

# SELLING TO OFFSITE KITCHENS 2020 REPORT

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, we have focused on 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. This full update of our landmark 2017 study reflects the rapid changes that have occurred in this channel with the explosion of delivery since that period.

## REPORT SCOPE

- **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:

**JOYCE BAIRD**  
Sales Director  
312.955.0437  
jbaird@foodserviceIP.com

**TIM POWELL**  
Managing Principal  
312.602.9899  
tpowell@foodserviceIP.com

## FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:



Original research focused on the needs of foodservice manufacturers



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Personalized infographic (with your company logo) to share with operator clients for value-added relationship building



Truly strategic guidance around offsite kitchen selling initiatives

# PURCHASE AGREEMENT

## Selling to Offsite Kitchens 2020 Update

I'd like to purchase the report for \$13,250.

### ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

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

**JOYCE BAIRD**  
jbaird@foodserviceIP.com

**TIM POWELL**  
tpowell@foodserviceIP.com

Thank you for your business!