



**Healthy Food Environment Design**

**Concept Deck**



We are on a mission to positively impact workplace culture by creating the right **environment.**

**The foundation is built on food.**

# The Big Idea



Healthy eating is the single biggest action we can take to transform our health and improve our ability to perform.

The most effective food environments combine **food access** and **practical education** to make healthy eating easy, leading to better choices throughout the day.

1

## Discover

Your company's culture, engagement and relationship with food

*1-3 months*

2

## Plan

A program that is culturally-aligned with your population and goals

*1-3 months*

3

## Build

and execute a custom, community-based healthy food environment

*12-18 months*

## How it Works

# Concept Proposal: ACCESS TO HEALTHY FOOD



Healthy food access is a key tenet of our program design. We run a population and facility assessment, in addition to a customized RFP process, to find the right services and business partners to fit your company. Services can include:

- Cafeterias & Cafes
- Food Trucks
- Local Food Delivery
- CSAs
- Beverage Delivery
- On-Site Local Food Pop-Ups
- Snack Pantry
- Healthy Vending
- Healthy Meal Delivery
- Mobile Farmers Markets

# Concept Proposal: HEALTHY EATING EDUCATION



It is nearly impossible to make healthy behavior changes without the right context. We partner food access with a network of local educators to provide hands-on education that meets people where they are and builds community.

Services can include:

- Resource Development
- Program Kick-Off Events
- Network & Family Events
- 30-day Healthy Cooking Challenges
- Company Food & Nutrition Standards
- Hands-On Cooking Classes Support & Social Groups
- Chef Training
- Local Vendor Spotlights
- Coaching
- Technology Tools
- Corporate Gardening
- Menu Labeling

# Our Secret Sauce



To support your staff of high-performing and dedicated team members, we help you provide a healthy food environment that promotes **productivity, engagement, and a thriving company culture.**

With firm roots in Ohio and California and a national presence, The Cleaver Group will support the development and execution of a healthy food environment by utilizing their:

- Unique network of nationwide healthy food businesses
- 20+ combined years of expertise in food service, wellness program design, healthy behavior change, market research, & organizational development
- Experience working with some of the most demanding work environments in the country, including Tesla Motors, SpaceX and LinkedIn

# What's the Value?



A healthy food environment equips your company with a powerful workforce development tool that:

Supports the health, engagement and productivity of your dedicated workforce at work, home, and everywhere else

## HEALTH & CULTURE

Uses a wellness program model that focuses on local investment and reflects the goals of your larger organization

## LOCAL INVESTMENT

Sets an example as a workforce thought leader in your community by creating a differentiated, healthy work environment

## THOUGHT LEADERSHIP

# How Do We Measure?



Healthy food provides a multi-dimensional return on investment. We use our proprietary food environment assessment to measure impact on:

## INDIVIDUALS

Are individuals capable and knowledgeable about their food choices and how do those impact productivity, health and family?

## CULTURE

Is the organization providing the best possible workplace environment to attract and retain talent while improving productivity and well-being?

## BUSINESS KPI's

Across a range of Key Performance Indicators, are we driving business performance?



# Case Study #1



**The Opportunity:** This TCG client's location in the San Francisco Bay Area was in a 'food desert' with extremely limited access to fresh food options. The solution needed to provide quick, affordable, healthy and culturally-relevant food options to 10,000 hungry employees over a 20-hour shift schedule, with limited capital budget and minimal infrastructure.

The Cleaver Group developed a modular food service line to support rotating vendors and implemented a diverse selection of local and national partners to meet the needs of the population and address facility challenges.

## Healthy Food Business Partners:



# Case Study #2



**The Opportunity:** A well-renowned start-up needed a food solution to meet their refined nutritional needs. TCG partnered to design and build a full-service, self-operating kitchen that produced snacks and meals for 40 people daily.

## Step 1

- Understand the needs of this unique organization
- Develop nutritional and procurement guidelines
- Identify and implement short-term solutions

## Step 2

- Design, plan and build a functional commercial kitchen space within the existing infrastructure
- Build menus, ordering systems and negotiate procurement needs

## Step 3

- Identify, hire and train talent
- Collaboratively implement operational systems
- Move all external snack and meal programs to internal production

*“We cannot afford to waste time with our work, and brain-food is essential. We tried several times, and failed, to implement off-the-shelf solutions. The Cleavers quickly identified our needs and efficiently built a well-suited program that came in under our budget” – Client Manager*

# Case Study #3



**The Opportunity:** An aerospace company approached The Cleaver Group (TCG) for a custom, sustainable approach to culinary talent recruitment and pipeline expansion. The company also wanted this program to serve as a training ground for new culinary talent across the industry and to measure the impact of their foodservice operation on the workforce.

## Company Characteristics:

- Self-operating food service program
- Serving 5000+ employees daily
- Over 5 self-contained food service outlets

## Implementation Solution: A multi-faceted 15-week Culinary Internship Program

## Program Aspects Include:

- Full culinary curriculum for interns
- Train-the-Trainer program
- Comprehensive network of value-add industry partners
- Customized engagement metrics
- Complete case study documenting all aspects and outcomes of the operation and internship program

## Our Process:

### Research

TCG developed a comprehensive strategy to assess current culinary training opportunities and first-hand experiences from cooks, chefs, educators and management. We identified Key Performance Indicators as to use as success metrics for program design.

### Design

By establishing KPI's to inform all phases of this multi-year engagement, we were able to ensure that all program elements were designed for measurable business outcomes. TCG used an agile, iterative program design that mimicked the existing operation, making the weight of this new concept easily digestible within the current structure.

# Company Leadership



Sarah Ahern and Caesare Assad co-founded The Cleaver Group after partnering to launch consecutive food-focused wellness concepts by Whole Foods Market, The Wellness Club in 2011 and Full Spoon in 2013.



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**Thank you!**

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