



How we grew Netflix's food programme

Netflix is a subscription based global entertainment streaming service with headquarters in Los Gatos, California. They have offices in America, Europe, Asia and Latin America and a wide ranging customer base worldwide. As their London employee headcount grew, they decided to move offices and engage a local caterer for all their food and beverage requirements. In 2018, Netflix chose to work with Fooditude at their London office.

Client challenge

Netflix anticipated growing their London population quickly and needed help getting their food programme in the UK on par with their global offer. Although the team were only 25 strong in July 2018, they were planning to move to new offices to accommodate their growth. They needed a catering team that could feed small numbers at the beginning but grow with them and keep the offer flexible. They also needed help moving the food offer to new offices and input on design and layout of catering spaces. Additionally, Netflix wanted to partner with a company that could help them create a sustainable food offer.

Solution

Fooditude worked in close collaboration with Netflix to plan their growth and their new office space. After seeing Fooditude's operations at other similar sites, Netflix opted for hot and cold buffet lunch 3 days/week with a supervisor to help serve and stock the pantry. Within 3 months the offer grew to 5 days/week.

At the same time, Fooditude's central support team were working with Netflix's EMEA Workplace Team to plan the move. Fooditude took care of all equipment purchasing and leasing for the new site and helped make design decisions for the dining and catering areas. By March 2019 Fooditude were operating across two offices and feeding 150 people daily.

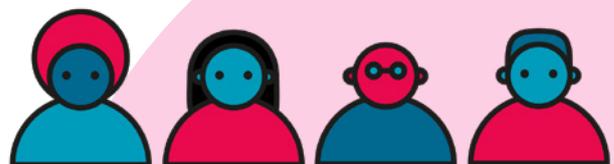
Once the new office had been opened and staff were settled, Fooditude expanded their service to include themed events and workshops centred on food, creativity and sustainability.

Offering flexibility and scalability

Fooditude's approach to catering with their central production kitchen and delivery service offered Netflix the flexibility and scalability they needed as they grew and settled into new offices. Fooditude went from serving lunch for 25 people 3 days/week to breakfast, lunch, pantry, hospitality and events for 300 people daily, within a span of just 8 months.

As the contract grew so did Netflix's staffing requirements. Netflix now have a full-time catering manager and 6 catering assistants that champion the needs of Netflix's diners and keep daily operations running smoothly. With their service, Fooditude also assume all responsibility for food safety compliance. The Fooditude events team supports large events at their office and the central marketing team helps organise fun activities, like tastings and workshops or creative initiatives to promote health and sustainability.

Fooditude's Head of Operations worked closely with Netflix's EMEA workplace team to ensure the office move and design of new spaces achieved operational efficiency and return on investment.



**Scaled lunch service from
25 - 300 in 8 months**

Sustainability

Fooditude was also able to help Netflix reach their sustainability goals; for example, they reduced single use plastics in their office by sourcing milk in glass bottles and only stocking drinks that were served in recyclable cans or Tetrapak. Fooditude's own focus on sustainability has helped make the Netflix food offer in London more sustainable - for e.g. introducing local, artisanal food brands, and keeping food waste to a minimum.

"Fooditude's own focus on sustainability has helped make the Netflix food offer in London more sustainable"



Facilitated 2 office moves

Benefits

With careful planning and a collaborative approach, Fooditude was able to offer up several business gains for Netflix.

- Their flexibility and breadth of services meant that Netflix could have one contractor from the very beginning of their workplace food journey in London. Being on the journey from the start gave Fooditude and Netflix time to get to know each other, build a good working relationship and set common goals.
- Fooditude offered a complete solution, from legal compliance, allergen management, health and food safety matters right through to uncomplicated contracts and clear single invoices for all food and beverage services.
- Fooditude helped Netflix make their food program more sustainable

Here's what their workplace managers had to say about the partnership:

"Fooditude is way ahead of anyone's game, every time I am at our office in London I am amazed at the quality, the innovation, the creativity, the healthiness, the thoughtfulness, the EVERYTHINGness that goes into the food and services from Fooditude"

Desiree Dekker, EMEA Workplace Manager, Netflix



Helped eliminate plastic - even milk comes in glass bottles

Future and next steps

Going forward, Fooditude's relationship with Netflix will continue to adapt and evolve to the company's changing needs.

Flexibility is built into Fooditude's business model. Cooking everything from a central production kitchen means clients don't need to commit to a regular headcount or give up office space to a kitchen. Working this way leaves them in good stead as they help Netflix return to the office once the pandemic eases.

Fooditude are now part of the Sodexo UK & I family.

Fancy discovering more about what we do? [Get in touch >](#)