

IFS INSIGHTS

REFLECTIONS ON CATERING & CORPORATE FOOD SERVICE



BEHIND THE SCENES AT IFS

💡 **DID YOU KNOW?** Sites managed by IFS consistently maintain food cost targets of 35% while increasing satisfaction scores with rotating seasonal menus.

Want to explore how food can support your workplace culture?

Let's start the conversation.

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Real Food. Real Management. Real Results.

A LETTER FROM MUSETTE

Welcome to the first edition of IFS Insights. After decades in the food service industry — and serving on the boards of both Restaurants Canada and the Manitoba Restaurant & Food Service Association — I've learned that catering and corporate dining programs are often overlooked as strategic tools. But in today's climate, food is more than just a meal. It's a way to attract talent, reinforce culture, and provide measurable value. This monthly note is about sharing those reflections with you — practical insights you can apply, whether you're running a cafeteria, planning staff events, or managing food service contracts.



INDUSTRY INSIGHT OF THE MONTH:

THE ROLE OF FOOD IN CORPORATE CULTURE

Food in the workplace is no longer about “feeding staff.” It's about **creating moments of connection**. Companies that invest in thoughtful food service see higher **employee retention** and **engagement**. Menu design, catering style, and reporting structures are all part of the culture-building toolkit.

PRACTICAL TAKEAWAYS

ROTATE MENUS: A 4-week cycle prevents menu fatigue while balancing costs.

INVEST IN PRESENTATION: Food is part of your brand. A beautifully presented catering spread communicates as much as a polished office lobby.

MEASURE IMPACT: Track participation rates, food costs, and staff satisfaction just like you would with any other business unit.

CLOSING THOUGHTS

October is a season of gathering. In business, as in life, food has the power to bring people together. That's why I believe catering and corporate food service should never be an afterthought — it's a strategy worth investing in.