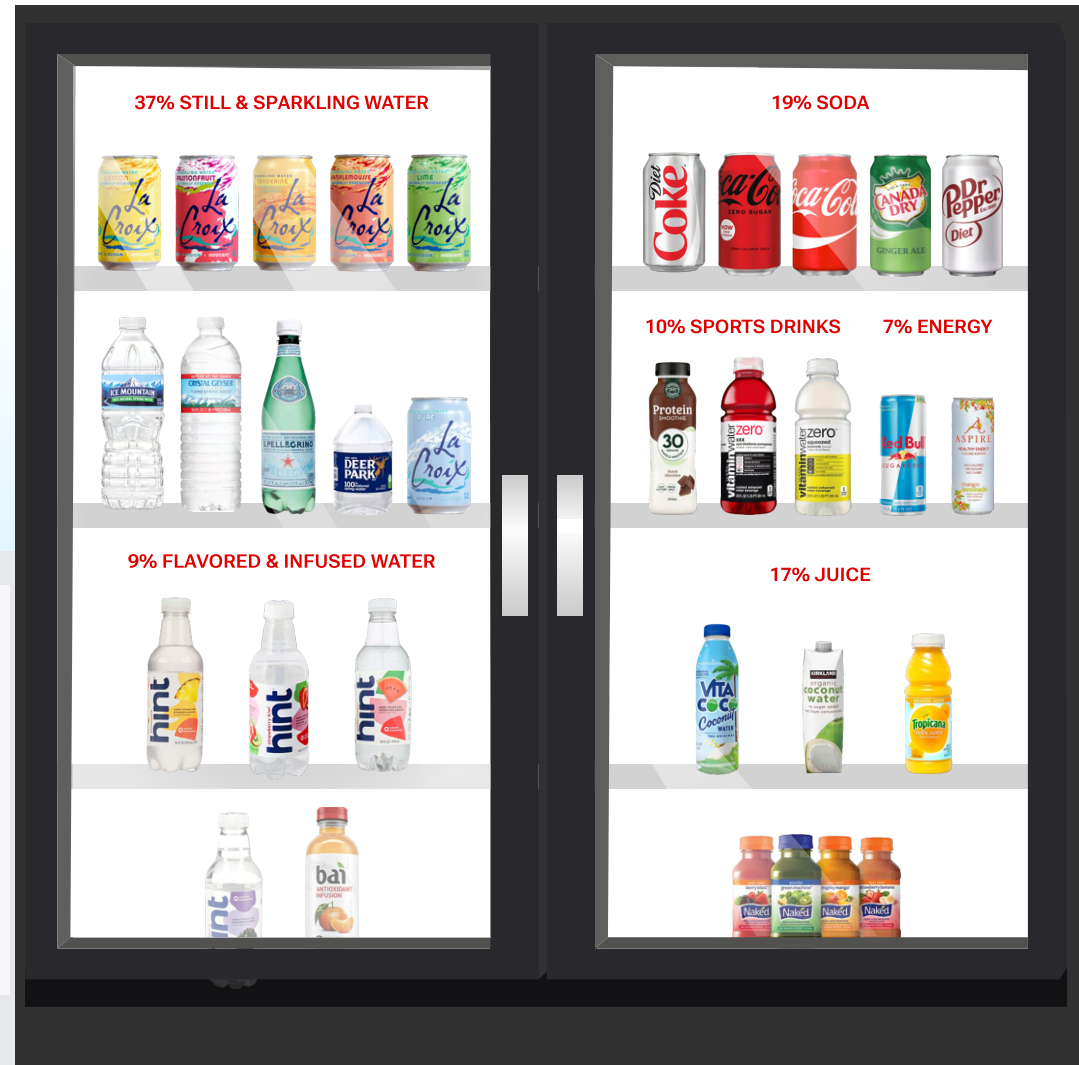
Based on Crafty Client Data



# The Perfect Formula for Office Drinks

Top selling beverage products and the average percentage Crafty clients allocate toward each category.

**Expert Tip:** Utilize the FEFO method (first expired, first out) when restocking your drink fridge. Make sure newer drinks are in the back and bring the cold drinks to the front so they are first to go.



# Saving the World and Your Budget

Bevi is a smart water machine that allows employees to personalize their water with their ideal carbonation, flavorings and enhancements so they can sip sustainably. The Bevi is a dream for workplace managers because employees can customize their perfect drink without stocking a lot of inventory. You can choose your flavors and enhancements based on your employees' preferences and even switch them up throughout the year. Employees can mix up their ideal office drinks without the risk of overspending and waste.

## Plus, a recent **IBM study** reported:

**68%** of employees find office sustainability programs make companies more appealing

**72%** said they are more likely to apply for a job with a company they consider socially responsible

**70%** of employees said they are more likely to stay at a company with sustainable reputation

**75%** of employees said they want to see their employees take action on social responsibility issues

These machines can pour around 90 glasses per hour and save 50,000+ bottles or cans each year, while saving workplace teams thousands of dollars in sparkling and flavored water inventory.

## Let's crunch the numbers...

75-Person Office:

**Save \$3,195/year**

100-Person Office:

**Save \$5,509/year**

200-Person Office:

**Save \$15,673/year**

300-Person Office:

**Save \$25,837/year**

500-Person Office:

**Save \$41,965/year**

**Want to see how much you'll save?**

**Let Crafty crunch your numbers!**

[CONTACT US](#)

## The Standup 2.0

8 SLOTS

Example Mix:

**5 Flavors**

**3 Enhancement**

## The Countertop

4 SLOTS

Example Mix:

**3 Flavors**

**1 Enhancement**



MEALS IN THE OFFICE

# A NEW APPROACH TO WORKPLACE MEALS





# A Fresh Take on Office Meals

Catering has long been a way to create casual moments for employees to connect and collaborate. The once-popular cafeteria is no longer sustainable or cost-efficient for companies to take on in a hybrid world.

On the other hand, fragmented restaurant ordering presents an admin nightmare for finance teams when they reconcile between orders and offices. The answer is a centralized approach that creates a regular catering schedule alongside shelf-stable options for employees throughout the week.

## Multi-Use Lounge Areas:

Workplaces are drawing inspiration from the hospitality industry and opting for versatile lounge areas for communal meals, group work, brainstorming and beyond.

## Local Restaurant Delivery:

Set catering days will streamline employee office attendance. Crafty partners with ezCater to provide global coverage for these efforts while centralizing billing in a central dashboard.

## Pantry & Frozen Meals:

A cost-efficient way to provide employee meal options in a hybrid world that enables employees to craft meals from shelf-stable pantry options such as ramen, mac and cheese and more.

**1 in 5** employees say free meals was the most important perk  
ezCater

**70%** of employees say food improves their productivity  
Hoppler

**65%** of employees plan their office visits around free meals  
ezCater

**92%** of employees want coffee and lunch spaces in the office to socialize  
Nespresso



KEY TAKEAWAYS

# THE WRAP UP



# Fuel Your Team for the Hybrid World

**Harness the power of F&B solutions to craft a workplace culture primed for growth.**

Hybrid is the ideal compromise that innovative companies use to scale their footprint and attract the right talent while maximizing their budget. Employees can enjoy amenity-driven offices that foster collaboration, offset employee expenses and still maintain remote flexibility. That said, hybrid alone does not cultivate a strong company culture. The hybrid model needs workplace programs such as food and beverage to tap into its full potential.

A rich in-office experience creates casual moments among employees that trickle down into other in-person or virtual work environments and impact a company's overall culture. Food and beverage programs incentivize and streamline office attendance, creating more opportunity for these occasions that translate into increased productivity, engagement and retention.

## Key to crafting the future of the workplace:

- 🏆 Successful workplaces choose hybrid as a winning workplace strategy.
- 🚀 Companies opt for smaller, amenity-rich offices to power team collaboration.
- 📈 Food and beverage programs streamline and incentivize office attendance.
- 🎯 Centralized management creates a quality program at scale.
- 💻 Technology enables personalized experiences while streamlining inventory.
- 🌈 Sustainable and DEI products elevate F&B program value.
- 🍌 Employees crave both fresh and indulgent options at office snack stations.
- ☕ Craft coffee options are a must via equipment, kegs or cans.
- 🍷 Employees want healthier drink options with subtle flavors and less sugar.
- 🍽️ In-office meal options inside the pantry, frozen or from restaurants drive attendance.





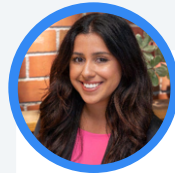
# Expert Office Kitchen and Pantry Tips



## Stockroom Organization:

*"Keeping these areas organized visualizes consumption trends in real-time, maximizes efficiency and keeps budgets in line with adequate inventory levels."*

**Marlon Campos** Implementation & Training Supervisor at Crafty



## Technology for the Win:

*"A central dashboard with consumption and budget reports empowers on-site teams to make informed decisions on product selection, swaps and budget."*

**Alejandra Valle** Food and Beverage Supervisor at Crafty



## First Expire, First Out (FEFO):

*"This ensures there are never expired products on the shelves. It allows you to see real-time consumption trends to better recommend future products."*

**Tanner Keefe** Client Operations Coordinator at Crafty



## Showing Equipment Some Love:

*"Equipment needs a lot of love and attention due to high-volume usage. Put cleaning accessories and manuals in one spot to batch equipment upkeep tasks."*

**Ashley O'Connor** Food & Beverage Coordinator at Crafty



## Stock Supplies that Minimize Waste

*"Keep your office regularly stocked with compostable plates, utensils, cups, and napkins to limit environmental impact."*

**Hunter Churchill** Client Operations Manager at Crafty





# 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 the Crafty 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, serves more than 300,000 employees across the globe per month, raised \$10 million Series A led by Tribeca Venture Partners, won three top workplace awards and landed a spot on the Inc 5000 list.

**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**  
**Thursday**

## Employee Breakdown

Hybrid Team:  
**41%**

Remote Team:  
**8%**

Field Team:  
**51%**

## 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](#)

## Pantry PROGRAM



## Catering AND MEALS



## Café SERVICES



## Snack BOXES



# 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

Crafty Contributors: Marlon Campos, Nick Canada, Hunter Churchill, Reese Clark, Anthony Cruz, Allison Cuca, Lindsey Dartsch, Frankie Haywood, Tanner Keefe, Megan Lambert, Jeremy Lee, Zack Leone, Aaron Meciej, Nicki Monroe, Jeff Nash, Ashley O'Connor, Jimmy Paul, Jessica Romanowski, Nathan Rosenstock, Chris Ritter, Eloise Sewall, Vaibhav Shastry, Alexis Shimcoski, Alejandra Valle, Emma Waterman and Brie Whitfield

Edited by: Amber Alston, Sarah Berger, and Nathan Rosenstock

**You've got the Qs, and we've got the As!**  
**Contact us at [friends@craftydelivers.com](mailto:friends@craftydelivers.com)**

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

