

Fueling Tax Season

WHY FOOD MATTERS





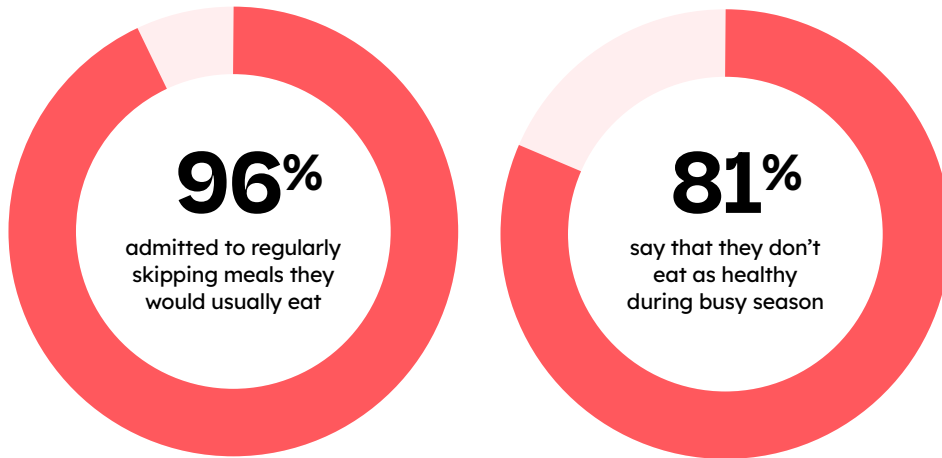
The toll of tax season

For tax professionals, busy season hits hard. They work long, unpredictable hours, often spending the majority of their days (and even nights) at the office.

We asked 600+ tax professionals to tell us what those grueling days are like. We learned that busy season negatively affects their lives in many ways — and how they eat suffers most of all.

It's a season of bad eating

For many tax professionals, busy season can take a real toll on their diet.



Snacks over substance

27%

say they eat snacks as meals (chips, granola bars, etc.)

24%

say they eat convenience foods like frozen meals

36%

turn to comfort foods (fried, fatty, sugary, etc.)



💡 CLOSER LOOK

Female respondents were **20% more likely** than male respondents to eat snacks as meals

Gen X respondents were **86% more likely** than Gen Z to turn to comfort food during the busy season

**They know
what they
need —
they just
need a little
support**



They want better options

These hardworking professionals know they need to balance more than just the books.

They're eating at work (shouldn't they eat well?)

36%

say they're more likely to eat most meals at the office during tax time

25%

say they only leave their desk for a meal once a week during busy season

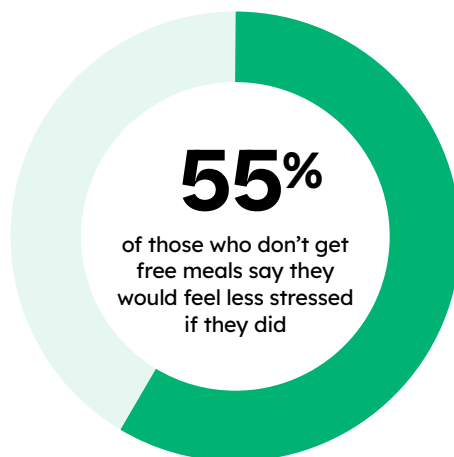


What if free meals were on the table?



Work becomes healthier and happier

Employees eat healthier, while feeling less stressed and more appreciated.



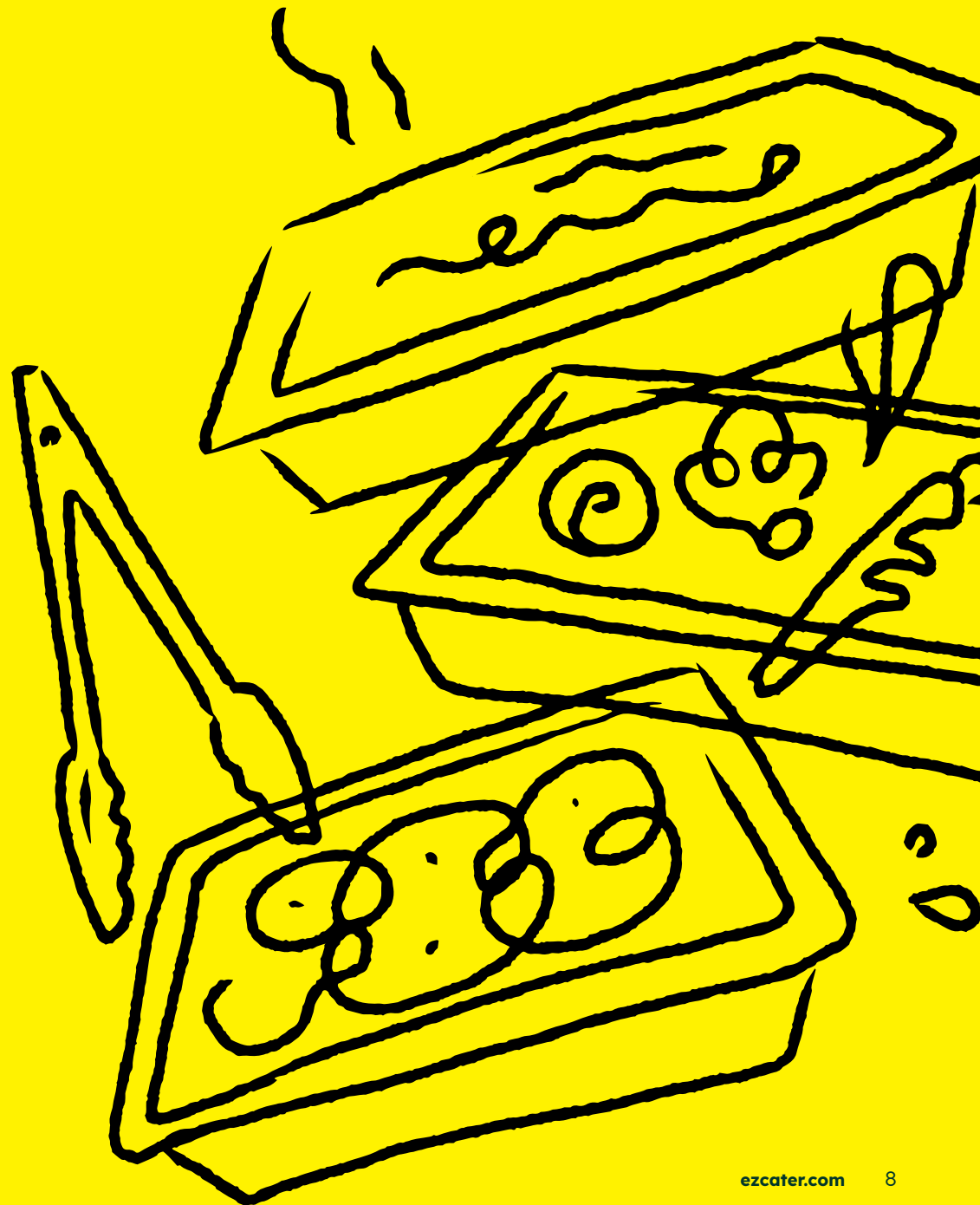
When employers provide free meals, tax professionals feel good



98% of those given free meals during busy season say it makes them feel appreciated



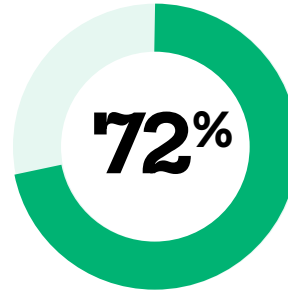
**Pausing
is important
— and
productive**



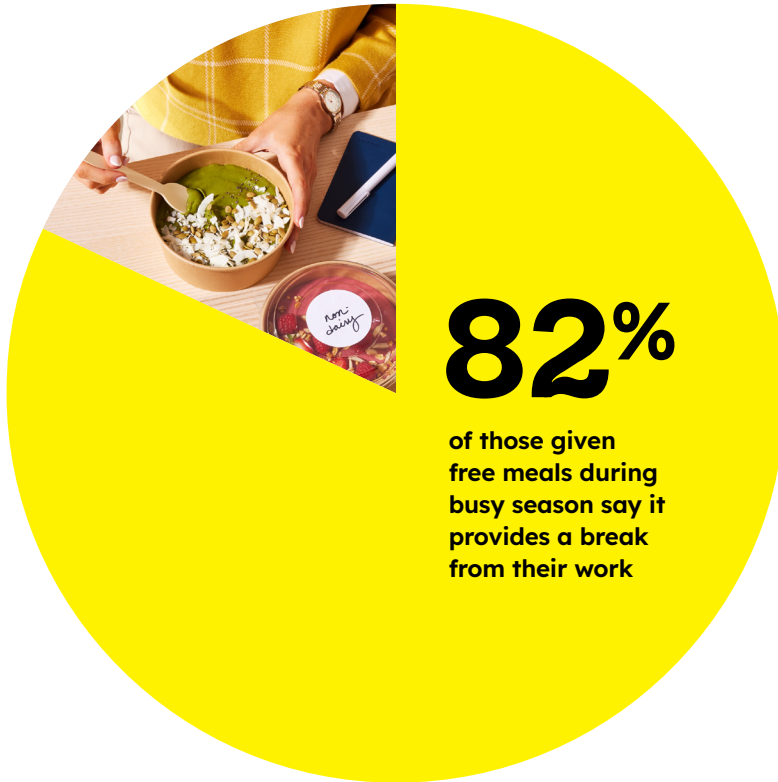
It gives them a much needed break

Working as hard as they do, tax professionals need that pause to take a breath, refresh, connect with colleagues — and eat.

Food helps those long hours feel less grueling



of those provided with free meals say that it enables them to work extra hours



82%

of those given free meals during busy season say it provides a break from their work



75%

say it encourages them to interact with other employees

Feed them and they will come



Food is a great incentive to work onsite

To help retain hardworking tax professionals, food at work can be a powerful tool.

It can inspire staff to stay long-term

7 in 10

say free meals during busy season
make them more likely to stay at their
current company



 CLOSER LOOK

80% of workers say catered meals encourage them to come into the office

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