

# SELLING TO OFFSITE KITCHENS 2020 UPDATE

A central kitchen – also known as a commissary kitchen – is an internal facility that supplies restaurant branches under a single business with ingredients or items that will be used or sold at each location. In our 2020 update, our focus will also be on owners of central kitchens who also rent out their space to emerging businesses, food trucks, mobile food carts, and smaller restaurants that don't have space to store and prep large quantities of food. Foodservice IP will update its landmark 2017 study to reflect the rapid changes that have occurred in this channel with the explosion of delivery since that period.

## PROGRAM OBJECTIVES

- **Update and identify all central kitchens** serving the prepared foods and foodservice industry.
- **Provide an avenue of sales growth** outside of the traditional supply-chain channels.
- Interview foodservice operators to help **identify and confirm central kitchens as well as to understand selection criteria.**
- **Provide a contact list and profiles of at least 100 central kitchens/commissaries serving foodservice.** This includes product category, customers and locations served.

## METHODOLOGY

1. **Trend identification** through review of public information and non-proprietary research.
2. **In-depth operator interviews** with major c-store, supermarket and general retail chains, plus high-volume independents offering foodservice. Select noncommercial and QSR operators were also interviewed.
3. **Central kitchen interviews** of owners, senior management, sales and other relevant functional areas.

## NEXT STEPS

Forge a better path for selling to Offsite Kitchens today by completing the acceptance form on the following page. Questions? Contact:

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## Selling to Offsite Kitchens 2020 Update

I'd like to sponsor the program for \$13,250.

### ACCEPTANCE

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Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!