



**Eurest**

**A Dining, Vending  
& Coffee Services  
Proposal**

*salesforce*





# Cover Letter for Food Services Proposal



To:

Jane Doe, CEO  
Salesforce  
415 Mission Street, 3rd Floor  
San Francisco, CA 94105

July 30, 2023

Dear Ms. Doe,

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Sincerely,

Tony McDonald, Eurest CEO

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# Executive Summary

We are proud to submit our proposal for dining, vending and coffee services for Salesforce in Canada. We will operate the entire program under the leadership of our Eurest brand in conjunction with our Canteen vending network to ensure a consistent high quality foodservice program.

## Delivering a Consistent Solution

At Eurest we recognize that each customer has unique goals and objectives when it comes to their foodservice program. While we recognize the need for a consistent high quality service is important, we understand the tastes, preferences and important criteria for Salesforce associates may vary per location. Based upon our information from the Ontario location that we currently operate and our conversations with your local team we understand your important criteria for to be:

- Healthy
- Fresh
- Sustainable
- Dependable and Quality Catering Services
- Value to Employees
- Financials to Salesforce

## Our Solutions

### » Healthy/Fresh

Our first step is to offer made from scratch high quality foods and design the look and serviceability at your dining facilities to create a restaurant experience. Your facility will be inviting, energized, customer efficient and consumer friendly. Combined with our dedicated management experience, participation, check averages and customer satisfaction will definitely be high! The second step is to continually evolve the programs thru our internal processes to raise employee satisfaction and keep the servery fresh and up-to-date with food trends in the retail market. Our menus are chef driven to ensure we satisfy the tastes and preference of Salesforce associates:

- No corporate cycle menus
- Our Chefs create menus based upon local and facility tastes and preferences
- Most popular items can appear more frequently
- Maximize use of products from local farmers and vendors
- Recipe contests, demos and cook-offs promote associate ownership of cafes
- Made from scratch soups and entrees

### » Sustainability

For more than a decade, Compass Group has strived to make positive changes in our communities by supporting local economies, sourcing sustainable seafood, implementing measures to address climate change issues and more.

- Specialty foods purchased from local providers
- Milk – free of artificial growth hormone
- Seafood from sustainable sources
- Eco/Trade – certified coffee
- Certified Humane cage-free (shell) eggs

## » Catering Services

What do the Welch Allyn Lodge, the Academy Awards, the Grammy's, the US Tennis Open, the Super Bowl and the World Series all have in common? These best in class events selected Compass Group based on our culinary expertise, commitment to quality, focus on safety and impeccable service standards. Our team includes award winning chefs and recipes from world-class organizations such as Levy Restaurants, Wolfgang Puck and Restaurant Associates in New York. There is not a restaurant or catering company in the business that can compete with our standard of quality.

We will work with Salesforce to grow the program at all locations in North America with confidence. We will partner with our local support team to assist with any staffing needs for high volume or specialty events. To future enhance our program, we offer:

- Seasonal Catering Fairs
- Meeting Well healthy offerings
- Custom events

## » Value to Employees

Customers who appreciate great food, great service and great value trust Eurest to deliver an exceptional dining experience daily. This experience is built upon a culinary culture of fresh ingredients, restaurant inspired menus, healthful options and innovations. Equally important to the experience are the financial benefits delivered to Salesforce and their associates.

## » 24/7 Availability and Convenience


We will install our Avenue C Market concept for the associates at the Batesville Administration and Ritter locations. Here are just a few of the benefits you associates will appreciate:

- Avenue C 24/7 Markets – To meet your goal of reaching more of your employees with expanded food options, Canteen is proposing to implement Avenue C Markets in several locations at our cost. The Avenue C option will replace the vending machines in those areas, and supplemental vending machines will be placed in the remote areas of the plants.
- Cashless Card Readers – The Avenue C Markets will accept credit and debit cards, while credit card readers will be placed on the beverage and fresh food vending machines, providing a cashless option in vending.
- Energy Misers - The vending machines will feature LED lighting and Energy Star beverage machines, thus using less energy.
- Healthy Offerings – Canteen will market the healthy items and make them easier to find. Canteen offers 30% healthy items versus the industry average of 15%
- 2 Hour Service Response Time - We will respond to any service request within 2 hours

## » Financial Overview

Eurest has implemented a formal review process called the Quarterly Business Review. This tool allows us to develop a comprehensive analysis and Business Plan for your Services on a Quarterly basis. It details all aspects of our services: Participation, Customer Satisfaction, Menu Development, Staffing, Catering enhancements, Promotions, Sustainability, Healthy Eating, etc. This formal analysis is developed each quarter as a joint effort between our teams. This allows us to discuss in-detail, how we did this past quarter and what we have forecasted and planned for the next quarter.

## Conclusion



We are confident our operating plan will not only meet, but surpass the criteria you have established for your food service program. Furthermore, we understand that today's criteria can and will evolve. Our team looks forward to continuing and growing our partnership.

Why risk this important program with just any company? You can trust the world leader, Compass Group, with our local track record, local presence and experience, to ensure this is a business decision that everyone at Salesforce will thank you for.



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