



**Take me with you.**

In 7 steps to a successful  
Ghost Kitchen.

This much is obvious: For many restaurants, the business model must change. The last weeks and months have shown that the sale of food and drinks does not necessarily have to depend on tables and chairs in the dining room.

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The trend towards the to-go business was already apparent before. The international consulting company L.E.K., for example, is already predicting for the USA in 2019 that by 2023, revenues from out-of-home deliveries are likely to grow more than three times as much as sales in local restaurants, with digital orders continuing to increase over telephone orders. Therefore, it's high time to get a piece of the promising pie and get yourself a ghost kitchen. Get started with these 7 steps:

1

#### **The brand is the promise**

A restaurant is a brand per se: the menu hangs at the entrance, the furnishings give a foretaste and the name says a lot about what to expect. It's different with a ghost kitchen: For the guest or customer there is no more spatial location, no more external appearance in the sense of cool interior design. What there is, is a name and a logo. Both must be enough to stand out from the crowd. But in return you can serve several brands from one kitchen: European, Asian, American – you don't have to commit yourself, you just need different names.

2

#### **Location, location, location – the right location for ghost kitchen**

Should your ghost kitchen be an addition to the restaurant business or should it replace it? Is the size of any existing kitchen sufficient? Or do you need a new kitchen? A new kitchen or a kitchen extension is the best opportunity to think about the location. After all, if you are planning without the frequency of guests, you can also set up on the outskirts of town, in an industrial estate or in a disused car park. The advantage: rents are lower than in central locations. However, you have to consider the distances involved in logistics. If the existing kitchen still has the capacity, it must of course first be fully utilised.

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### One kitchen, many concepts

If a ghost kitchen is properly equipped, several food concepts can be implemented in it at the same time. For example, you can serve different customer wishes such as sushi, burgers and salads at the same time and expand your customer base. Even larger groups with different wishes can all be supplied by you. That's what the customers want – because then they don't have to place several orders at the same time. But even concepts that don't work properly can quickly be replaced with something new. A Chinese speciality restaurant can be transformed into the best Tex-Mex in town. All you need now is a new name and the appropriate menu – you are flexible enough with the right kitchen equipment.

This also means that your kitchen equipment has to be extremely flexible.

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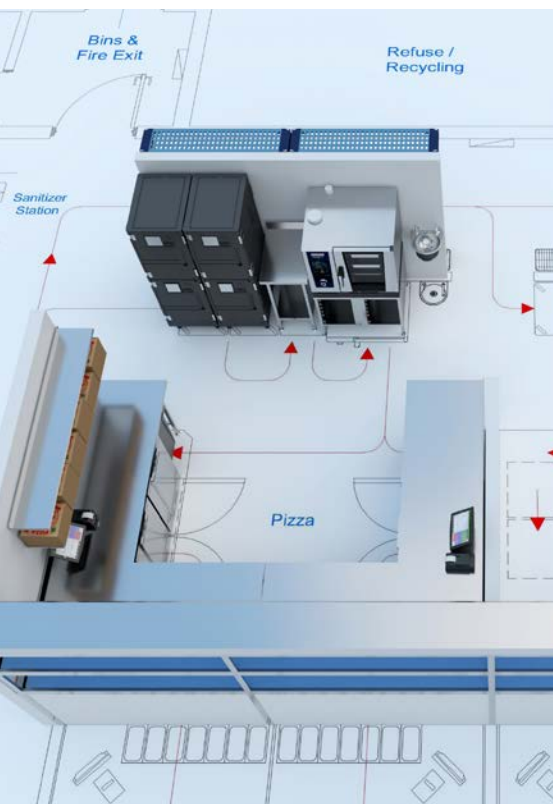
### Be flexible, with the right kitchen equipment

The key to a successful delivery kitchen is flexibility. And this comes in many aspects. On the one hand, you have to be flexible in your food concepts – as described above. On the other hand, you have to react equally to idle and peak times. This also means that your kitchen equipment has to be extremely flexible. After all, you don't want to re-furnish the kitchen with every new menu and have customers waiting in the middle of a crowd. Among other things Combi-steamers have proven their worth here. You can produce different dishes at the same time in a very small space and you can also prepare completely different recipes at the touch of a button. And if it's as intelligent as the iCombi Pro and the iVario from RATIONAL, you can guarantee consistent food quality even with untrained staff. Just as the respective "brand" and your customers expect. And that in turn creates regular customers.

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### Hot food delivered hot: The packaging

The food is ready – but how does it get hot to the customer now? With as little plastic or styrofoam as possible? Food containers made of cardboard, dishes made of palm leaf, soup cups made of paper, compostable bags, dressing cups and food boxes made of sugar cane – a little research is worthwhile to find sustainable packaging that also keeps warm. And of course the packaging must fit the concept and convey authenticity: The Nasi Goreng belongs in an Asian box, the sushi in the Bento box and the chips in the paper bag.



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#### **The right way to the customer: The delivery**

The ordering and the delivery are the be-all and end-all for many customers and it has to be done quickly. Ordering via app, using tracking software to prepare the food and follow the route are almost standard. And if possible, the distance between the kitchen and the customer should not be longer than 7 minutes. Whether by bicycle, moped or car. You can work with one of the delivery services or set up your own sales structure. Both have advantages and disadvantages and should be carefully calculated. There are already concepts on the market where you hand in your recipes and someone else takes care of the cooking and logistics. This is convenient, requires little investment and you can take care of new recipes, your restaurant and marketing in peace.

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#### **Make tasty food and talk about it: the marketing**

Speaking of marketing: everyone delivers, everyone can cook – how do you stand out? Very simple: you have to be seen. Since the distance between your kitchen and your customers must not be too far in terms of time, your marketing doesn't need to have a wide reach either. Flyers, advertising co-operations with the grocers you work with, social media and websites, where you can order, are a good start. **And always remember that: Your brands have to be distinctive and authentic, so each one needs its own appearance.** If you work with a delivery platform, find out how to get to the top of the search list.

Now that you've got a taste and would like to learn more about running a ghost kitchen, you should contact an expert who is familiar with food concepts and kitchen equipment. RATIONAL, for example, has already looked after numerous projects and, for example, has equipped Kitopi kitchens, one of the world's leading cloud-based kitchen platforms, with the iCombi Pro combi-steamer. Kitopi now cooks for 150 restaurants which – as described above – provide their recipes, Kitopi does the rest. At [ghostkitchen@rational-online.com](mailto:ghostkitchen@rational-online.com) RATIONAL will be happy to answer your questions and requests. Or take part in our webinar series "Trend talk: All about Ghost Kitchen" and always be up to date.