

## Welcome to the next generation of dining with Morrison Healthcare's Virtual Kitchen

In an ever-evolving industry, it's important to continually find ways to improve the guest experience. Quick and easy ordering, dine-in or take-out options, and a variety of grab-and-go selections allow guests to eat well in the manner that works best for their busy lifestyles. Fewer touchpoints provide a safer, cleaner experience for everyone, while handmade menu items are still prepared by a team of talented chefs. This is how we're redefining foodservice.



### Bringing Innovation and Convenience to Caregivers



The Virtual Kitchen allows guests an easy, digitally-centric solution to ordering and picking up food. The Virtual Kitchen shines in a few key ways. We've added on-site kiosk ordering options in addition to mobile and web-based ordering. Guests can choose from a variety of menu options. Each order is made and ready for pick-up on location from contactless, personalized food lockers or from a designated pick-up area. Can't make it in? The Virtual Kitchen also offers a delivery option.



Morrison Healthcare began operating the foodservice department at a prominent Pacific Northwest Health Center in Seattle, Washington, in 2018. In partnership with the Health Center, Morrison Healthcare developed its first Virtual Kitchen in 2022 with a \$2.3 million shared investment. The goal of this project was to modernize the 7,115 square-foot café with technology-driven dining solutions and increase the speed of service for guests.



## The Results

The café at the Health Center, with the support of partner Morrison Healthcare, just underwent a major renovation in which the guest experience, for both patients and caregivers, was completely transformed. Previously, the café space functioned like a conventional cafeteria. Since the inception of a Virtual Kitchen, the space provides a completely technology-driven dining solution with kiosks and mobile ordering, allowing for all shopping, ordering, and payment to take place outside the four walls of the café. This futuristic/time-saving approach has reduced wait times by 50 percent, enabling caregivers to use more of their mealtimes to relax, recharge, and actually enjoy their food rather than waiting in lines. The Virtual Kitchen provides 70 different options for grab-and-go products ranging from yogurt parfaits and breakfast burritos to handcrafted sandwiches, artisan salads, and premium desserts.

## Health Center Café Sales

check average



daily transactions



InstaEat sales



\* data from December 2022



## The Hospital Café of the Future

With the success of the Virtual Kitchen, the team now has plans to expand to delivery within the hospital. Delivery will prove to be especially important to nurses who are limited on time: nurses will be able to order through the InstaEat app—Morrison Healthcare's proprietary mobile ordering application—and select delivery directly to their respective unit. The Morrison Healthcare team will also be working to add delivery options to the hotel that is attached to the Pacific Northwest Health Center.



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into the virtual  
kitchen for  
yourself!

