

# SELLING TO FOODSERVICE COMMISSARIES 2024 UPDATE

A commissary kitchen – also known as a **central kitchen** or **offsite kitchen** – supplies restaurants, retailers and others that provide prepared foods with ingredients or items to be used or sold at their locations. These facilities continue to gain importance as more concepts look to grow sales and offer the quality consumers expect but face challenges in navigating operational challenges (e.g., culinary experience, food safety knowledge and other operational know-how, adequate space and labor to execute, etc.).

## IMPORTANCE TO SUPPLIERS

This space is a potential avenue of sales growth beyond traditional supply-chain channels. But one not well-understood by many, as these companies and their clients alike may not widely share the role these "outsourced" facilities play in helping to better-execute foodservice and prepared foods programs.

## SCOPE & SIGNATURE BENEFITS

In light of the explosion in centralized production as a means to pursue expanded prepared foods sales and better-meet demand for delivery and quality grab-and-go options, this study spans **Quick-Service Restaurants, Retailers** and **Convenience Stores**, as well as beyond-restaurant segments refining their approach in ways that commissaries can prove beneficial: **Hotels/Lodging** and **Airlines**.

Given the "secrecy" that can surround commissaries and enduring difficulties in identifying a comprehensive list of key players, Foodservice IP's long-term focus on this space is a distinct advantage. In our efforts to maintain an updated list of commissaries serving foodservice and retail we are not only able to share this important resource with clients, but have built a strong network of commissary contacts to lend vital first-hand perspective to our research.

## FOODSERVICE IP'S UNIQUE EXPERTISE

FSIP has been closely tracking the foodservice commissary space since 2017. This full update follows three prior multi-client studies as well as ongoing custom work.

## NEXT STEPS

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

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## DELIVERABLES:

Comprehensive Powerpoint report detailing findings from:

- In-depth interviews with commissary personnel
- Online survey of foodservice commissary-using operators from featured industry segments
- In-depth desktop research on channel dynamics and shifts
- FSIP and other industry perspective on growth, outlook and successful supplier strategy

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Profiles on 150+ commissaries, including contact information, segment focus and product focus

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Webinar tailored to your interests/questions

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## ADVANTAGES OF FSIP'S MULTI-CLIENT RESEARCH:

- Value-priced intelligence from a shared-cost model
- In-depth analysis from highly experienced consultants exclusively focused on the food industry
- Ongoing client support/ access to study team for questions

# PURCHASE AGREEMENT

# Selling to Commissaries 2024

I'd like to purchase the report and 125+ profiles for \$11,500.

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

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

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Thank you for your business!