

# Chapter One

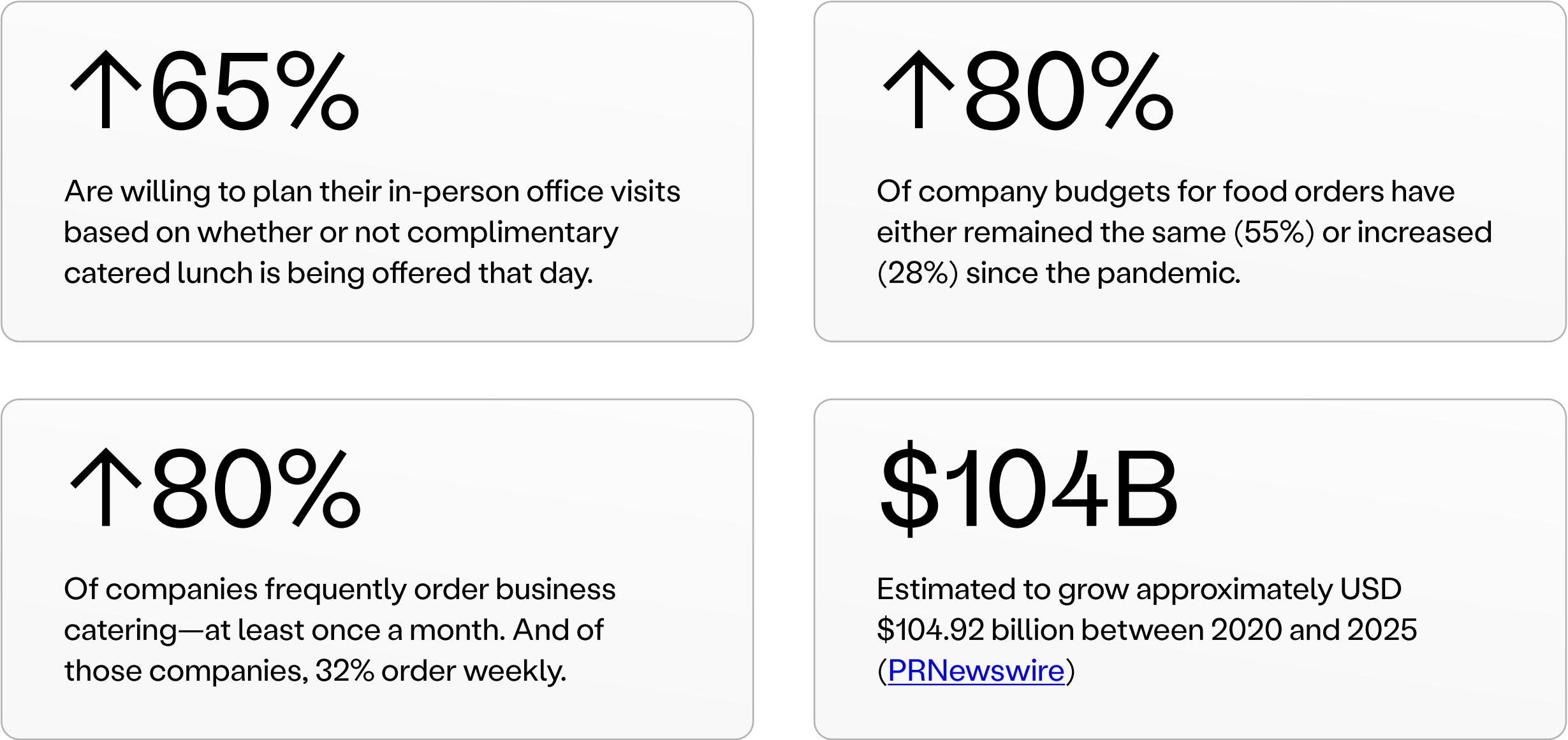
## The State of The Catering Industry Today





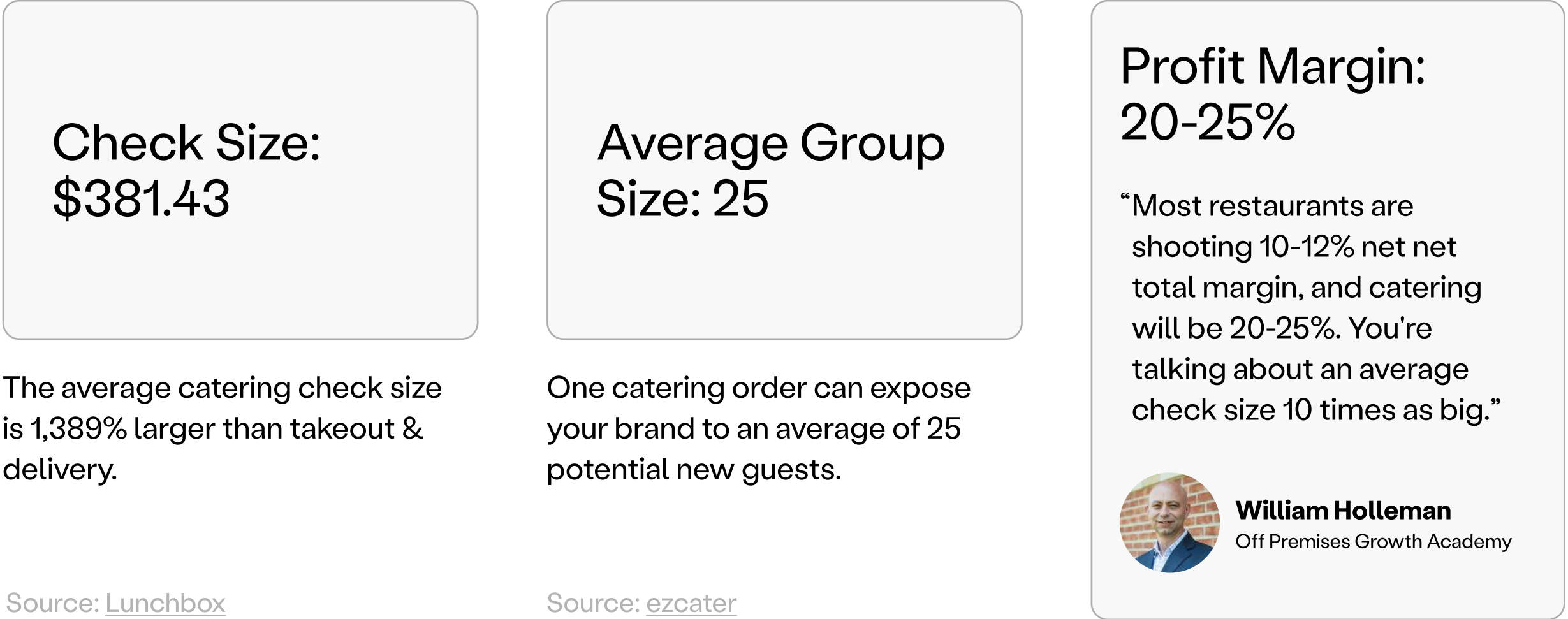
# Food At Work is Back: The State of Corporate Catering Today

[Food at Work is back](#) and stronger than before the pandemic, with the demand for workplace catering increasing and seeing close to [80% of companies](#) ordering catering on a regular or frequent cadence. With many folks used to working from home, companies need help to incentivize employees to return to the office, and reports show that catering is a strong motivation factor for about [65% of employees](#) to head into the office.



Source: <https://www.ezcater.com/lunchrush/office/lunch-report-free-lunch-perk-at-work/>

# The Average Catering Order

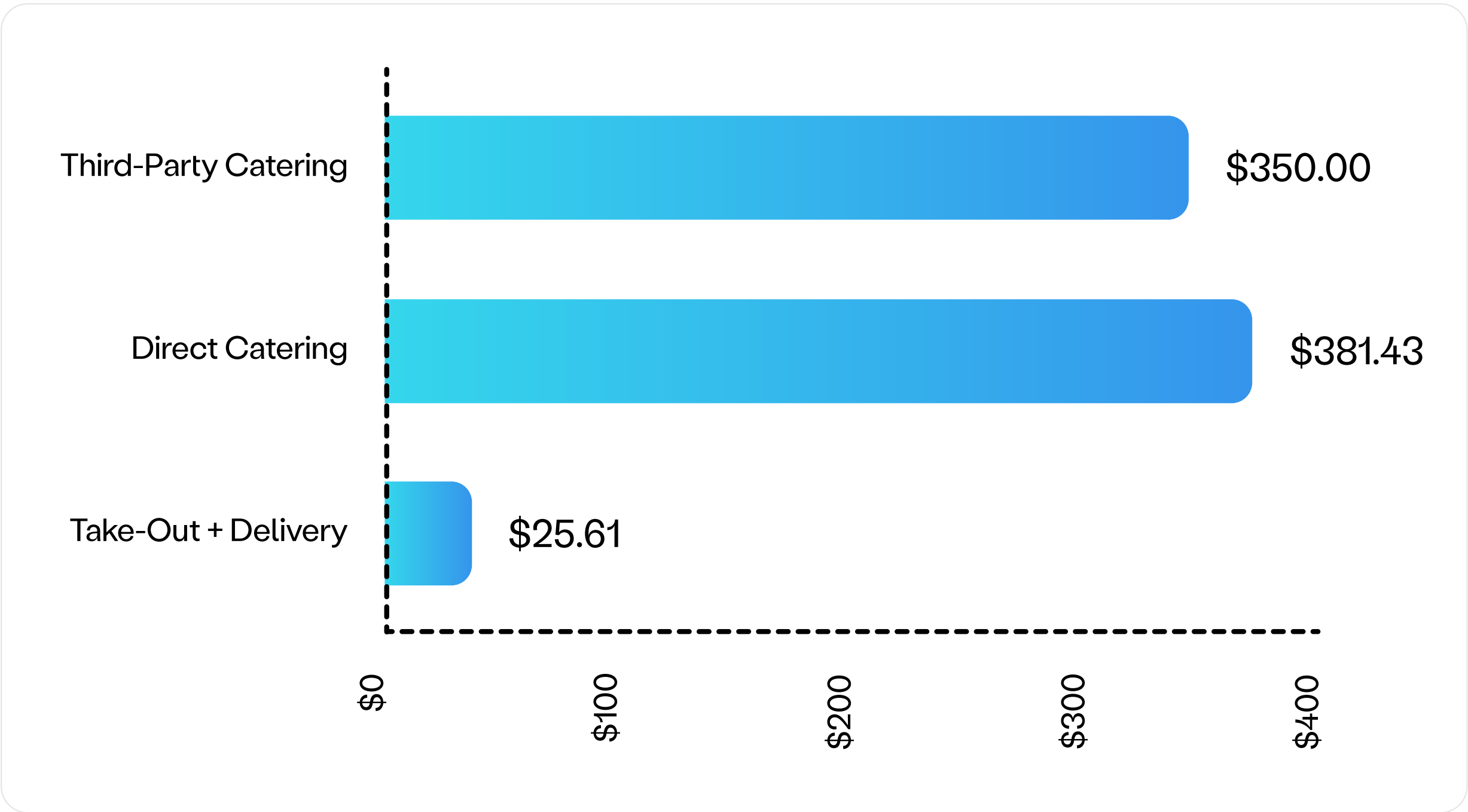


Direct Ordering as the Most Profitable Channel

# Comparing Ordering Channels

Direct Catering is the most profitable ordering channel for enterprise restaurants. While third-party marketplaces are an excellent new customer acquisition tool, first-party channels are where restaurants can convert guests into loyalists and drive up check averages.

Sources: [Lunchbox](#), [ezcater](#)

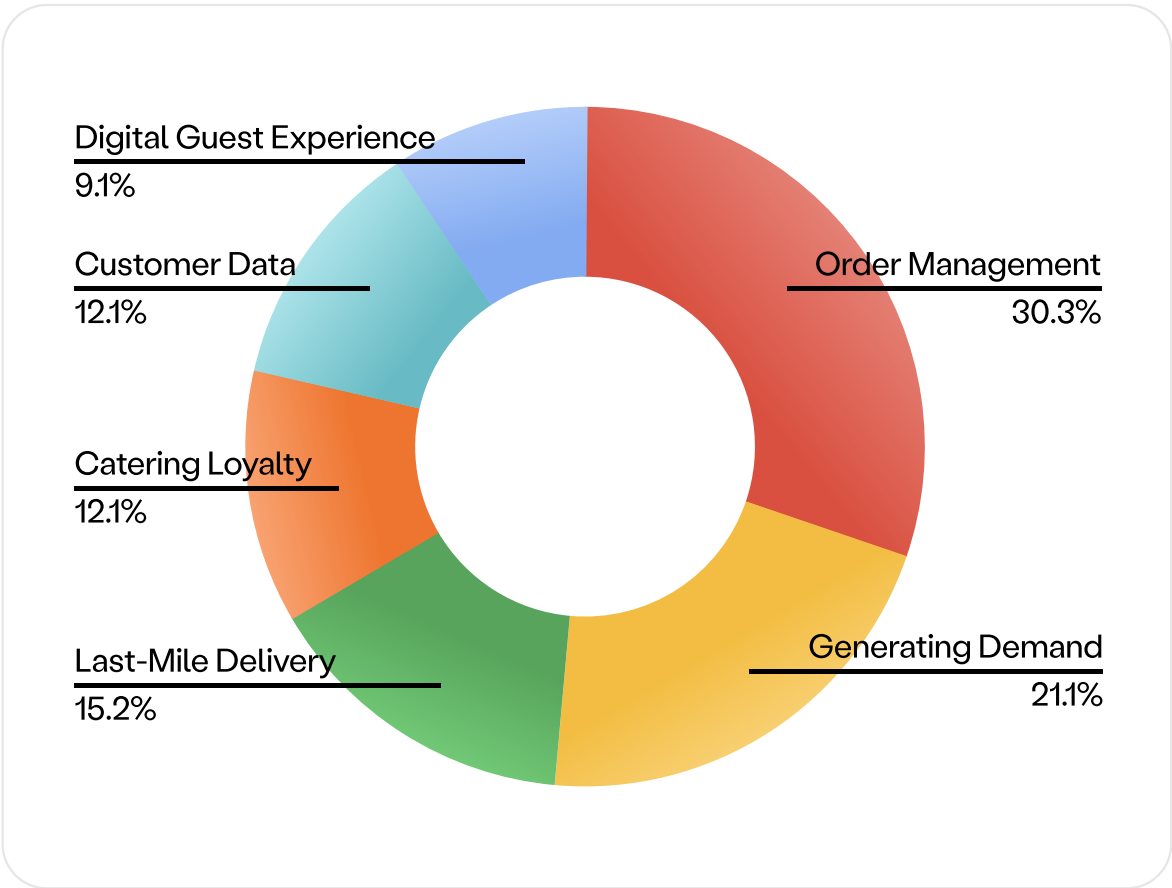


# Where do Enterprise Restaurants Encounter the Most Challenges with B2B Catering?

In August of 2023, Lunchbox surveyed 39 enterprise restaurant brands on where they encounter the most challenges in B2B catering.

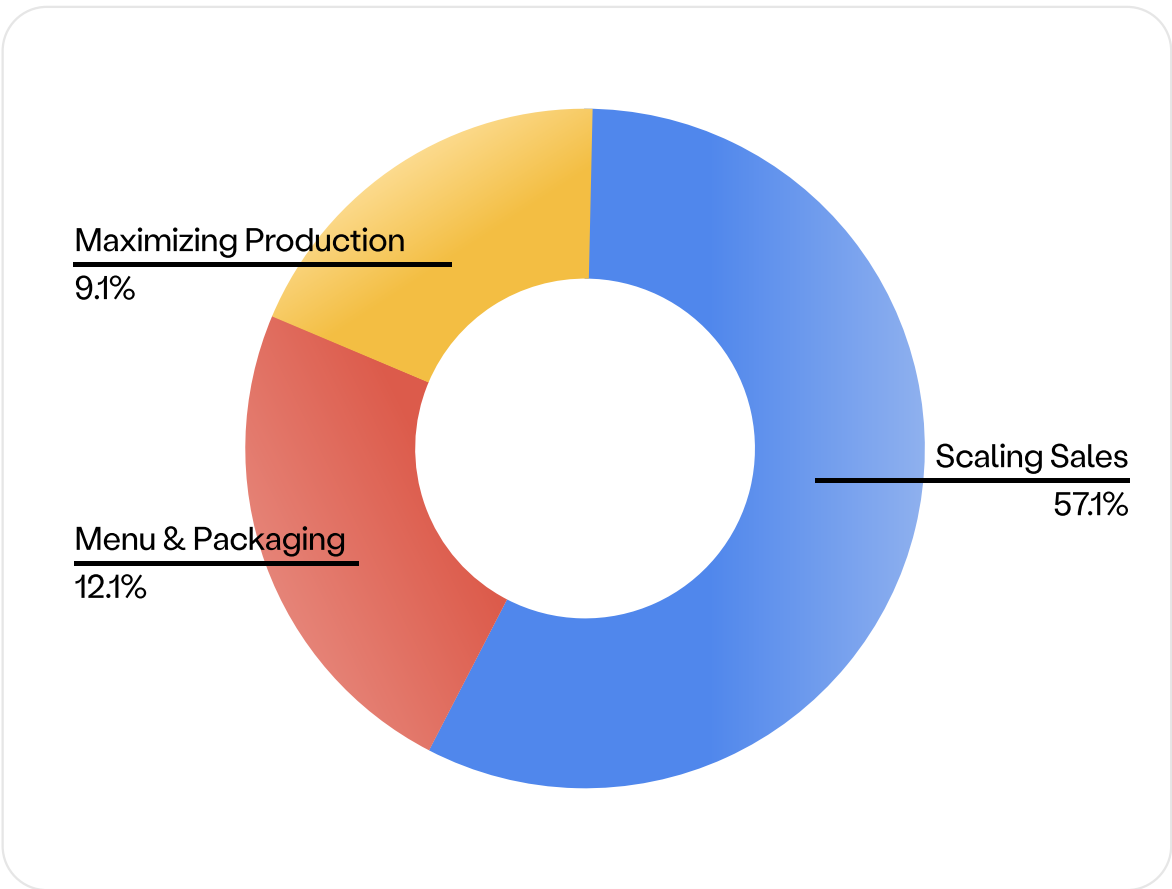
## Order Managment

Order Management was the prevalent challenge plaguing enterprise restaurants when regarding B2B catering orders. With "food arriving on time" being the #1 priority for B2B catering customers, ensuring catering order management is in line is crucial for short and long term success.



# What is Top of Mind for Enterprise Restaurants Regarding Catering This Year?

Regarding catering operations and investments, we asked Enterprise restaurants what area of their catering business is top of mind this year, and the responses were:





# Common Enterprise Pain Points in Large-Scale Catering

Managing catering orders at scale leaves enterprise organizations with many challenges. The complexities of meeting growing catering demand with hundreds of locations and varying teams, markets, and client needs lend to enterprise restaurants seeking technology's help with:

- Difficulty in Order Management at Scale (large quantity of orders)
- Logistics & Last-Mile Delivery
- Meeting Diverse Dietary Requirements
- Real-time changes in orders
- Analyzing and actioning customer data in real-time
- Order Unpredictability

Along with Order Management, there are unique needs within each of the different catering segments that enterprise restaurants can target. We'll dive into order management technology throughout this e-book, but before we do, understanding the segment needs is the first step in building out a tech-enabled catering business that scales.



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# Make Catering Work for You.

With Lunchbox Catering, order management is simple and efficient.

Access the Full Guide

Learn more at  
<https://lunchbox.io/catering>