FOOD HALLS
HELP WIN & KEEP TOP TALENT

Food halls have taken urban areas by storm. These modern versions of food courts create easy access to local favorites and aim to please a variety of tastes and cravings — all in one venue. With their growing popularity, it's no surprise that food halls are also setting trends in another space: workplace dining.

As corporations look for unique ways to increase employee satisfaction and compete for top talent, food halls offer a fresh new take on the outdated cafeteria model. **Here's why food halls and workplace dining are a winning combination.**

FOOD HALLS: A HISTORY

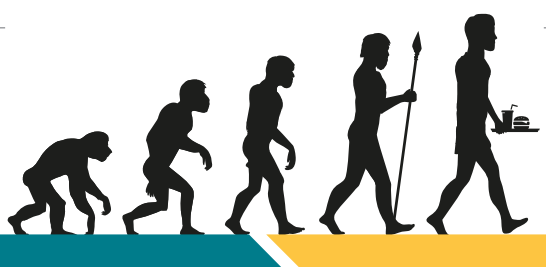
The first mall food court opened at Plymouth Meeting Mall in PA[1]

The creator: James Rouse, mall developer

The concept: "Community picnics" designed to make shoppers stay longer

The trend: Mostly large chain restaurants, including Auntie Anne's, Sbarro's and Cinnabon

THE EVOLUTION



FOOD COURT	FOOD HALL
SAME OPEN CONCEPT	IN URBAN AREAS
CHAIN RESTAURANTS	LOCAL FARE
QUICK CONVENIENCE	AUTHENTIC FOOD EXPERIENCE

THE POPULARITY[2]

700% INCREASE since 2010

200+ by the end of 2019

37% INCREASE since 2016 alone

PUT INTO PRACTICE

How does the food hall concept translate to the real world?

Here are three examples:[3]

Union Market
Washington, D.C.

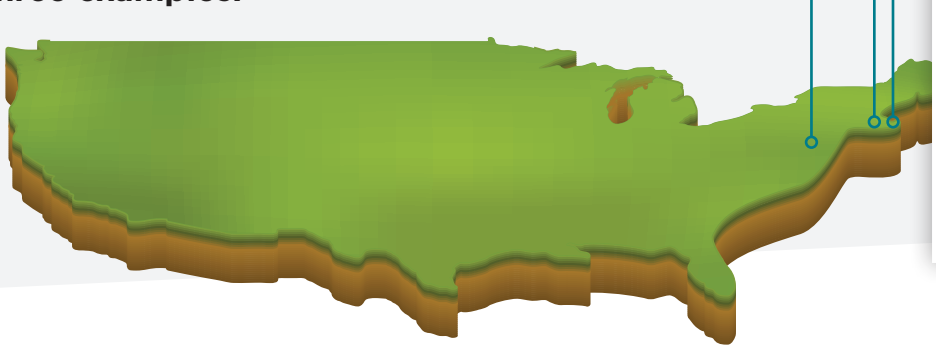
- 25,000 sq. ft.
- 40 local vendors
- Combines culinary + retail

La Guardia Airport
Queens, NY

- Kiosks for self-checkout
- iPads for tableside ordering
- Biergarten with craft beers

Great Northern Food Hall
NY, NY

- Located in Grand Central Station
- 5,000 sq. ft.
- 6 food vendors
- Nordic-inspired food, specialty bar + coffee station



ATTRIBUTES & ADVANTAGES

TECH SAVVY	EASE OF SERVICE + CUSTOMIZATION
AUTHENTIC	LOCAL OPTIONS + GEOGRAPHIC VARIETY
COMMUNAL	GENUINE CONNECTION + POSITIVE ATMOSPHERE
FLEXIBLE	STATION-DRIVEN + EASY AVAILABILITY
HEALTHY	FRESH OPTIONS + MINDFUL CHOICES

WHY CORPORATIONS SHOULD IMPLEMENT FOOD HALLS

Food halls sound great in theory, but what makes this dining trend perfect for the workplace?

EMPLOYER BENEFITS

- Promote employee satisfaction
- Improve talent retention
- Competitive advantage for talent acquisition
- Eliminate wasted time on lunch commute
- Foster collaboration and community

EMPLOYEE BENEFITS

- Exciting dining experiences
- Easy access to local variety
- Modern, positive atmosphere
- Convenient, healthy options
- Take the guesswork out of lunchtime

Beyond these benefits, food halls are customizable & scalable.

Your workplace food hall can reflect the priorities, interests and values of your employees, all while creating a gathering space that embodies the culture and drive of your corporation.

Ready to think beyond the cafeteria?
Contact Aramark to learn more.

LEARN MORE

Sources

[1] PYMNTS, The Mall Food Court's Hall Transformation, https://www.pymnts.com/news/retail/2019/food-halls-shopping-malls-local-vendors/

[2] Aramark "Food Hall Trend Update & Consumer Panel Insights" 2017

[3] Aramark "The Modern Food Hall" 2017

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