

Foodja Partners with Rubio's Coastal Grill for New “Foodja Cafe” Restaurant Delivery Offerings



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San Diego-based Rubio's Coastal Grill has created Foodja Cafe, allowing the 154-unit brand to provide thousands of fresh individual meals to employees belonging to Foodja, a workplace restaurant delivery and catering platform.

"Our Foodja Cafe service is the hottest workplace meal delivery offering on the market right now, so it only makes sense to partner with a top fast-casual restaurant like Rubio's," Steve Sprinkle, founder and CEO of Foodja, said in a

company press release "With Rubio's ever-growing popularity, we know our devoted customer base will be delighted to choose from many of their fresh, coastal-inspired, Mexican favorites while at the office."

Foodja Cafe's algorithm predicts what employees would like to eat based on what they've ordered previously and allows orders to be scheduled up to two weeks in advance, Sprinkle said.

"When it comes to lunchtime at the office, there's nothing more exciting than looking through all of the great local restaurants you can order from and planning your week around what to eat," he said. "Rubio's Coastal Grill has always been a popular selection among our catering customers. Now that they are available through Foodja Cafe, their fresh and healthy meals can be customized on an individual basis to address the needs of the modern workplace."

While Rubio's is best-known for the Original Fish Taco, the chain also offers grilled seafood dishes without compromising flavor, said Rubio's Co-Founder Ralph Rubio.

"We're committed to sustainability, and are thrilled to partner with Foodja to offer Rubio's favorite dishes to employees at participating companies directly, without the need to drive to grab lunch," he said in the release.

Conscious of labor shortages, Foodja ensures that restaurant partners may fulfill orders by load-balancing the restaurants and turning off availability once their predetermined order capacity is reached, Sprinkle said. It also helps local restaurants by introducing their food to new customers. Rather than converting the restaurant's existing customers to delivery customers, as is typical of other restaurant delivery platforms, Foodja aims to garner in-store

traffic by exposing new customers to participating restaurants and encouraging them to visit in-store in their free time with bounce back offers.