



# **Pop-Up Restaurant Program**

## **CBRE Commercial Property Management Teams**





# FOODA Lobby Pop-Up AMENITY

- **Increased Tenant Retention**

Property Management firms see a direct relationship between amenities offered and tenant retention/building popularity.

- **Stronger Tenant-to-Tenant Connection**

Fooda encourages a building-wide culture that makes work feel more like home. Increased sense of culture creates long-lasting tenant network effects.

- **Fooda Complements Existing Tenant Amenities**

Fooda works alongside existing amenities to provide value to tenants. Cross-marketing and promotional events drive greater amenity use and fulfillment.

# JOINING THE FOODA FAMILY

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A **rotating restaurant option** is something that corporate tenants **love** and look forward to everyday.

## About Fooda PopUp


- Last month Fooda fed 70,461 people
- We hosted over 2,500 events
- We worked with 225+ restaurants



## Benefits of Fooda PopUp

- Exciting, low cost & voluntary
- Fooda curates exciting eateries including trendy restaurants, food trucks, and smaller local options
- Restaurants offer choices to accommodate employees' lifestyle choices: Vegan, Vegetarian, Gluten Free etc.

# SETUP OPTIONS (3+ DAYS/WEEK)

Basic Setup	Ideal Setup 	Premium Setup
\$2300 or \$96 Per Month Lease	\$5250 or \$218 Per Month Lease	\$9600 or \$400 Per Month Lease
Folding Tables & Table Cloths	Permanent Wood Cabinets	Custom Food Truck Cabinet
Standard Equipment Setup	Standard Equipment Setup	Standard Equipment Setup
TV Menu Board	Deluxe Décor Package	On-Site Coordinator
	TV Menu Board	Premium Décor Package
		TV Menu Board

# FOODA IMPLEMENTATION PACKAGE

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## Marketing Signs/ Materials

\$600

- Informational billboards posted on each main floor (5 Total)
- Promotion billboards - "\$2 Off Your lunch"
- Table Tents & Desk Drops
- Intro Email with link to Survey

## Execution Plan

\$600

- Site walk-thru, create execution plan
- Site guide created for vendors
- Operations support during every event
- COI Management (Ongoing throughout life of program)

## Launch Events

\$1500

- Free food event (Approx. 25% served)
- On-Site Staff at all launch events
- \$2 Off Coupons in exchange for email addresses

**Total cost to Fooda: \$2,700**



# LOBBY POP-UP SETUP EXAMPLE

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John Hancock Tower – Boston, MA



# PREMIUM SETUP EXAMPLE

