



# THE PANTRY OPTIMIZATION PLAYBOOK

How workplace  
leaders can turn  
their office pantry  
into a strategic  
business asset.

UNLOCK  
**12**  
ROI STRATEGIES



# A broken pantry costs more than just money.



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

As CEO, my job is to set a clear vision and hold high standards. That means pushing every part of the business to move faster, operate leaner, and deliver measurable results. In that environment, overlooking the strategy behind your pantry program can be a costly mistake.

A well-run pantry is one of the most visible, cost-effective, and high-impact tools in the workplace. It signals care for your team and alignment between your culture and your business strategy. When executed well, it showcases operational discipline, improves performance, reduces churn, and reinforces your company's ability to deliver on its promises—internally and externally.

If you're not seeing that kind of return, it's because your pantry isn't operating at the level it should. Most underperforming programs suffer from the same issues: disjointed efforts, outdated tools, inconsistent processes, and minimal oversight. That leads to an experience breakdown and snowballs into a confidence issue.

That loss of confidence has a cost. It's not just wasted dollars on a program that underdelivers, but the harder-to-measure loss in productivity, performance, and innovation when employees have to go elsewhere for what they need. When you apply the same strategy, discipline, and accountability to your pantry experience that you expect from every other function, you unlock its full potential.

If the goal is to move faster, operate leaner, and deliver measurable results, then every part of the business should reflect that. An optimized pantry gives employees what they want, when they need it, without draining your resources. The more strategically it's run, the more employees value it, the better they perform, the faster they move, and the longer they stay.

**Inside this playbook, you'll find 12 strategies to optimize your pantry into a high-performing business asset. The ripple effect is immediate from how employees use it, to how your team manages it, to how your business accelerates as a result.**

## A STRATEGIC PANTRY IS A POWERFUL ACCELERATOR



**Fuels energy and productivity**  
Drives focus and engagement.



**Incentivizes office attendance**  
Creates a reason to come in.



**Boosts employee performance**  
Improves daily execution and results.



**Decreases employee churn**  
Builds loyalty for long-term success.





# The Pantry Payoff Goes Both Ways

The best workplace programs don't just perform for your business, but they also deliver for your people. A strategic pantry is one of the rare investments that checks all the boxes, so everyone comes out ahead.

**But, ROI doesn't look the same on both sides.**

**For employers,** ROI isn't only about spending less. It's about making sure what you spend works harder. Pantries come with a cost, but it can be a small fraction compared to what it helps drive when it's executed efficiently: healthier and happier employees, fewer sick days, more productive days, and stronger output.

**For employees,** ROI shows up every day. It's the financial relief of not spending \$10–\$20 on food and drinks. It's the convenience of not having to waste valuable time on the clock to grab a quick coffee. It's the fuel that helps them stay sharp, hit goals, and grow in their careers.

When a pantry program is working, you'll not only see it in the culture, but you'll see it in the numbers. But that type of success isn't built on guesswork.

**A great pantry program is outcome-led, performance-backed, and business-aligned.**

## Employee Payoff

### Why it matters:

Food is expensive, and your employees feel it. The pantry is no longer just a nice-to-have perk, but part of your total compensation and employee experience package.

### ✓ Real financial impact

A stocked pantry can offset anywhere from \$10–\$20 per day in an employee's personal spend on snacks, coffee, drinks, and beyond.

### ✓ Support a healthier lifestyle

A smart pantry gives employees the tools to make better choices throughout the day to improve their long-term health, including blood pressure, blood sugar levels, BMI, and more.

### ✓ Creates a deeper sense of connection

Employees want to feel aligned with the place they work. Pantries that reflect values like sustainability and DEI foster deeper connections.

## Employer Payoff

### Why it matters:

When done right, the pantry becomes one of the lowest-cost, highest-impact ways to accelerate performance, reinforce leadership, and build a workplace people want to be in.

### ✓ Drives traffic without friction

A convenient pantry gives people a reason to come, engage, and stay present without relying on forced policies or ineffective incentives.

### ✓ Fuels productivity and performance

When teams are energized, nourished, and focused, they perform better. That translates into stronger daily output at scale.

### ✓ Reinforces company values

The pantry is one of the only tangible ways to show what the company stands for every single day. It's our opportunity to inspire, build trust, and cultivate loyalty and belief in the company and the leaders behind it.

## Create a Quality Experience

### ✓ GET IT RIGHT

You deliver a high-quality and consistent pantry that fuels results, strengthens satisfaction, reinforces values, and signals a workplace built for lasting success.

### ✗ MISS THE MARK

Inconsistencies erode trust and signal that your company may not be as strong or aligned as it claims, ultimately undermining the employee experience.

## Maximize Every Dollar

### ✓ GET IT RIGHT

You align spending with performance, stretch every dollar, and build a pantry that delivers more value for less.

### ✗ MISS THE MARK

You overspend on low-impact offerings, lose financial control, and weaken confidence in your workplace investments.

## Minimize Waste

### ✓ GET IT RIGHT

You reduce inefficiencies, support sustainability goals, and strengthen your reputation for smart stewardship.

### ✗ MISS THE MARK

You absorb avoidable costs, weaken cultural credibility, and cast doubt on your team's ability to manage resources responsibly.

## Save Valuable Time

### ✓ GET IT RIGHT

You protect your team's time, streamline decisions, and free up capacity for strategic priorities and professional growth.

### ✗ MISS THE MARK

You drain internal resources, stall momentum, and create friction that distracts from bigger goals.

# 4 ZONES OF A WINNING PANTRY

Nail all zones, and your pantry becomes a business accelerator.

Miss them, and it becomes an invisible drag.



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# CREATE A QUALITY EXPERIENCE

A high-quality pantry experience is more than convenience. It is a daily opportunity to strengthen employee connections, reinforce your values, craft a memorable workplace culture, and show employees they are part of something built to last.

Explore the three strategies.





# 1 Deliver Consistency to Drive Performance

Intentional pantry programs are a powerful way to build culture, foster loyalty, and support employee performance. It's not just about what's offered. It's about how consistently and strategically it's delivered. The best workplace experiences are the ones people can count on, day after day, office to office.

**“Trust is built through repetition, and the best workplace experience is one your team can count on.”**



**Robin Cardoso**  
VP of Client Experience, Crafty

When pantry programs are built on instinct rather than strategy, they create friction: inconsistent service, low-value choices, and a creeping sense of disorganization that undermines both culture and quietly drains your resources, including time and money.

A great experience is engineered. Consistency at scale takes a performance mindset supported by the right systems, tools, and expertise. **When your systems and your people are in sync, it creates the kind of feedback loop that drives smarter decisions and better outcomes.**

## The Problem:

- ⊖ Lack of centralization leads to inconsistencies
- ⊖ Inconsistencies create employee frustration
- ⊖ Disjointed programs drain your time and budget

## What's At Stake:

- ⊖ Fragmented programs make it harder to scale
- ⊖ Reactive work limits strategic progress
- ⊖ Inconsistent signals weaken your culture

## The Strategic Fix:

- ✓ Define your pantry standards across product, service, and setup
- ✓ Tailor execution to fit each office's needs
- ✓ Streamline operations to consistently scale

## Take Action:

- ✓ Audit your current pantry experience by location
- ✓ Identify gaps and patterns across your program
- ✓ Set a baseline standard to align every office



## 2 Curate with Purpose to Drive Engagement

The best workplace programs don't just meet needs, they reflect values. Your pantry is one of the most visible ways a company signals what it stands for, and when it feels generic or outdated, it sends a message that culture is static and innovation is optional.

Strong programs support a wide range of team needs, from dietary preferences to sustainability goals and cultural relevance. Whether it's offering bulk snacks

to reduce waste or highlighting Black-owned brands during Black History Month, every choice sends a signal. When your products reflect your people, they engage more, contribute more, and connect more.

**“When people feel seen, they show up stronger.”**



**Mara Jones**  
VP of People, Crafty

Leading organizations do more than just curate better; they also accomplish it faster. With the right systems in place, your team can quickly find value-aligned options, get them into employees' hands faster, and track performance in real-time. **It's not just about selecting the right products. It's about using data to understand what your team actually values.**

### The Problem:

- ⊖ Lack of data makes it hard to curate with confidence
- ⊖ Teams spend hours sifting through product details
- ⊖ Updates take up too much time and coordination

### What's At Stake:

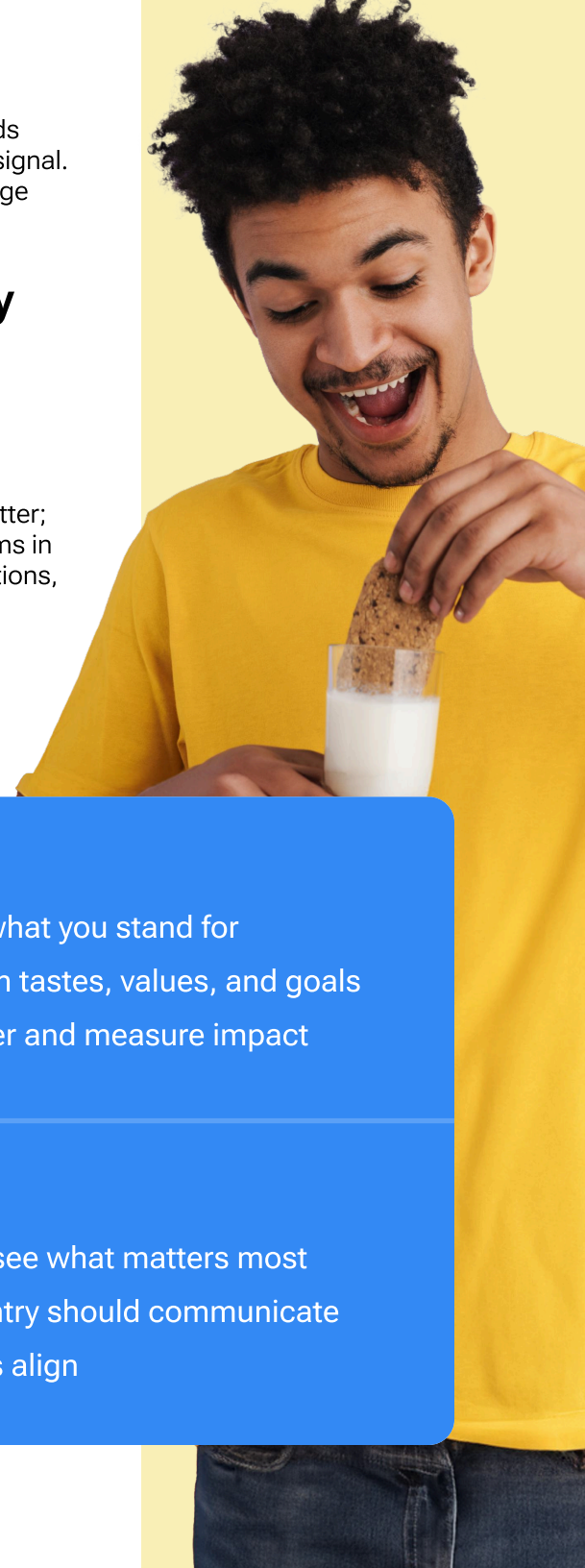
- ⊖ A static pantry signals employees are not a priority
- ⊖ Lack of value leads to transactional mindsets
- ⊖ Transactional workplaces see higher turnover

### The Strategic Fix:

- ✓ Use your pantry to reflect what you stand for
- ✓ Align your products to team tastes, values, and goals
- ✓ Use technology to act faster and measure impact

### Take Action:

- ✓ Survey your employees to see what matters most
- ✓ Outline the values your pantry should communicate
- ✓ See what existing products align





### 3 Gain a Strategic Advantage with Seasonal Insights

High-performing workplace programs are built on foresight. It's not just about reacting well, it's about anticipating what's coming. You can't build a system that performs under pressure if you don't have the tools to forecast demand and plan accordingly.

**“The pantry can either run with purpose or it can run you and your team into the ground.”**



**Jeff Nash**

Sr. Director of Operations, Crafty

Employee preferences shift constantly, and many of those changes are seasonal. Warmer months bring demand for cold drinks, cooler seasons call for heartier snacks, and intern season means your pantry needs a lot of backups in the stockroom after they clear you out. These shouldn't be surprises, and the right tools can make your program entirely predictable.

Staying ahead means connecting the dots between what's happening now and what's coming next. When teams have access to real-time data and seasonal trends, they can adjust proactively. **If you wait to react, the budget is already spent, and the trust is already gone.**

#### The Problem:

- ⊖ Employee needs evolve faster than programs respond
- ⊖ Lack of data puts the program on autopilot
- ⊖ Opportunities to improve the program are missed

#### What's At Stake:

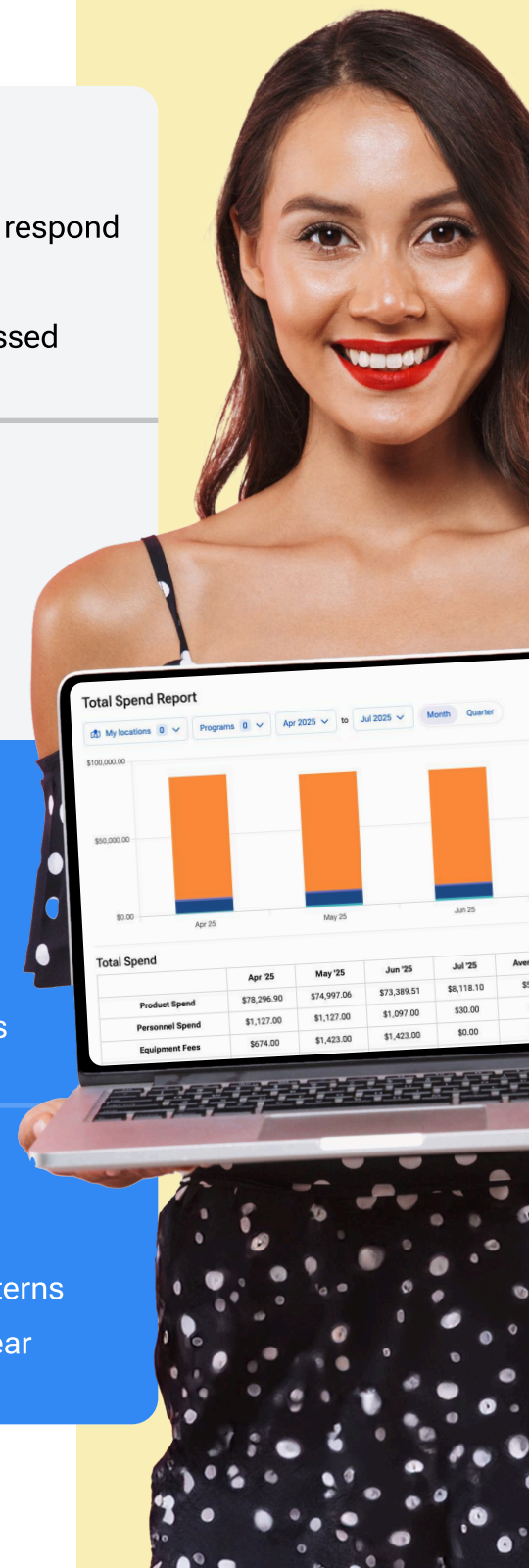
- ⊖ Employees don't see value in the program
- ⊖ Disengagement drives up hiring costs
- ⊖ Money is wasted on a low-impact program

#### The Strategic Fix:

- ✓ Lead with data instead of assumptions
- ✓ Track category spend trends to understand seasonal employee patterns
- ✓ Adjust your product set to reflect those trends

#### Take Action:

- ✓ Gather a year's worth of pantry spend data
- ✓ Analyze the data to identify consumption patterns
- ✓ Forecast trends and events to plan for next year



# Data Bites

86%

of employees say free food encourages them to come into the office

ezCater

60%

of employees say losing perks would reduce loyalty to their employers

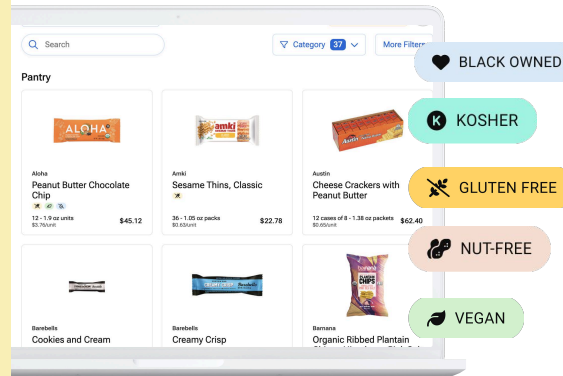
Dayforce

60%

consider perks when deciding on a job offer

Glassdoor

## HOW TO POWER A QUALITY EXPERIENCE WITH TECH



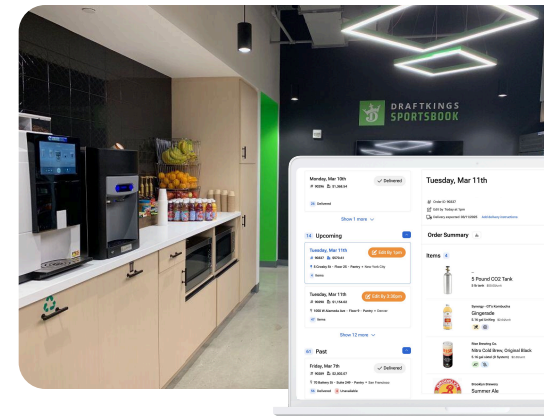
**Find products that align faster.**

Filters tailored to workplace needs are the secret to finding products that align with taste, goals, and values quickly.

**Centralize your orders across locations.**

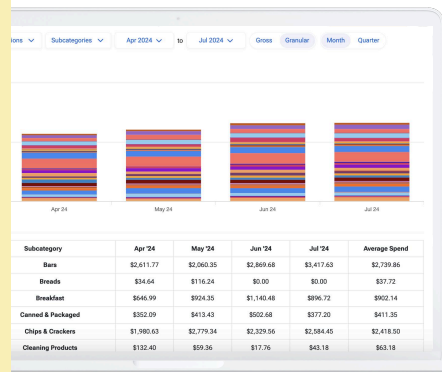
DraftKings streamlined its pantry orders across its entire footprint to better control and craft a quality experience.

[Read More →](#)



**Track seasonal consumption shifts to improve forecasting.**

Analyze monthly category-level data to plan for vacation cycles, team events, weather reactions, and even intern season.



Subcategory	Apr '24	May '24	Jun '24	Jul '24	Average Spend
Bars	\$2,611.77	\$2,060.35	\$2,869.68	\$3,417.63	\$2,739.86
Breads	\$34.64	\$116.24	\$0.00	\$0.00	\$37.72
Breakfast	\$646.99	\$924.35	\$1,140.48	\$896.72	\$892.14
Canned & Packaged	\$352.09	\$413.43	\$502.68	\$377.20	\$411.35
Chips & Crackers	\$1,980.63	\$2,779.34	\$2,329.56	\$2,084.45	\$2,418.50
Cleaning Products	\$132.40	\$29.36	\$17.76	\$43.18	\$65.18



# MAXIMIZE EVERY DOLLAR

A high-performing pantry is not about spending more; it's about spending with precision. When you align your budget to what your team uses and values, your program runs leaner, employees perform better, and your company reinforces confidence in every dollar it invests.

Explore the three strategies.





## 4 Power Macro Impact with a Micro-Budget

Budget issues rarely show up all at once. They build slowly: missed targets, small exceptions, unclear accountability, and by the time they're visible, they've already taken a toll. The larger the program, the easier it is for small inefficiencies to compound.

It's not just about how much you spend, but how well that spend is aligned, tracked, and enforced across every location. When budget ownership is unclear

or systems are inconsistent, programs start operating on instinct rather than strategy. Teams lose time chasing down exceptions. Finance loses trust in the numbers. Everyone loses control.

**“Strong programs rely on clear budgets, the right tools, and the discipline to stick to both.”**



**Katy McNeer**

General Manager, Emerging Markets, Crafty

Disciplined programs don't make after-the-fact fixes a pattern. They create guardrails at the point of decision. **Order-level guardrails, clear budget visibility, and shared goals across teams make it easier to scale without the slow bleed of untracked spend.**

### The Problem:

- ⊖ Monthly budgets miss what happens in between
- ⊖ Without order tracking, overspending happens early
- ⊖ Teams scramble to cut back at the cost of experience

### What's At Stake:

- ⊖ Overspend builds quietly, eating at your budget
- ⊖ Financial pressure forces reactive cuts and friction
- ⊖ You erode long-term value for short-term savings

### The Strategic Fix:

- ✓ Create order-level targets tied to program goals
- ✓ Embed targets where spending decisions happen
- ✓ Empower teams to course-correct before overspending

### Take Action:

- ✓ Break down your budget by the number of deliveries
- ✓ Analyze your invoices against those targets
- ✓ Evaluate what is driving up your order-level spend

## 5 Let Usage Tell You What to Keep (and What to Cut)

Workplace teams often sense waste but lack the visibility to act on it. Product lists grow cluttered, budgets stretch thin, and the pantry loses its value. A common response is to ask people what they want, but their answers rarely align with their actual behavior.

**“The smartest decisions don’t come from asking what people want. They come from watching what they use.”**



**Allison Cuca**  
VP of Product, Crafty

When you treat usage as a feedback loop, the guesswork disappears. Real-time consumption data gives teams the power to see patterns, spot low performers, and shift spend quickly toward options that make an impact.

To turn the pantry from a static list into a dynamic tool for culture, satisfaction, and smarter spend, product data needs to be built into the process. When product insights are accessible, filterable, and part of every decision, teams can move faster and operate with more precision. **You don’t win by offering more. You win by offering what matters.**

### The Problem:

- ⊖ Limited product data leads to unfocused spend
- ⊖ Low-use items take up space and drain the budget
- ⊖ Missed potential limits the pantry’s overall impact

### What’s At Stake:

- ⊖ Ineffective programs cost more than they deliver
- ⊖ Employees disengage when offerings miss the mark
- ⊖ Leadership starts questioning the program’s value

### The Strategic Fix:

- ✓ Use real-time data to guide smarter decisions
- ✓ Quickly identify the products that are working and the ones that aren’t
- ✓ Reallocate spend with confidence and clarity

### Take Action:

- ✓ Pull product-level usage reports regularly
- ✓ Identify your low-performing items
- ✓ Test one product swap and track pickup over time





## 6 Use Behavior Science to Control Your Spend

When managing a large-scale pantry program, it's easy to focus on what goes on the shelf. But just as important is how it gets there. Presentation, placement, and pacing all shape how employees consume and how your budget holds up over time.

People consume with their eyes first. Where items are placed, how full the shelf looks, and when restocks happen directly influence usage. High-cost products

at eye level will disappear first. If premium drinks are fully stocked all day, expect to reorder often. Small adjustments, such as shifting placement, spacing inventory, or timing restocks, can subtly shape behavior and stretch your budget without sacrificing experience.

**“If you understand how people choose, you can control how much they use.”**



**Hector Avelar**

Strategic Account Director, Crafty

In grocery, merchandising is built to drive consumption. In the workplace, it should help manage it. **That shift in approach is where operational control meets user experience.**

### The Problem:

- ⊖ Lack of expertise leads to poor product placement
- ⊖ Misplacement drives overconsumption and overspend
- ⊖ Quick fixes often create long-term budget strain

### What's At Stake:

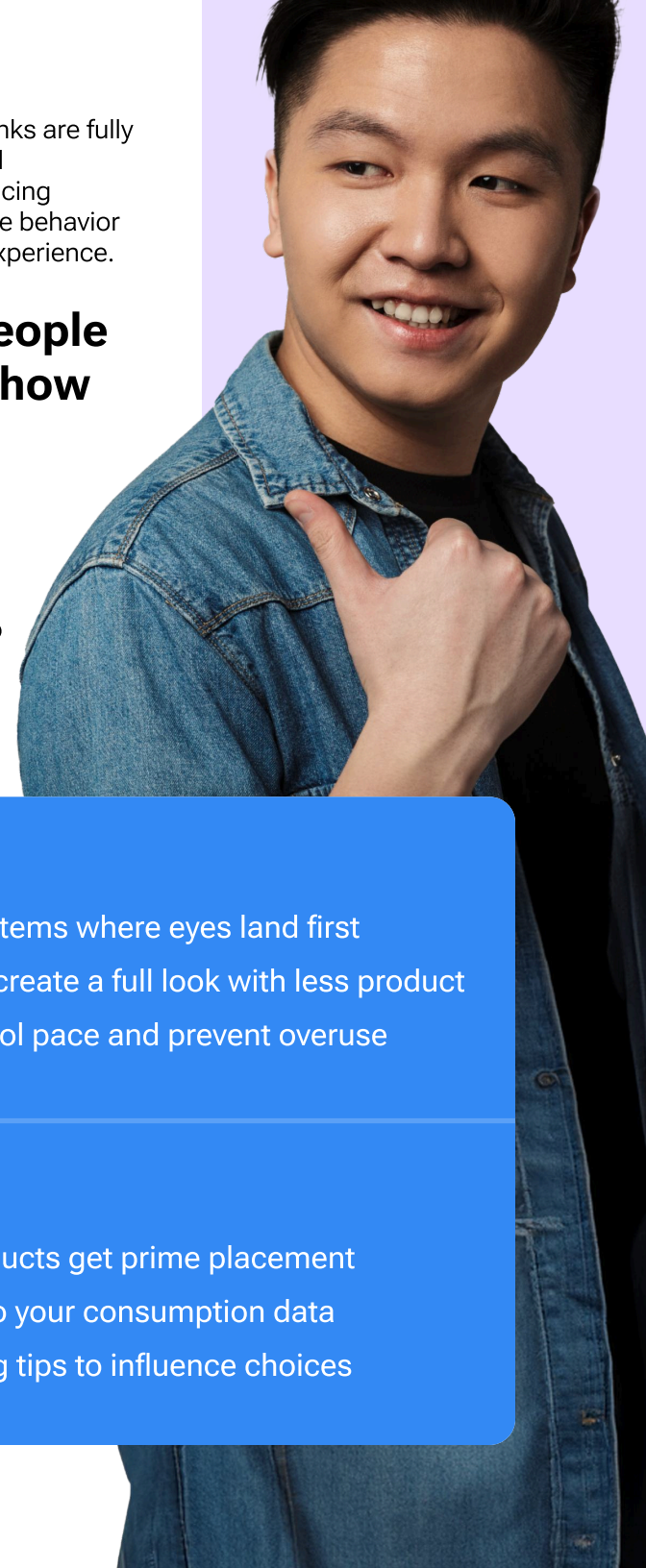
- ⊖ Small issues scale quickly across locations
- ⊖ Poor execution blocks long-term optimization
- ⊖ Inconsistencies inflate costs and weaken experience

### The Strategic Fix:

- ✓ Place budget-friendly items where eyes land first
- ✓ Use interior design to create a full look with less product
- ✓ Time restocks to control pace and prevent overuse

### Take Action:

- ✓ Audit to see what products get prime placement
- ✓ Compare placement to your consumption data
- ✓ Use the merchandising tips to influence choices





# Data Bites

84%

of companies are investing in tech to improve how they allocate resources

TEKsystems

\$800

can be saved annually per employee by offsetting snack and beverage costs

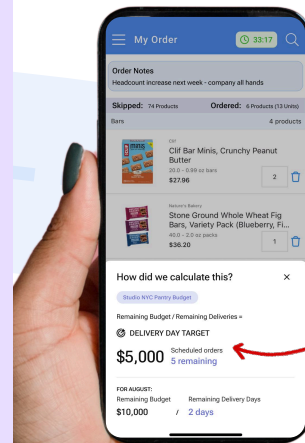
NielsenIQ

3-4x

an employee's salary is the cost to the business to replace vs retain an employee

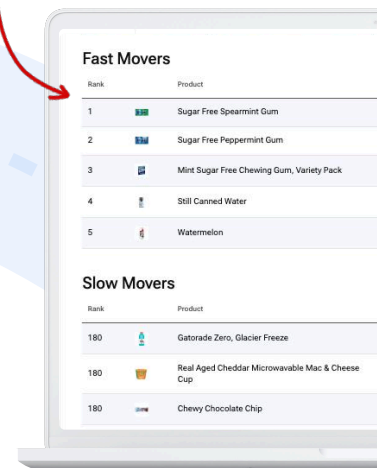
SHRM

## THE ROAD TO OPTIMIZING YOUR PANTRY SPEND

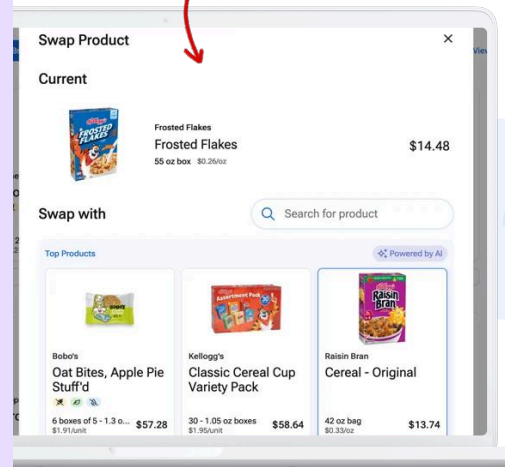


1. Keep order targets visible

2. Monitor what's moving



3. Make strategic product swaps



4. Merchandise with a purpose



# MINIMIZE PANTRY WASTE

Minimizing waste is beyond a budget play; it's a commitment to smarter, sustainable operations. When your pantry is aligned with real consumption, you reduce excess before it happens, support ESG goals, and reinforce your reputation for thoughtful resource management.

Explore the three strategies.





## 7 Build Accountability into Every Delivery

You can have the best pantry strategy on paper, but if the execution lacks accountability, it all falls apart. Smart programs lose traction not because they're poorly planned, but because they're poorly monitored.

Every time a pantry delivery shows up without confirmation, proof, or clarity, you're opening the door to silent waste. When you're burning dollars, you're losing more than just money; you're also losing time trying to fix it, and those efforts often go overboard.

**“You can't control what you don't verify.”**



**Chris Ritter**

COO & Co-Founder, Crafty

With today's volatile economic and environmental pressures, those inefficiencies are unacceptable. That's why accountability has to be built into the system so you stop waste before it happens by verifying deliveries, ensuring you only have only what you need, and enabling smarter resource allocation.

Without built-in accountability, inefficiency becomes a liability. The companies winning today are the ones turning operational control into cultural capital. **They show their teams, investors, and the public that they treat every resource like it matters.**

### The Problem:

- ⊖ You may be paying for products you never received
- ⊖ Unverified deliveries lead to silent waste
- ⊖ If noticed, fixing it drains time and internal resources

### What's At Stake:

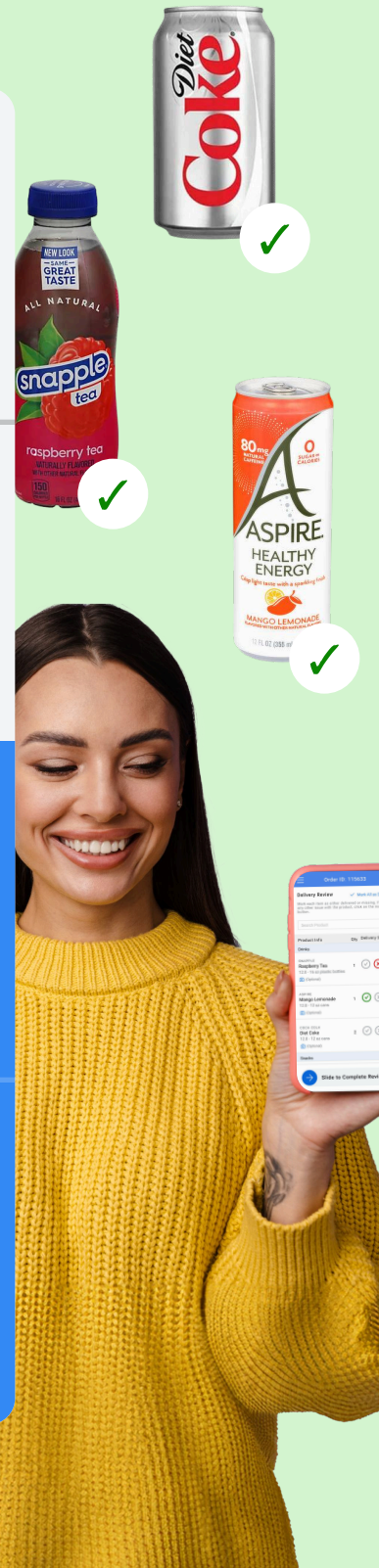
- ⊖ Economic uncertainty means every dollar counts
- ⊖ Budget gaps weaken planning, forecasting, and trust
- ⊖ Lack of oversight undermines credibility

### The Strategic Fix:

- ✓ Build item-level checks into your receiving process
- ✓ Centralize verifications for visibility across locations
- ✓ Require visual proof to hold partners accountable

### Take Action:

- ✓ Define your delivery accountability standards
- ✓ Evaluate your program against those standards
- ✓ Assess how much time is spent verifying information





## 8 Order with Precision, Not Assumptions

Pantry programs are often built on guesswork and a feeling of what you need. It may seem manageable now, but those assumptions add up to serious inefficiencies over time.

When orders have no basis in data, teams end up overstocking some items, under-ordering others, and spending extra time putting out fires. Then you're left with a stockroom full of items that sit and expire.

### The Problem:

- ⊖ Most workplaces restock based on feeling
- ⊖ Restock guesswork results in inconsistencies
- ⊖ Gaps turn into fire drills that disrupt daily operations

### What's At Stake:

- ⊖ Emergency orders inflate costs and blow budgets
- ⊖ Teams lose efficiency managing preventable issues
- ⊖ Overstocked items quietly erode sustainability efforts

**“Precision starts when you stop making assumptions and start trusting the data.”**



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

The solution starts with embedding intelligence into how you order. Automating based on real usage and product-level thresholds minimizes guesswork and human error. This way, you only have exactly what you need.

Sustainability can't just be a value; it has to be an operating principle. When efficiencies are built into the way you run your program, you're proving your commitment to a more responsible and future-proof operation.

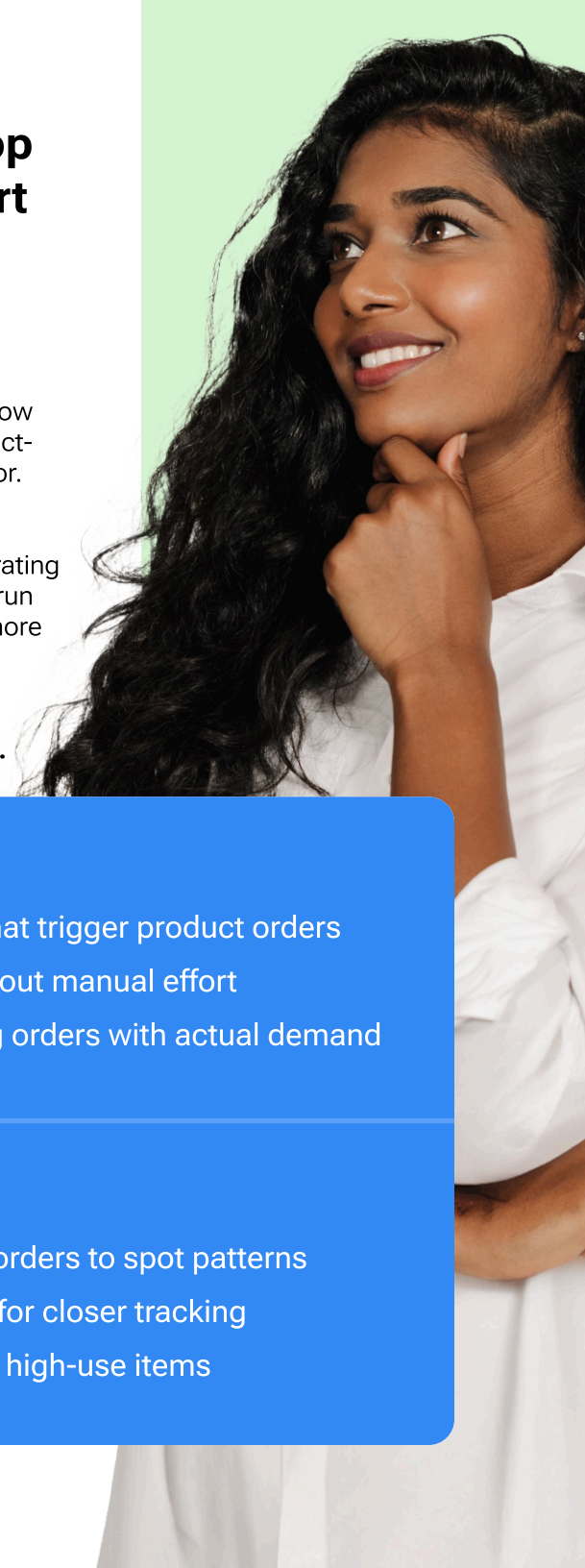
**That's the kind of accountability employees respect, stakeholders expect, and organizations need to lead.**

### The Strategic Fix:

- ✓ Set minimum thresholds that trigger product orders
- ✓ Automate so this runs without manual effort
- ✓ Minimize waste by aligning orders with actual demand

### Take Action:

- ✓ Review recent impromptu orders to spot patterns
- ✓ Flag high-frequency items for closer tracking
- ✓ Set clear reorder points for high-use items



## 9 Drive Savings and Stability with Bulk Upgrades

A high-performing food and beverage program is built on structural decisions that support scale, resilience, and long-term value. In today's climate of rising costs and supply chain volatility, the smartest programs are the ones designed to flex without breaking.

Sustainability is at the center of every conversation. Yet, many workplace teams treat waste as a reactive cleanup issue. The real opportunity lies upstream.

**“The best way to manage waste is to prevent it.”**



**Jordan Christopher**  
SVP of Sales, Crafty

That's where bulk formats become a strategic tool. While single-use items will always have a place, integrating bulk options where it makes sense can reduce packaging waste, stabilize spend, and simplify restocking while maintaining your experience.

Your pantry is a highly visible, deeply felt part of the employee experience. If sustainability is a priority, this is where it needs to show up. When employees see piles of sparkling water cans right after leadership talks about ESG, it erodes trust. **When your operations reflect what you stand for, it builds credibility, and that credibility drives buy-in, retention, and long-term impact.**

### The Problem:

- ⊖ Supply chain volatility demands program flexibility
- ⊖ Overreliance on disposables drives up waste
- ⊖ Rigid, single-use-heavy models strain budgets

### What's At Stake:

- ⊖ Unpredictable spend weakens financial control
- ⊖ Growing waste challenges sustainability credibility
- ⊖ Inflexible systems make it harder to scale responsibly

### The Strategic Fix:

- ✓ Shift high-volume snacks to bulk to cut waste
- ✓ Validate drink volume to justify bulk equipment such as coffee machines, dispensers, and kegs
- ✓ Apply across locations to standardize experience

### Take Action:

- ✓ Identify the high-variety product categories
- ✓ Analyze the cost-per-servicing difference at bulk
- ✓ Explore the equipment needed to make the switch



# Data Bites

**80%** of leaders see sustainability as helping their organization optimize and reduce costs

Gartner

**74%** of supply chain leaders expect sustainable practices to positively impact profitability

Gartner

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

IBM

## HOW ORDER AUTOMATION POWERS YOUR PANTRY

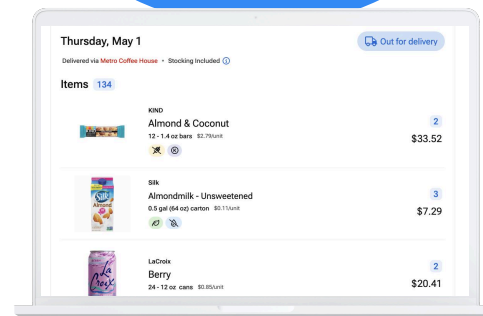
Product is fully stocked

Employees consume product



Order is auto triggered

The minimum threshold is met





# SAVE VALUABLE TIME

Your pantry should empower your team, not exhaust them. When operations are fragmented, workplace teams spend hours reacting to issues and chasing down answers. A successful pantry unlocks more capacity and allows them to focus on strategic priorities.

Explore the three strategies.



## 10 Save Time with Instant Insights

One of the most overlooked business costs isn't just what you spend, it's how long it takes to understand what you're spending. Pulling reports, chasing invoices, and consolidating spreadsheets might get you the data, but at what cost? Time isn't just valuable. It's expensive.

To have true financial clarity in your pantry, you need the numbers fast enough to act. If your teams are always reacting, they're never optimizing. Delays in insight lead

to delays in decisions, and every delay costs you.

**“Speed is what turns smart decisions into great outcomes.”**



**Cam Lawrence**  
CFO, Crafty

Real-time visibility changes everything. It means being able to access, filter, and compare your pantry data instantly. You want to create conditions for strategic decisions, sharper priorities, and smarter use of their time.

Your pantry, like every other part of the business, should run with the same level of discipline and efficiency.

**When your teams spend less time chasing data, they gain the capacity to fuel momentum across your business.**

### The Problem:

- ⊖ Teams waste hours chasing down the numbers
- ⊖ Delayed data slows decisions and hides issues
- ⊖ Teams react instead of staying ahead

### What's At Stake:

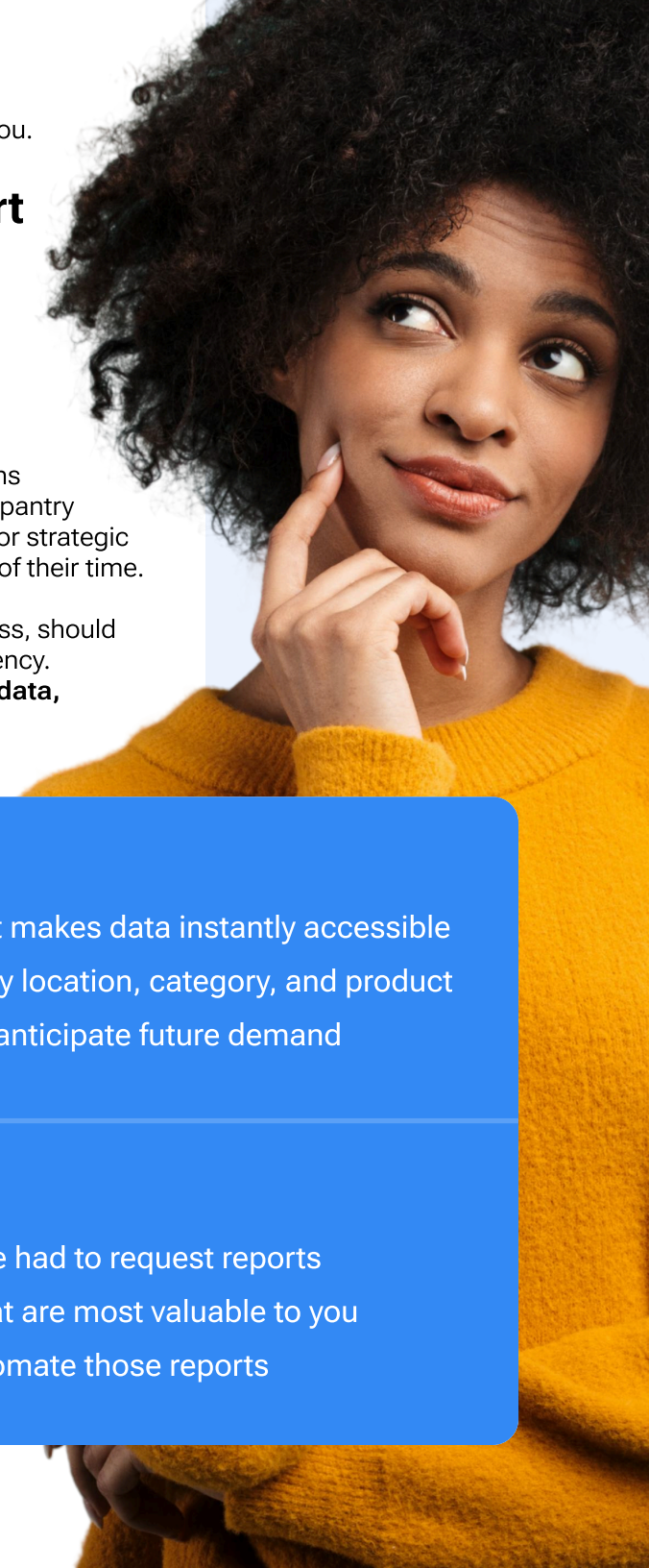
- ⊖ Time spent chasing data drains team capacity
- ⊖ It pulls focus from priorities and increases burnout
- ⊖ Results in added support, driving up operating costs

### The Strategic Fix:

- ✓ Use infrastructure that makes data instantly accessible
- ✓ Ensure you can filter by location, category, and product
- ✓ Use historical data to anticipate future demand

### Take Action:

- ✓ Audit how often you've had to request reports
- ✓ Outline the reports that are most valuable to you
- ✓ Research ways to automate those reports





# 11 Drive Efficiency to Empower Your Team

When resources are stretched and expectations rise, efficiency becomes one of the most powerful tools a leader can use. It's how you protect your team's time, reduce operational drag, and drive results. Every hour spent restocking shelves, troubleshooting equipment, or fixing avoidable issues is a cost. One that compounds if it's left unchecked.

Delegation is how organizations accelerate, but only if it's done with precision. That means assigning responsibility to partners who understand your goals and have the tools to execute against them.

**“Operational trust isn't built through promises. It's built through systems.”**



**John Kreller**

General Manager of Chicago, Crafty

Structure is what turns delegation into impact. Today, structure means technology. You should be able to track what's happening onsite in real time, verify execution standards, and have an easy way to contact your team or partners. **Technology is the unlock to consistent execution and how operational discipline scales without adding complexity.**

## The Problem:

- ⊖ Daily pantry tasks quietly drain your team's time
- ⊖ These tasks pull focus away from strategic work
- ⊖ Avoidable issues turn into recurring costs

## What's At Stake:

- ⊖ When teams are buried in logistics, experience suffers
- ⊖ Engagement programs fall behind or lose momentum
- ⊖ Turnover increases while rehiring eats at your bottom line

## The Strategic Fix:

- ✓ Delegate pantry operations to increase bandwidth
- ✓ Put tools in place to maintain oversight
- ✓ Use tech to verify execution across locations

## Take Action:

- ✓ Outline the recurring pantry tasks
- ✓ Document how long each task takes
- ✓ Evaluate what could be outsourced or automated





## 12 Optimize Time with Proactive Systems

A missing gallon of milk can derail an entire morning. By the time you've tracked down the details, placed a replacement order, and reconciled the charge with finance, hours are wasted while the strategic work that matters is sidelined.

Most food service systems were never designed for the workplace. Workplace teams are lean, juggling competing priorities, and you don't want them wasting

time restocking a fridge or filling up your snack shelf.

**“Most companies optimize their spend. Few optimize their time.”**

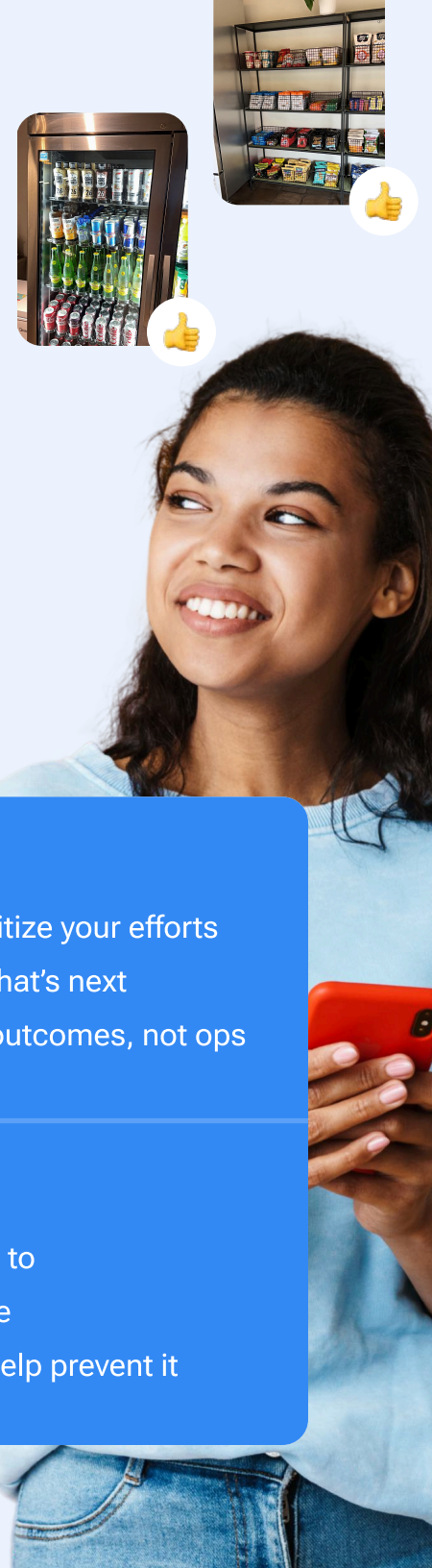


**Ken Howe**

General Manager of The Bay Area, Crafty

To save time, you need a proactive system that works behind the scenes. Tasks should be prioritized by location need, tracked in real-time, and supported by visual proof—so you can see what's done, what's in progress, and what still needs attention, without asking.

Smart organizations delegate to smart systems. With the right structure, your team stays out of the weeds and focuses on high-impact work. **Time saved on the ground becomes time reinvested at the highest level.**



### The Problem:

- ⊖ Minor issues spiral into hours of manual follow-up
- ⊖ Operational noise drains your team's capacity
- ⊖ High-impact initiatives lose momentum

### What's At Stake:

- ⊖ Time lost on tasks means strategy gets sidelined
- ⊖ Your best people are not reaching their full potential
- ⊖ Performance, morale, and credibility take a hit

### The Strategic Fix:

- ✓ Use system-driven workflows to prioritize your efforts
- ✓ Build visibility into what's done and what's next
- ✓ Delegate so your team can focus on outcomes, not ops

### Take Action:

- ✓ Identify the common issues you react to
- ✓ Document how long it takes to resolve
- ✓ Outline what communication would help prevent it

# Data Bites

2.4

billion hours were lost yearly in US worker productivity due to out-of-office coffee and snack runs

Staples

30%

of the average workday, or roughly 2.5 hours per day, is spent searching for information

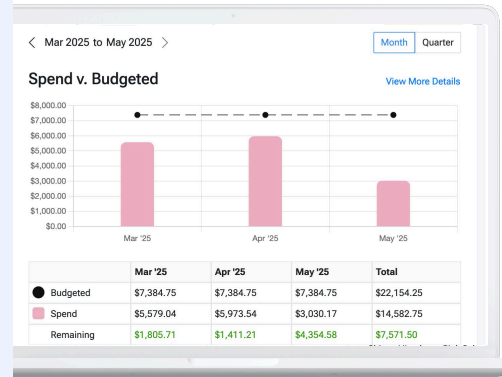
IDC

35

hours per week can be spent manually managing a single pantry location

Crafty

## 3 POWERFUL REPORTS YOUR FINANCE TEAM WILL LOVE

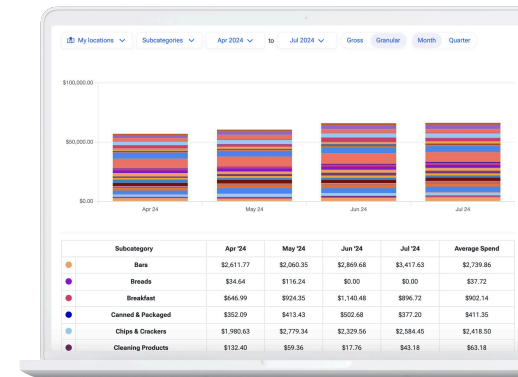


### Spend vs. Budget

Tracks spend against budget in real time to help finance teams stay on target and avoid surprises.

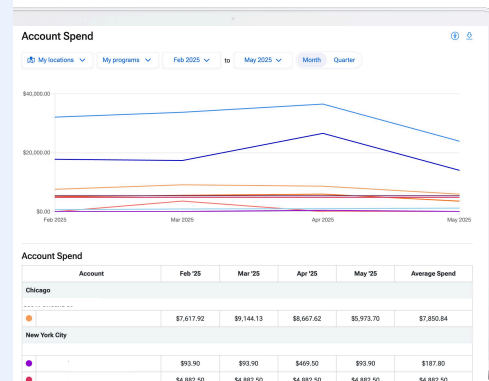
### Subcategory Spend

Breaks down spend by subcategory to financial planning, supports tax reporting, and takes advantage of healthcare reimbursements.



### Account Spend

Shows monthly spend by the office to give a clear picture of spend shifts and inform budget adjustments for strategic planning.



# Future-Proofing Through Everyday Excellence



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

Every strategic decision is a balance of tradeoffs: time, capital, and focus. In a world where every investment is scrutinized, the way you manage your workplace experience sends a message. The pantry may seem like a small part of your business, but it's a very visible reflection of your company's values, priorities, and operational precision.

This playbook is about learning how to remove friction in a place that touches every employee, every day, and turning it into a competitive advantage that yields better outcomes across your entire business.

When you incorporate the strategies outlined in this playbook, you're not just fine-tuning a perk, but you're unlocking real, measurable ROI. You spend smarter. You waste less. You give your team time back. And most importantly, you turn your workplace experience into a lever that drives retention, performance, and trust. **That's not just a better pantry program; it's better business.**

## Risk of Inaction

- A pantry silently draining your time, budget, and credibility.
- Without data, consistency, or support, you're stuck reacting.
- Missing opportunities to create a valuable workplace program.
- A burnt-out workplace team that snowballs into a culture.

## Ask Yourself

- Do I have visibility and control over how much we're spending?
- Am I confident that employees get what they want?
- Is my team spending time on this, or wasting time on it?
- Is my pantry making a positive, measurable business impact?

## Winning Pantry Checklist

- ✓ My pantry is built to scale a quality experience.
- ✓ My pantry maximizes every dollar.
- ✓ My pantry minimizes waste.
- ✓ My pantry saves my team valuable time.



# 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:

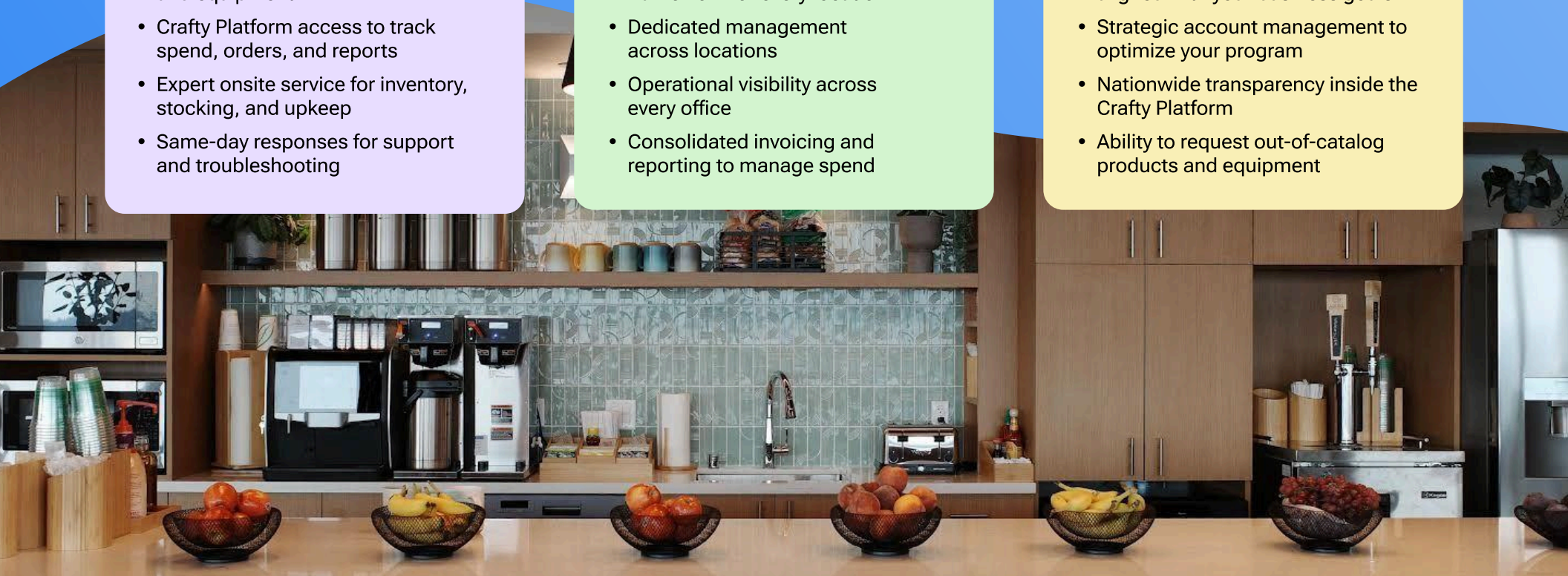
- A flexible, customizable pantry framework for every location
- Dedicated management across locations
- Operational visibility across every office
- Consolidated invoicing and reporting to manage spend

## 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](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.

