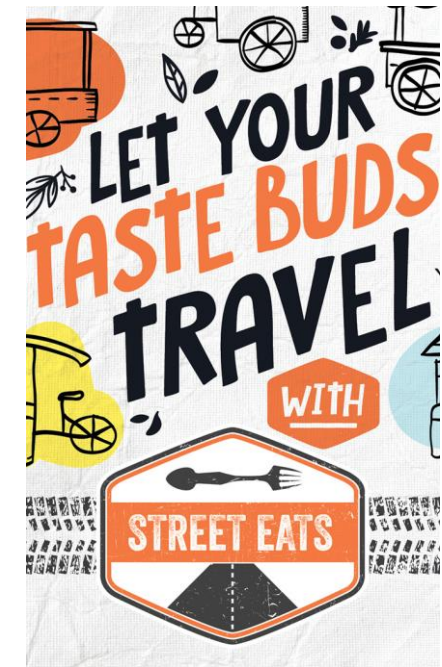


# STREET EATS

Novartis Building 337



Hours of Operation  
Monday Thru Friday  
Breakfast 7:30am – 10:00am  
Lunch 11:30am – 1:30pm

[Click here for Menu and Order Thru Thrive](#)

# Overview

- Variety of authentic flavors from around the world created by combining unique proteins, local produce and scratch-made sauces
- Incorporate food from India, Latin America, the Caribbean Islands, Indonesia and so much more
- Street Eats offers mix-and match options of smaller portions that can be combined to create a full meal
- Mobile ordering , Pre-order and pay utilizing self check out kiosks
- 24/7 Micro Market available for customers convenience

## This Concept is Best For

- Health minded eaters looking for smaller portions
- Price conscious customers looking for bundles and added extras
- Millennial grazers who want to try a variety of small portions
- Adventurous and ethnic eaters
- Utilizing sustainably sourced ingredients, including meat and local produce



**STREET EATS**

### Concept Overview

The United States is the melting pot of ethnicities from around the globe, influencing our cuisine by many cultures. We invite our customers to experience Street Eats, a variety of authentic flavors from around the world. By incorporating food from India, Latin America, the Caribbean Islands and Indonesia, customers can experience a true celebration of diverse cultures as they continue to become a mainstay in today's food landscape. Street Eats features common handheld foods that you would likely find on any food truck.

**Food**

This is a chance to provide a variety of global flavors all in one distinct concept. Combining unique proteins, local produce whenever possible and scratch-made sauces create an elevated street food menu that's inspiring as well as delicious. These ingredients, paired with worldly spices and authentic cooking techniques, make for a savory, satisfying meal.

**Ownership**

Customers don't have to travel far to experience global flavors with our Street Eats concept. The program also offers mix-and-match options of smaller portions that can be combined to create a full meal. Customers will enjoy personalizing their meal, but will still be able to taste a wide variety of flavors.

**Storytelling**

The Street Eats concept came to life as our 'Food Truck Friday' promotion began to gain traction across the country. Customers enjoyed the smaller portions and ethnic-inspired cuisine that made up the platform. We've enhanced this promotion to become our Street Eats program, which encourages our team of Chefs to interact with the customers and educate them on the roots of these worldly dishes.

**Community**

The Street Eats concept engages the community from many perspectives. Street Eats offers delicious food, amazing service and the ability to change the space to create a complete experience. This concept is best for:

- Foodies looking for an authentic dining experience
- Health-minded eaters looking for smaller portions
- Price-conscious customers looking for bundles and added extras
- Millennial grazers who want to try a variety of small portions
- Adventurous and ethnic eaters
- Utilizing sustainably-sourced ingredients, including meat and local produce
- Imperfectly Delicious Produce, a program that utilizes non-'retail' Grade A fruits and vegetables that have slight cosmetic or quality imperfections that would normally go to waste. Available where applicable.

# 337 Street Eats Concept