

e.terra Kitchen.

Amplifying local businesses.



e.terra
Get Set. Grow.

FLEXIBLE COMMERCIAL KITCHEN

COMPREHENSIVE SOLUTIONS FOR EVENTS

- High Volume Production Capacity
- Culinary Events/Experiences
- Photo/Video Production
- Dry & Cold Storage
- Logistics Support
- Event Planning

eterrakitchen.com
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Empowering food businesses with essential resources.

“RATIONAL has been an amazing addition because it helps chefs to be more efficient, to have less labor costs, and save time, and they are eternally grateful for that.”

Bella Karakis, CEO of e.terra Kitchen.

e.terra Kitchen is a flexible commercial kitchen with two locations in New York City's vibrant Harlem neighborhood. Established in 2021, it plays an important role in supporting food and beverage businesses by granting them access to well-equipped commercial kitchen workspaces and valuable business support services. By alleviating the burden of facility maintenance, e.terra Kitchen allows brands to focus on their culinary creations. With round-the-clock availability, e.terra Kitchen offers flexible rental options tailored to the needs of each business to support their growth in every stage of development.

“We provide customizable solutions for all food and beverage brands, no matter how large or small,” said Bella Karakis, CEO and co-founder of e.terra Kitchen. “We can provide you the workspace where you can produce, custom tailored to your needs. We serve a range of businesses from gelato makers to juicing companies, caterers, bakers; culturally diverse cuisines such as a Puerto Rican vegan concept, French food, West African food – you name it!”

The e.terra kitchens are well stocked with equipment including four iCombi Pro units, with plans to install a new iVario soon. “What led me to make that conscious decision to bring in iCombi Pros is that it is a transformative piece of equipment that can replace so many other pieces of equipment in a traditional kitchen,” Karakis said. “RATIONAL has been an amazing addition because it helps chefs to be more efficient, to have less labor costs, and save time, and they are eternally grateful for that.”



Industry:
Catering

Core business:
Flexible kitchen workspace

Location:
NY, New York, USA



Pastry perfection.

Emily Rodriguez has 10 years of professional pastry experience working as sous chef, pastry chef, and now, owner and chief executive of her own small business, Emily Made This. She does all her baking in the RATIONAL iCombi Pro units at e.terra Kitchen and sells her European-inspired baked goods to restaurants and consumers.

“I am one person, so I need everything to bake as fast as possible, as perfectly as possible. And I really get that from RATIONAL,” she said. “My mission is to reach all parts of New York, but especially Harlem and the Bronx. A kitchen like e.terra helps because they have all the best technology.”

“RATIONAL is just more efficient in baking, especially with my products. They all need different baking times and different temperatures. RATIONAL takes the guesswork out of it, and I need that so that I can serve as many people in my community as I can.”



The challenge:

- › Position food and beverage brands for success by providing flexible kitchen workspace and business support services.

The solution:

- › 4x iCombi Pro

Customer benefit:

- › **iDensityControl:** intelligent climate management for optimal cooking.
- › **ConnectedCooking:** digital kitchen management.
- › **ClimaPlus:** optimum steam saturation and high-performance dehumidification.
- › **iCareSystem:** automatic cleaning leaves the unit hygienically clean.



The chef's kiss.

Chef Brienne Grinage, the owner of Creole Soul Food, began selling her flavorful, savory cuisine at festivals and events in New York City. The overwhelming response she received prompted her to expand her business to include catering and food delivery.

"I only work out of e.terra Kitchen," she said. "We execute for a minimum of 50 people almost weekly, and when we do festivals, we're preparing food for at least 200.

"As a self-taught chef, my go-to cooking method was the cast iron skillet. That's what my father taught me; that's what his father taught him. But the iCombi is life changing. Being able to achieve the char and the sear and the color of cast iron, all on one sheet in 20 minutes or less, has made it the go-to product for us."

Grinage uses the iCombi Pro for grilled salmon, shrimp with char marks, steamed rice and beans, and much more. "The iCombi is the chef's kiss," she said. "It nails it every single time."



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Artisan style gluten-free bread.

“Consistency is key in any operation, and this type of equipment allows us to elevate the level of production,” said Derrick Paez, chef and owner of 3x3 Kitchen, a maker of gluten-free baked goods. “The RATIONAL allows me to develop a crust and a crumb by steam injection that no other function or oven at the moment allows me to do. I’m able to achieve the desired results of genuine artisan style bread. The bread itself has a unique characteristic that, if not using the RATIONAL, our customers would be able to tell the difference.”

3x3 Kitchen specializes in gluten-free breads, quiches, bagels, muffins, tarts, and turnovers. Bread varieties include sourdough, multi-grain, chickpea flour, olive and rosemary, and challah. With customers from around the world, feedback consistently attests to 3x3’s unparalleled taste and texture.

Harnessing the power of the iCombi Pro, Paez achieves remarkable precision that allows him to experiment, refine, and store his recipes, ensuring flawless outcomes with every batch. Additionally, the self-cleaning capability removes any traces of gluten from previous operations so he can ensure customers that his products are baked in an oven free from cross contamination.



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