

# How Checkout.com Uses Food as a Cultural Touchstone

## The Highlights

- How Checkout.com sought creative ways to make returning to the office delightful for employees.
- How Checkout.com has been leveraging Sharebite's Stations post-pandemic, to rebuild and reinforce culture by creating bonding opportunities that support DEI goals.
- Why flexibility was a key consideration for Checkout.com to ensure the success of a meal benefit program.

## New Normal, New Menu

Checkout.com, a digital payment provider for global workplaces, was looking for ways to draw people back to the office. With the pandemic, companies have been forced to re-evaluate and evolve company culture.

Employees don't want to return to normal, they want a new normal. They are used to working in the comfort (and isolation) of their homes.

Checkout.com decided that their team needed to experience the benefits of coming together at least a couple of days a week. They also knew that their team had cultivated work from home environments that they valued and enjoyed.

The team, including Zane Johnson, Senior Workplace Manager, considered multiple ways to make the transition to working in-office more seamless.

One of the ones that proved to be most successful was offering food benefits through Sharebite, something they hadn't previously explored even in the pre-pandemic world.

They knew they wanted their food benefits to ease the transition to in-office work, but just offering food wasn't quite the level they were going for. They wanted the food benefit to:

- Be an exciting cultural touchstone
- Help their employees explore local restaurants
- Offer the choices that they needed for various preferences.



## “2:07pm is a THING”

Sharebite curates an array of menus from local restaurants employees love. An email with the menus is sent to employees the day before so employees have time to place their orders and get excited for the next day’s lunch.

Emails come in at 2:07pm and that time has become a new tradition at the company. Zane says, “2:07pm is a THING”. People drop what they are doing to check their emails and see what's available for lunch, often messaging Zane and each other with excited messages about the menu options.

Zane continues: "On the days we offer Sharebite, it's a full house. I don't think there's ever been a time where somebody's not ordered their Sharebite meal."

Employees also love talking about which restaurant and meals they are choosing, they compare orders, make recommendations to each other, etc.

People who may not have had a reason to talk to each other, connect over their shared love of Thai or their mutual craving for that new spot down the street. It gives them an excellent reason to take a break and come back to their desks refreshed and ready to power through to the end of the day.

**Sharebite  
Fosters Healthier  
Workplaces**

People across  
teams come  
together over  
a meal

Taking a  
break  
improves  
productivity

Employees  
are excited to  
come in to  
the office

## Exploring New York City One Meal at a Time

Zane and his team offer lunch three times a week, coinciding with the mandatory in-office days. The evening before they offer lunch an email goes out announcing the two restaurant options for the next day and allowing people to place their order.

The Checkout.com team likes that they can offer multiple options from local restaurants chosen by the workplace team, and that each person can choose and customize their own meal.

Before Sharebite, their options were catered, one-size-fits all lunches or a more manual meal ordering service. Sharebite, Zane says, was perfect for them because it offered the right amount of customization with ease-of-use and unlimited options.

## A Perfect Meal for Every Picky Eater

The Checkout.com workplace team knew that everyone on their team had different preferences, allergies and eating restrictions so a one-size-fits all approach wouldn't work.

Zane likes that the ordering experience is user-friendly and allows people to find an option that fits their needs and then customize their meal to their tastes. Then, that meal is boxed up and delivered just for them, making it easy for people to get exactly what they want while still providing the communal feeling of sharing a meal.

# 20%

of US Adults have a food sensitivity and another 10% have food allergies. That's not even counting people who can't stand onions or avoid fish. Sharebite helps you cater to individual preferences without manual work.

## What's Next on the Menu?

Next up, the Checkout.com team is exploring how food benefits can augment other workplace and DEI (Diversity, Equity and Inclusion) programs. For instance, they're looking into supporting local Latin restaurants for Hispanic Heritage Month, Black-owned businesses for Black History Month or Women-owned restaurants for Women's History month.

No matter what's up next for the Checkout.com team, we're always excited to partner with them as they bring food, fun, connection and community to their team, and support those in need. Sharebite connects communities and companies across the world through the power of feel-good, do-good eating—whether you're in the office, at home, or somewhere in between. Every meal you enjoy with Sharebite is matched with a meal donated to someone in need.

## Let's Get You Started

[info@sharebite.com](mailto:info@sharebite.com)

to schedule a meeting and learn how Sharebite can help you make your employees happier, healthier, and more productive.