

# FOODIES FROM SELECTA

Foodies  
From  selecta

## Hybrid working has become the new benchmark

Working hours shift as well as the time spent at the office. The number of workplaces in offices declines. Traditional canteen solutions become more expensive & less appropriate. To ensure the health and safety of their employees, companies need to invest in CSR heavily.

The office becomes a social hub, a place that makes the identity of an organization visible and tangible and that matches the work dynamics and needs of the users. A place that breathes the culture of the organization and where people can connect, collaborate, innovate and be inspired. A place where people want to be in order to achieve growth for themselves and the organization

## The office re-imagined, saving you time & money

Looking at industry reports, trends and economic changes Selecta, strongly technology driven, developed the Foodies solution. Foodies is a premium attendant-free food & beverages Food Market for the workplace and semi-public locations that offers people around the clock, 24/7, healthy, fresh qualitative foods, snacks, drinks and premium coffee through a self-service payment kiosk. Offering great taste and great value.

Foodies is the 'jewel' in the crown as the representation of the future Selecta, one that is innovative, forward thinking, consistent in quality- delivery and consumer oriented.

Foodies is all about Italian food passion & Swiss precision.

*Tea, coffee and other refreshment facilities are important to me.*

Statement of 76% of all employees questioned.  
Source: Leesman.

## High quality fresh Food & beverages

A wide assortment of fresh and safe pre-packaged breakfast, lunch and dinner items as well as various cold & hot drinks and snacks.

## Moments of joy

Time to connect & collaborate. A solution that fits into the office of the future; the increased need of flex-working.

## Rich coffee solutions

Consumer satisfaction & operational excellence through telemetry & last mile distribution.



## 24/7 & safe

Attendant-free grab & go is the new hospitality. Supporting social distancing & COVID-proof hygiene

## Your requirements

Scalable concept, from XXS to XXL that enables maximal flexibility, based upon your personal needs & wishes.

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/ˈfu:di/ n (pl-ies)

*Persona appassionata del buon cibo e della buona cucina'*

## Origin

FOODIE'S history lies in Italy, where it followed the most modern food trends. FOODIE'S is known for its typical high quality Italian sandwich shops with a fresh, home-made range. The name FOODIE'S comes from "Food is Foodie's".

In 2018 the 1<sup>st</sup> pilot of the FOODIE'S Food Market was introduced, followed by a full pilot phase in 2019. In the same year FOODIE'S was awarded as

'best customer initiative of the year' by the European Vending & Coffee Service Association (EVA). Today, hundreds of FOODIE'S are installed and FOODIE'S wishes to grow its Grab & Go solution by 750 in 2021 & +1.750 in 2022.

FOODIE'S values strategic A-branded partnerships, joining forces to offer clients the best solutions, addressing market trends.

## Selecta

Headquartered in Switzerland since 1957, Selecta is a European leader in route-based, attendant-free coffee and convenience food solutions for workplaces and public places, operating in 16 European countries. An annual turnover of EUR 1.6 billion is a testament to the passion and dedication of more than 9,000 highly skilled Selecta employees, providing great quality coffee brands and convenient food and beverages concepts for the workplace, on-the-go as well as hotels, restaurants and cafes. Each day 10 Million consumers are served.

Selecta has industry leading coffee expertise, offering high quality coffee across different channels, supported by its own coffee roasting facility. Selecta tailors its offer to meet consumers' needs through its own brands Pelican Rouge and Miofino and global premium coffee partnerships with Starbucks and Lavazza. Selecta is the pan-European distribution partner for Nestlé's premium coffee brands: Starbucks, Nescafé and Zoégas.



## Our Clients

J.P.Morgan

amazon

Wolters Kluwer

vitam

veco

Santander

elethon

SMBC

UBS

GKN AEROSPACE

DHL

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