

# SELLING TO OFFSITE CENTRAL KITCHENS 2022

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 update, completed in March 2022, we focused on central kitchens that also rent space to emerging businesses, food trucks, mobile food carts, and smaller restaurants without capacity to store and prep large quantities of food. This full update to our 2020 and 2017 studies reflecting the rapid changes that have occurred in this channel with the explosion of centralized production and delivery.

## REPORT SCOPE

- **Updated and identified more than 130 central kitchens** serving the prepared foods and foodservice industry.
- **Provides an avenue of sales growth** outside of the traditional supply-chain channels.
- Foodservice operator interviews that help **identify and confirm central kitchens as well as to understand selection criteria.**
- **A complete contact list and profiles of at least 130 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** with 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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## FSIP DELIVERS

We offer deeper strategic insights that beats the competition:



Original research focused on the needs of foodservice manufacturers



In-depth PowerPoint report



Complimentary webinar tailored to your business



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 Central Kitchens

I'd like to purchase the report for \$10,500.

### 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**  
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Thank you for your business!