



LOCAL  
**RESTAURANT  
ROW**  
GLOBAL FLAVORS. LOCAL FAVORITES.



**ELI LILLY**

**ALWAYS STRIVING TO  
MAKE THINGS BETTER**

Colonel Eli Lilly was passionate about creating high-quality medicines when he founded Lilly in 1876. Lilly remains committed to the Colonel’s goals through every aspect of business, more than 145 years after the company was founded. Employees still follow the Colonel’s charge: “Take what you find here and make it better and better.”

Aramark is aligned with Lilly’s desire to make things better. As Lilly’s Workplace Hospitality partner, we support their workforce at eight locations on three campuses in Indianapolis. While there was a small guest restaurant program prior to COVID-19, the Aramark team wanted to bring new excitement to the program when reopening their services in Spring 2022.



**POPULATION**  
10,400  
**GUEST COUNT**  
250

**DOUBLE THE  
INNOVATION, IN  
RECORD TIME**

After Aramark was awarded a rebid contract, we brought in Local Restaurant Row to rejuvenate the guest restaurant program—and it has more than doubled. A large number of unique restaurants, offering popular local and ethnic cuisines were established as LRR partners in just 3 short months. Because Aramark has many partners in the Indianapolis area, the program was kickstarted with restaurant partners who were already known and trusted.

The program’s flexibility and number of partners allows greater rotation flexibility and brings guests consistent variety. This benefits the restaurant partners greatly, allowing them to grow their business as they want, when they want.



Big Mouth Biscuits



**The LRR program provides unique and succinct menu variations that benefit our client Lilly, and the local restaurant community.”**

—Kimberly Birosh, Food Service Director, Aramark Workplace Hospitality, Lilly South Commons



Abbicocco Pizza



Che Chori

# THE RECIPE FOR SUCCESS

## INNOVATION

Local Restaurant Row brings variety that boosts the value of the hospitality program at Lilly. This is a great guest-focused concept and was one of many that the Aramark team implemented.

## QUICK IMPLEMENTATION

Aramark's presence throughout Indianapolis across multiple lines of business, enabled the quick response, as did our deep understanding of convenient, one-stop solutions.

## MULTIPLE LOCATION SOLUTION

Partner restaurants get more exposure and build their business by working at multiple Lilly locations as well as other Aramark partners and lines of business.

## INCREASED VARIETY + GREATER CONVENIENCE = INCREASED SATISFACTION

Local Restaurant Row does more than feed guests, it also raises the bar on convenience and helps overcome labor challenges as restaurants start their own concepts. The program aligns with Lilly's goals for community outreach and support of the local businesses.

But the food is the star of the show, bringing guests a great variety of authentic flavors that consistently changes.

## RESULTS AT A GLANCE

- Established a strong community of Local Restaurant Row partners - 16 and growing
- New restaurants improving guest satisfaction by offering new cuisines and menus

## THESE ARE JUST SOME OF OUR LOCAL PARTNERS



WE MAKE  
GOING LOCAL  
EASY

Aramark partners with local restaurants, food trucks, and chefs to bring guests neighborhood favorites through our Local Restaurant Row concept.

For more information, please reach out to:  
[LocalRestaurantRow@Aramark.com](mailto:LocalRestaurantRow@Aramark.com)

