

Client Spotlight: **HUNGRY Expands into Canada**

Canada: A Natural Fit for Hungry's Expansion

HUNGRY, known for its chef-driven catering platform and commitment to supporting local businesses, found a launchpad in its recent acquisition of Foodee, a leader in curated office meal solutions. Foodee's deep roots in Canada's workplace dining culture and established network of independent restaurant partners provided the ideal foundation for HUNGRY to introduce its innovative technology platform and high-touch service.

Rapid Adaptation Has Been a Welcome Surprise

Canadian businesses and consumers have been quick to embrace HUNGRY's platform, demonstrating a readiness to adopt new solutions and technologies. This adaptability has allowed HUNGRY to refine its services in real time and deliver tailored offerings that seamlessly meet the needs of Canadian workplaces and events.

Growth Through Strategic Acquisitions

Over the past year, HUNGRY has completed two transformative acquisitions:

- 1 Garten — a forward-thinking snacks and pantry company
- 2 Foodee — a leader in curated office meal solutions for small teams

By integrating these brands, HUNGRY has expanded its ability to deliver happiness and well-being in workplaces, combining diverse offerings with its chef-driven approach to corporate hospitality. The seamless integration of these innovative companies has amplified HUNGRY's mission to support local communities, elevate corporate hospitality and promote sustainability.



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Building a Canadian Team With Purpose

Since entering the Canadian market, HUNGRY has built a team that reflects the country's diversity and culinary creativity. By partnering with Foodee and onboarding local chefs, restaurants and logistics experts, the company has created a seamless integration of technology and hospitality. More than just growing in numbers, the Canadian team is evolving with purpose, with a focus on flawless execution, collaboration and inspiring workplace well-being.



Advice for New Market Entrants

HUNGRY emphasizes the importance of local expertise and partnerships. Success in Canada depends on:

- > Collaborating with established Canadian brands and trusted advisors (such as Foodee and Aird & Berlis)
- > Building credibility and community connections
- > Partnering with organizations that share your vision and values to bridge gaps and amplify impact

HUNGRY's success in Canada reflects its innovative vision, commitment to local partnerships and ability to adapt quickly. Aird & Berlis is proud to have supported their expansion and looks forward to seeing their continued impact on Canadian workplaces.

Contact



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Fiona has extensive experience advising international businesses entering the Canadian market. To date, she has advised more than 100 companies expanding into Canada. Fiona advises clients in this space all day, every day. She has been practising for more than a decade and is a regular speaker and writer on market expansion matters. Fiona is proud to have been recognized by *The Best Lawyers in Canada*, *The Canadian Legal Lexpert Directory* and *Benchmark Canada*.

A proactive and comprehensive approach is required to succeed in a new market. Fiona manages teams of other lawyers and patent agents to provide her clients with a full range of legal services to help their businesses grow. She acts as project manager to ensure her clients receive seamless legal services in all relevant areas.

Fiona takes great care to understand her clients' businesses and deliver advice that is tailored to meeting their specific needs. Her responsiveness, dedication to clear communication and hands-on approach show that she is personally invested in the success of her clients.

Fiona is pleased to offer a multitude of resources answering often-asked questions about expanding into Canada, including [this video](#) and [this one-page guide](#), all of which can be found on the [Market Expansion Resources Dashboard](#).

Have more questions about expanding into Canada? Please [click here](#) or scan the following QR code to access Aird & Berlis LLP's Market Expansion Dashboard, your one-stop-shop for market expansion resources:

