NATIONAL RESTAURANT ASSOCIATION

ALL ABOUT GHOST KITCHENS

Patrick Guzzle Vice President, Food Science National Restaurant Association



What is a Ghost Kitchen?

VRTUAL KITCHEN

INCUBATOR KITCHEN

DELIVERY KITCHEN

COMMISSARYKITCHEN

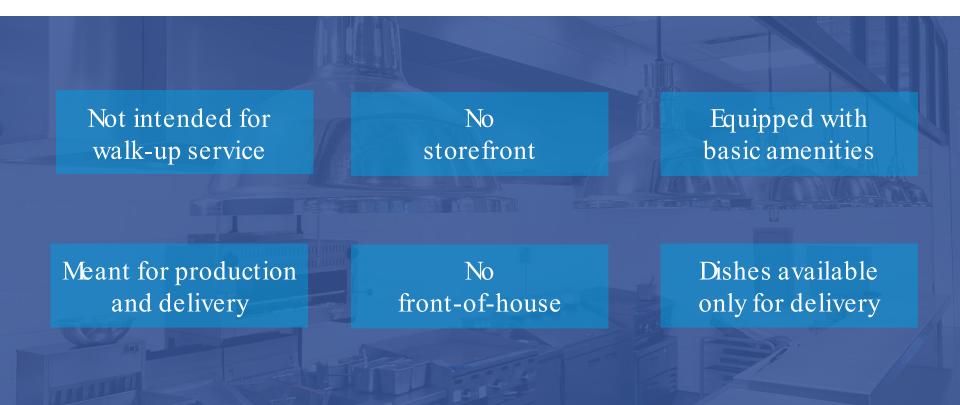
DARK KITCHEN

COMVERCIAL KITCHEN

CATERING-FIRST KITCHEN



What is a Ghost Kitchen?





Why use a ghost kitchen?



53%

of adults say food delivery is essential to the way they live

> National Restaurant Association, National Household Survey, December 2020



Why use a Ghost Kitchen?

MENU

With a ghost kitchen, you work with a simplified menu with fewer items which all travel well and package nicely

LOCATION

With brick-andmortar, location is everything, but with ghost kitchens, foot traffic is no longer a concern COSTS

With a ghost kitchen, you can save money with without a large front-of-house staff, by sharing space, and cutting operational costs



What do you need to consider?

Food Safety

The same food safety risks apply to ghost kitchens as any other restaurant

Licensing

A possible question: Who actually holds the license?

Responsibility

Some jurisdictions require written agreements addressing this question



Summary

Third-Party Delivery Here to Stay Ghost Kitchens Can Help

Same Food Safety Risks Still Apply Rely on Local Regulations



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