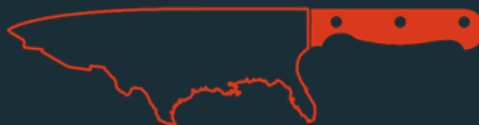




CASE STUDY

CORPORATE DINING TRANSFORMATION FOR A FUTURE FORTUNE 50 TECH COMPANY

COAST2COAST
— CULINARY —



CATERING · MEAL PREP · EVENTS

BRINGING THE WORLD TO YOUR TABLE

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CLIENT BACKGROUND

A FORTUNE FUTURE 50 TECHNOLOGY COMPANY WITH GLOBAL OPERATIONS AND A REPUTATION FOR INNOVATION SOUGHT TO ELEVATE ITS EMPLOYEE DINING EXPERIENCE. THEY NEEDED A TRUSTED CATERING/VENDOR PARTNER WHO COULD CONSISTENTLY DELIVER RESTAURANT-QUALITY MEALS AT SCALE WHILE ALIGNING WITH THEIR CULTURE AND EMPLOYEE WELL-BEING.



BACKGROUND

In early 2023, the company's Denver hub – home to about 230 employees – was seeking to revamp its in-office meal program. The leadership had grown unhappy with their previous catering vendor's food and inconsistent service, especially given the discerning tastes of their workforce. They needed a trusted partner who could reliably feed their teams daily with ease and excellence, while matching the company's high standards.

Coast2Coast Culinary was invited to run a week-long trial in February 2023. After a successful trial showcasing our quality and professionalism, the client selected Coast2Coast as their exclusive corporate dining provider beginning May 2025.

SCOPE OF SERVICE

A FORTUNE FUTURE 50 TECHNOLOGY COMPANY WITH GLOBAL OPERATIONS AND A REPUTATION FOR INNOVATION SOUGHT TO ELEVATE ITS EMPLOYEE DINING EXPERIENCE. THEY NEEDED A TRUSTED CATERING/VENDOR PARTNER WHO COULD CONSISTENTLY DELIVER RESTAURANT-QUALITY MEALS AT SCALE WHILE ALIGNING WITH THEIR CULTURE AND EMPLOYEE WELL-BEING.

DAILY BREAKFAST & LUNCH SERVICE

We provide a full-service corporate dining program for their team, delivering both daily breakfast and lunch designed to create a consistent, high-quality workplace experience.

Our program is built to support employee satisfaction, streamline operations for internal teams, and ensure a seamless, reliable dining experience each day.

ANCILLARY EVENTS

Beyond daily service, Coast2Coast is the client's exclusive partner for all ad hoc events like trainings, industry summits, cocktail hours and holiday celebrations. These events often include on-site cooking, chef-led action stations, passed appetizers, and full bar service with professional bartenders. The company also maintains a menu of over 20 customizable action stations—from prime rib carving to chef-led international street food concepts—allowing clients to select engaging formats that suit each occasion.

CUSTOMIZATION & MENU DESIGN

While Coast2Coast offers a turnkey rotating six-week menu calendar, the client has input on menu planning and frequently leverages Coast2Coast's expertise for health-conscious and lighter menu options. Seasonal and holiday-specific menus are also a staple, with Coast2Coast executing themed meals for events like Oktoberfest, Mardi Gras, Super Bowl, Halloween, Thanksgiving, and more—bringing excitement and cultural variety to the workplace dining experience.

LOCAL & SEASONAL SOURCING

Whenever possible, Coast2Coast highlights its partnerships with local farms and purveyors, adding both freshness and storytelling value to the menus. Employees are reminded that their meals are connected to the Colorado community, reinforcing the client's commitment to local impact.

CHALLENGES

IMPLEMENTING A DAILY DINING PROGRAM AT SCALE CAME WITH SEVERAL CHALLENGES THAT COAST2COAST ADDRESSED FROM DAY ONE:

VARYING DAILY HEADCOUNT

Serving a fluctuating crowd of ~60–130 people every lunch required scalable production and logistics to ensure timely service and robust meals.

DEMAND FOR CONSISTENCY

The client expected a high level of quality and service every single day, with no off days – critical for retaining employee trust and satisfaction.

MENU VARIETY: NO “FOOD BOREDOM”

To keep employees excited about onsite dining, the program needed highly varied menus. Accordingly, Coast2Coast’s culinary team developed an extensive corporate dining menu, never repeating more than once in 6 weeks, eliminating the monotony of typical cafeteria rotations.

DIVERSE DIETARY NEEDS

The workforce included vegetarians, vegans, gluten-free and dairy-free eaters, among other restrictions. Every meal had to accommodate all dietary needs so that those with more limited diets felt legitimately included (while still being delicious for everyone).

SEAMLESS ON-SITE EXECUTION

The client’s office environment demanded that meal service be clean, professional and efficient, fitting into the workday without disruptions. Setup, serving, and cleanup had to be swift and professional, essentially creating a pop-up cafeteria daily.

SCALING TO SPECIAL EVENTS

In addition to daily meals, the catering partner had to pivot to high-end events on demand – e.g. executive receptions or multi-day training summits – providing elevated cuisine and service at the same consistent standard.

OUR SOLUTION

COAST2COAST CULINARY DESIGNED AND IMPLEMENTED A FULL-SERVICE CORPORATE DINING PROGRAM TAILORED TO OUR CLIENT'S NEEDS. "ELEVATED, FRESH, AND FROM-SCRATCH" IS AT THE CORE OF OUR FOOD PHILOSOPHY, AND WE BROUGHT THIS ETHOS TO THE CLIENT'S CAMPUS EVERY DAY. KEY ELEMENTS OF OUR APPROACH INCLUDED:

CHEF-DRIVEN SCRATCH COOKING

All meals are prepared from scratch each morning by our chefs, using high-quality, locally sourced ingredients. From slow-braised meats to house-made sauces and dressings, nearly every component is crafted in-house. This ensures the food is incredibly fresh, flavorful, and nourishing – a world apart from pre-packaged cafeteria fare. By cooking everything ourselves, we maintain full control over quality, consistency in every bite.

DIVERSE, ROTATING MENUS

To eliminate “menu fatigue,” we never repeat a menu within a six-week cycle. Our culinary team crafts a cohesive daily menu that changes every day and reflects a different culinary theme or cuisine. Coast2Coast celebrates global flavors and seasonal specialties – one day might feature authentic Thai curry or Italian pasta, and the next a Southwest barbecue or Mediterranean spread, so no two days feel the same.

We rotate through 15+ distinct cuisines and themes, including Asian fusion, Mediterranean, Southern BBQ, Hawaiian, Indian, Southwest, Farm-to-Table, and more. We also incorporate special menus for holidays or cultural celebrations on the calendar.

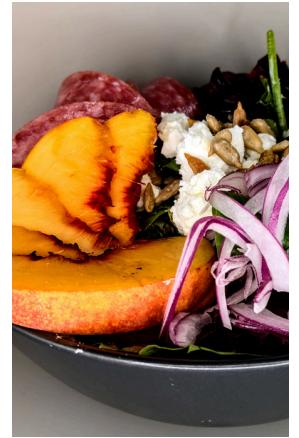
Additionally, to offer lighter fare and engagement, we introduced a popular weekly “Build-Your-Own Bowl” lunch, where employees customize healthy bowls (e.g. grain bowls, salad bowls) with their choice of fresh proteins, toppings, and dressings. This variety keeps the experience exciting and inclusive for all tastes.



DIETARY INCLUSIVITY

Inclusivity is non-negotiable in our program. We design each menu so that every employee, regardless of dietary restriction, will have ample choices. Vegetarian, vegan, gluten-free, dairy-free, soy-free, and other needs are all accommodated seamlessly.

Each dish at the buffet is clearly labeled with common allergens and diet indicators, and we always provide equivalent alternatives (for example, a vegan main dish alongside a meat entrée, gluten-free versions of breads, etc.). If someone can't eat a certain ingredient, we'll have a delicious alternative available. This level of care ensures no one goes hungry or feels overlooked – a detail the client greatly appreciated as it supports their culture of inclusivity and wellness.



ELEVATED ON-SITE SERVICE

Every day, our dedicated operations team arrives on site to transform a designated space into an inviting dining area. We set up an elevated buffet and salad bar with an eye for presentation that feels far beyond a typical drop-off catering setup. Chafing dishes, serving platters, and decor are arranged to create a mini restaurant ambiance.

Our staff then attentively serves and hosts the lunch period, greeting employees with a smile and answering any questions about the food. In essence, it's like having a private corporate chef and hospitality team in your office. The client's employees are treated not just as customers lining up, but as valued guests – with warmth, respect, and genuine care. We handle everything from prompt setup to managing the meal flow and finally a thorough cleanup, ensuring a flawless experience every time. Service is timed and coordinated so as to never disrupt the office's workflow; meals are ready exactly at the designated lunch hour and our cleanup is swift, leaving the space spotless.

The company's administrators do not have to worry about a thing – we handle everything from cooking to cleanup, allowing them to focus on their business while we focus on feeding their people.



FLEXIBILITY FOR EVENTS

Another hallmark of our solution is versatility. Coast2Coast's team proved adept at scaling up for special events beyond the daily routine. As the client's needs shifted from a casual lunch one day to an upscale reception the next, we adapted quickly – bringing the same excellence to each format.

For example, when the company hosted a three-day industry summit for 80 external partners, our team concurrently managed catering in three different areas of the campus (to accommodate guests who didn't have access to the main cafeteria space). We orchestrated coffee and breakfast spreads in the morning, hot lunches and snacks during sessions, and chef-manned action stations in the evening.

One morning, our chef prepared brûléed cinnamon roll French toast to order; another day featured a made-to-order omelet bar and a prime rib carving station for lunch. For the client's evening networking event, we transitioned to a cocktail reception format – providing passed hors d'oeuvres, gourmet charcuterie displays, and bartending service. Our ability to pivot from everyday meals to white-glove event catering gave the client great confidence that any food-related need – be it a casual team lunch or an executive mixer – could be handled expertly by Coast2Coast. We essentially became an extension of their team, ready to support any occasion with custom menus, flexibility, and personal touch.

Coast2Coast not only delivers on the basics of feeding a large group daily, but truly elevates the entire dining experience. We aligned our service with the client's culture and standards, positioning ourselves as a dependable partner who adds value beyond just the food on the plate.



RESULTS

FROM THE START OF THE PROGRAM, THE IMPACT ON THE CLIENT'S WORKPLACE WAS CLEAR AND SIGNIFICANT:

INCREASED ON-SITE ENGAGEMENT

An unexpected benefit of the improved dining program was a boost in office attendance and morale. The client observed that more employees chose to come into the office on lunch days (versus working remotely) specifically to enjoy the meals. Offering delicious daily lunches became a valuable perk that helps the company stand out and encourages employees to collaborate in person. In a competitive tech industry, this has helped the client position itself as an employer of choice, showing they invest in employee well-being.

SEAMLESS OPERATIONS & RELIABILITY

Coast2Coast's professional execution meant the client never had to worry about the logistics of feeding their team. Meals were ready on schedule every day and cleanup was handled without a trace – all with no disruption to the workday. The program functioned like a well-oiled machine, week in and week out. As one administrator noted, it's as if they gained a fully functioning cafeteria "without the overhead" – no need for the company to manage kitchen staff, equipment, or menu planning. This reliability and consistency in service is crucial when serving hundreds of meals per week, and Coast2Coast delivered dependably.

SUCCESSFUL EVENT PARTNER

The client's leadership was equally impressed with our ability to execute their special events. Each catered event – whether a small training lunch or a large-scale celebration – received enthusiastic reviews from attendees. Our flexibility and "can-do" approach (for instance, accommodating last-minute requests or dietary needs for VIP guests) removed stress from the client's planning process. Knowing they had a "battle-tested" catering team that could deliver at scale, maintain consistency, and delight discerning employees gave the client confidence to host events of any size. This has solidified Coast2Coast's role as not just a meal provider, but a strategic partner in the client's workplace operations.

LONG-TERM PARTNERSHIP

What began as a trial has grown into a strong ongoing partnership. Since May 2025, we have remained the client's exclusive provider for all corporate dining needs in Denver. Coast2Coast's adaptability – handling everything from everyday lunches to holiday banquets – has proven that we can scale up or down to meet the client's needs without sacrificing quality. The trust we've built is evidenced by the client's continued reliance on our team for this critical aspect of workplace life.

IMPACT & CLIENT FEEDBACK

FROM THE START OF THE PROGRAM, THE IMPACT ON THE CLIENT'S WORKPLACE WAS CLEAR AND SIGNIFICANT:

EXCEPTIONAL EMPLOYEE SATISFACTION

The Denver office's employees quickly noticed the difference in quality and variety. Lunchtime went from a routine to a daily highlight. After the first quarter of service, the company conducted a comprehensive survey across all 10 of its office hubs to evaluate workplace programs – including food service. The results spoke volumes: our location earned the highest ratings for food quality and taste across the entire company.

TESTIMONIAL

“I want to highlight that Denver received the most consistently positive feedback across the board. Employees are genuinely happy with the quality and taste of the meals, which is our top priority.”

• **WORKPLACE LEAD**

Coast2Coast Culinary can transform a company's dining program into a true competitive advantage. By combining scratch-made, gourmet food with white-glove service and unwavering consistency, even a large-scale daily meal service can feel like an amenity instead of a chore. When you choose Coast2Coast, you're investing in more than just food on plates – you're investing in an enhanced workplace experience.

**TRUSTED BY DISCERNING CLIENTS ACROSS COLORADO, WE
SPECIALIZE IN SCALABLE CORPORATE DINING PROGRAMS AND
EVENT CATERING THAT CONSISTENTLY EXCEED EXPECTATIONS.**

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