

PROJECT OVERVIEW

March 2020 – October 2020

OBJECTIVE

As the Covid-19 crisis began in March of 2020, Riviera partnered with DFTA, The Department for the Aging, and the city of New York to help serve the senior community by delivering home delivered meals to 15,000 home bound community members.

They quickly pivoted their catering operation to produce, package, and deliver 75,000 fresh frozen meals on a weekly basis to Brooklyn, Bronx, Queens and Staten Island. As the program grew and transformed into GetFoodNYC, Riviera expanded its operation to produce 650,000 meals per week, reaching 72,000 homebound seniors.

SCOPE OF WORK

Coordinating and managing the logistics of daily deliveries to the senior citizens homes. Riviera has daily checks and balances on multiple levels to ensure meals are of quality and consistent, and that the deliveries are completed. The checks include taste testing of ingredients in the kitchen, to spot checks of finished products on the production line, as well as checks of meals within the packing line to ensure they are holding their flavor and nutritional value. Riviera also has the ability to conduct daily check-ins with the seniors whom they are delivering to. This check-in consists of phone calls made from a team of caring individuals. Riviera asks how the seniors are doing, their thoughts on the food offerings, and how the delivery went. These conversations give the seniors an opportunity to engage in conversation while giving Riviera direct feedback on the meals. This is an added layer of support to the delivery person on the Riviera team already checking in on the person upon delivery of their meal packages.

PROJECT HIGHLIGHTS

- Set up operations within 72 hours of notice
- Ramped up production to feed 72,000 seniors/week
- Received Halal certification while working on the project
- Served over 12 million meals
- 225 delivery vehicles
- Employed over 1,000 local community members
- Donated over 1 million meals to local charities

CERTIFICATIONS

Halal Certified

Serv Safe Certified (Management)

CONTACT INFORMATION

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GETFOOD NYC

New York City, New York

CLIENT

NY Department for the Aging
Contract Value \$14.25 Million

NY Department of Sanitation
Contract Value \$93.44 Million

PROVIDED

- Menu Planning Services
- Transportation
- Packaging
- Logistics
- Tracking
- Guest Check – In Calls
- Onsite Management

CHALLENGE

Congregate sites, such as older adult centers and social adult day centers, feed thousands of vulnerable older New Yorkers daily. The provision of a meal to an older person helps to ensure that their nutritional needs are met in order to promote overall health and the ability to live independently in the community. The NYC Department for the Aging (DFTA) oversees 276 congregate meal sites (247 older adult centers and 29 other sites affiliated with those centers) that provide meals throughout the five boroughs. Due to COVID-19, the City of New York has decided to halt the delivery of activities in congregate settings, meaning that vulnerable New Yorkers who rely on meals in these settings will have a disruption in service.

SOLUTION

Deliver prepared meals directly to individual homes of older adults and/or to center locations for pick up of "Grab & Go" meals.