



**airbnb**



# Culture/Disruption/Food

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# Airbnb - the Culture Story

## FOUNDERS

**Brian, Joe, and Nate are irrationally intentional about culture.**

They personally interviewed the first 300 hires. They believe culture is our long term differentiator. Investing in culture today is an investment in future innovation.



# THE IMPORTANCE OF COMMUNITY

**Paul Graham**

*‘It’s better to have 100 people  
absolutely love you than  
1000’s who kind of like you’*



## BRIAN ON CULTURE

*Our culture is the foundation for our company. We may not be remembered for much after we are gone, and if Airbnb is around 100 years from now, surely we won't be a booking website for homes. We will be far past this in our evolution (not to mention that kids 100 years from now will be asking their grandparents what websites were).*

## WHY DOES IT MATTER?

*Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.*

- Mahatma Gandhi

## WHAT IS CULTURE?

*The beliefs, customs, arts, food, etc., of a particular society, group, place or time*

*A particular society that has its own beliefs, ways of life art, ways of eating, etc.*

*A way of thinking, behaving, or working that exists in a place or organization*

# MISSION

## Belong Anywhere

*Our mission is to create a world where anyone can Belong Anywhere*

We are constantly communicating our mission so that our employees are the strongest brand and community evangelists.

And community connection is at the core of a strong culture. Building empathy and understanding, helps us all to achieve our goal of Belonging.



# Food Program Vision

Airbnb wants to create a world where you can belong, anywhere.

Our goal, as a food team, is to help make Airbnb the most loved place to work by building an authentic and nutritious food program using local partnerships, creative cooking, and collaborative management.

We aim to create a scalable model for healthy and sustainable hospitality, which emphasizes people, planet, and product

**As a Food Program, we want to create  
a “most-loved” workplace where  
employees live our core values and  
meaningfully contribute to deliver on  
our outcomes.**

The background is a solid red color with a repeating pattern of white, hand-drawn teardrop shapes. Each teardrop has a small circular loop at its base, resembling a drop of liquid or a stylized leaf. The shapes are scattered across the entire frame.

**Food - the beginning..**

# From Airbeds to Rice Cookers

Like the rest of the company, our food program started from humble and scrappy beginnings.

Airbnb wanted food in their new office, but did not install an oven, ventilation, or any other cooking equipment.

Chef Sam, hire number 60, was looking to start his own food program.

Specialising in raw vegan cuisine, no oven was not a problem.

Doing Gourmet with Less - Sam and his growing kitchen team fed hundreds without an oven, using plug-in and induction equipment, a roof top grill and making raw, delicious, simply cooked dishes





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- Healthy & Delicious
- Humble & Accessible
- Local & Seasonal
- Organic & Sustainable
- Well-raised Animals
- Options for Every Eater

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- Global Cuisine & Flavours
- Innovative & Creative
- Strong Supplier Relationships
- Empowerment & Education
- Family/Casual Atmosphere

# growing Local Partnershi



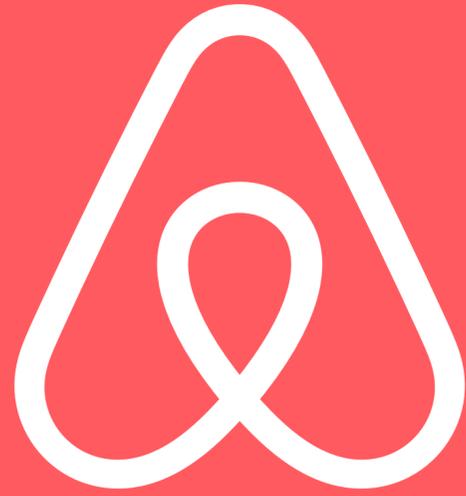
# our suppliers

growing local partnerships with over 65 local suppliers



# Food & Culture

- **Recruitment & retention:** In a recent survey, we found that while only 22% of people cite food as a factor in joining airbnb, 68% cite it as a major contributing factor in continuing to work here.
- **Celebration of National Days:** Bringing a little piece of home to the office.
- **Fake Birthday Wednesday:** A brilliant example of a non scalable cultural moment.
- **Airshares:** Sharing skills and knowledge. And food!



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