



Ghost Kitchen.

Fast & flexible.
Like your business.



Once you know the rules.

You leave the course as the winner.

➔ **Staying ahead of the game**
Rules, strategies, moves
– RATIONAL offers
everything from one
source. For Ghost Kitchen,
Dark Kitchen, Cloud
Kitchen.

They are shooting up like mushrooms and they are the new stars in the gastronomy sky, known for innovation and flexibility. Ghost Kitchen, Dark Kitchen, Cloud Kitchen. The data-driven revolution in the F&B sector.

One that relies on very down-to-earth craftsmanship: cooking. Because here, too, if you don't deliver quality, you've lost before you start. And cannot win. Because the rule is: The food must be specially designed for delivery, must be easy to realize, must be able to react quickly to trends. With a plan, a concept, knowledge and intelligent technology, everyone leaves the pitch as a winner.



Food
concept



Production
concept



Implementation
concept



Training
concept



Service
support

Everything you need.

For everything you are planning.

➔ **Less is more**
One contact, many
ideas. For a profitable
business.

Food concept, production concept, implementation concept, training, operational support – all from one source. Because cooking has no longer to do with heating food. It has to do more, be flexible, be fast and deliver quality and variety. Because nobody can afford to lag behind the trend of keeping customers waiting and making false promises. With almost 50 years of experience in large and small kitchens, in Europe, America and Asia, the experts at RATIONAL have seen it all – soon including your Ghost Kitchen.



If you can imagine it.
You can implement it.

➔ **What do you get out of it?**

A custom-fit solution that also meets high demands.

One or more locations? Production and satellite kitchens? Under or over 2,000 meals a day? Specialists on site or not? Asian, European or American cuisine? Or everything together and parallel? Own brand or licensed brands? All these are introductory questions that have only one goal: To make your kitchens and thus your production as flexible and efficient as possible.



Business consulting and support.

So that you get the most out of your investment.

➔ **Return on investment**
RATIONAL knowledge and your management together ensure a profitable business.

Technology, kitchen, food concept – everything must fit together to turn kitchen equipment into a successful Ghost Kitchen. That's why RATIONAL experts work with you to analyse the current kitchen situation, draw up an optimisation concept, organise production and train your staff so that things run better than ever before. So that you and your team work more easily and efficiently. And inspire your customers with outstanding food quality.



Example plan for individual brand preparation areas



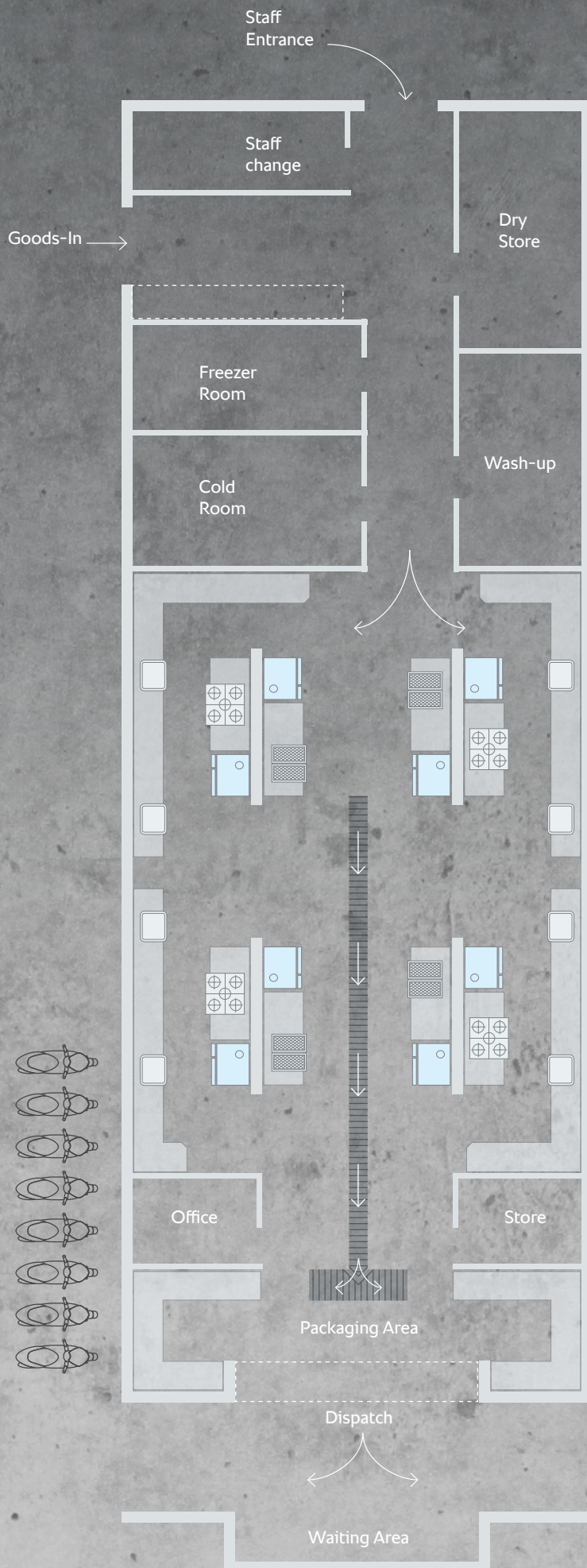
The revolution starts.

In your kitchen.

➔ **Your advantage**

An idea becomes a well thought-out kitchen.

The only thing you have is a room. Or many rooms. And what you need now is an idea of what the kitchens might look like. Who stands where? Who can do what? Who has what task? And that's exactly where the experts from RATIONAL can help you. If the premises are still in the planning stage, if the space is already available. You can see here what this can look like in concrete terms.



**Example plan for
multi brand shared facility**

Big business.

Provided that the work processes are accurate.

An example of a Ghost Kitchen as it should be: for coordinated workflows, guaranteed food quality and prompt delivery. Without traffic jams and without delay.

➔ **High efficiency**
Shared equipment offers perfect utilisation.

**Intelligent, versatile,
in the smallest of spaces.**

The iCombi Pro.

On less than about 1 m² the iCombi Pro shows what can be done with the combination of heat and steam. Cooking, roasting, grilling, steaming, baking. For 200 or 2,000 orders. Thanks to its cooking intelligence and climate management, everything happens automatically precisely even with different foods at the same time. Even with temporary workers. Without any control and monitoring effort. For 24 hours. With a fingertip.



➔ **The result**

A lot of freedom and flexibility for all your brands. And the certainty of achieving your goals, just as you imagine them.



**It is all about
performance.**

In every respect.
The iVario Pro.



Intelligent technology cooks, fries and deep-fries in one cooking system. And thus replaces many individual appliances such as tippers, kettles and deep fryers. This saves space, reduces investment costs and guarantees outstanding food quality. With few meals, with many meals. In the production kitchen, in the satellite kitchen. With precision, productivity, speed and flexibility.

➔ The result

High economic efficiency
and faster cooking.
Flexibility and the food
quality you desire.





All-round care.

The right ingredients for your success.

➔ **All around carefree**
So that things always run smoothly in your kitchen and nothing comes to a standstill.

Service concept

Nobody can afford failure. That's why RATIONAL works worldwide with certified service partners who are quickly on the spot should the worst happen. And offer you tailor made maintenance and service packages.

From CAPEX to OPEX – Leasing & Financing

In selected countries RATIONAL works together with international financing experts to offer you attractive leasing models. Each offer is individual. Each offer is tailored precisely to your wishes and needs.



“With any partner that we work on the equipment front, we go through a phase of first doing the research on the company and then bringing their product in for an evaluation. To take an example with RATIONAL. When we actually tried it out in a real world setting, we saw a measurable impact on efficiency that we were gaining.”

Mo Mirza, Product Manager at Kitopi

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