

CloudKitchens®



Welcome to CloudKitchens



Scan to speak with a delivery expert



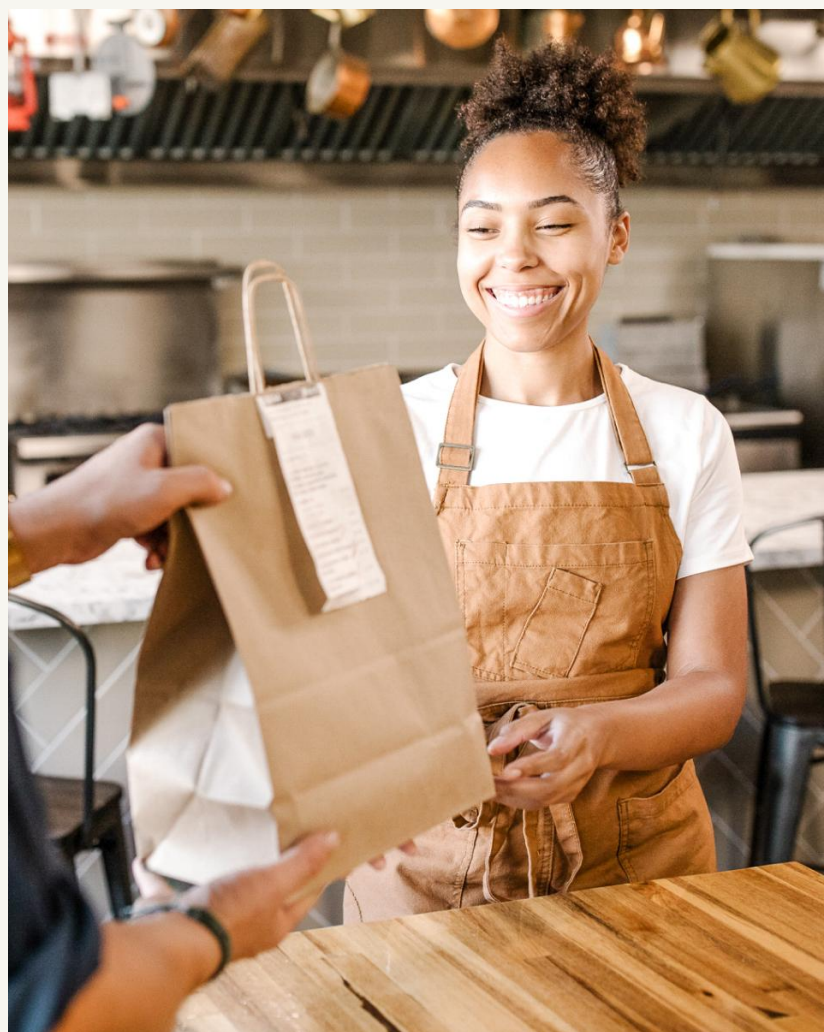
CloudKitchens®

Our story

In 2017, our founders noticed a high demand in the restaurateur community for a delivery-first, low cost real estate option. Over the next five years, they purchased and renovated underutilized properties, turning them into thriving food delivery hubs.

Thanks to our delivery tech and turnkey kitchen space, CloudKitchens is enabling restaurateurs to tap into new revenue streams and expand into new markets at a fraction of the cost.

Our mission is to redevelop real estate to rejuvenate local communities and build infrastructure for better food.



What are ghost kitchens?

Ghost kitchens, also known as dark kitchens, are commercial kitchens optimized for delivery. Each kitchen is located in areas with a high concentration of delivery demand.

The kitchens themselves don't have a storefront and the staff prepares dishes off of their menus that are only available for delivery. Think of it as a restaurant kitchen operating as a digital storefront, with a few back-of-house staff members working on fulfilling online orders.

Instead of a physical location, your presence is digital, allowing you to reach more customers than you ever could with just a physical location.

cloudkitchens.com

Why open a ghost kitchen?

Ghost kitchens provide you with prime real estate at a fraction of the cost, compared to a brick-and-mortar. Plus, they come with fulfillment and logistics services, so you can focus on cooking your delicious food.

With ghost kitchens come endless possibilities in terms of what you can do to launch new brands or manage multiple virtual restaurants all in one place, since your presence is online.

Ghost kitchens allow you to tap into the online delivery business which is rapidly growing and projected to reach \$490 billion by 2025. Now more than ever in the restaurant industry, it is crucial to adapt to the online delivery market to capitalize on market demand.



Boost revenue with ghost kitchens



Turn-key solution

You can launch a kitchen in weeks with little risk and capital, instead of the typical 12-18 months it takes to build a brick and mortar.



Build multiple concepts

Since your presence is digital, you can create more than one brand to target different segments online.



Focus on the food

We'll handle the logistics and fulfillment to ensure your orders are delivered with more accuracy, in less time.



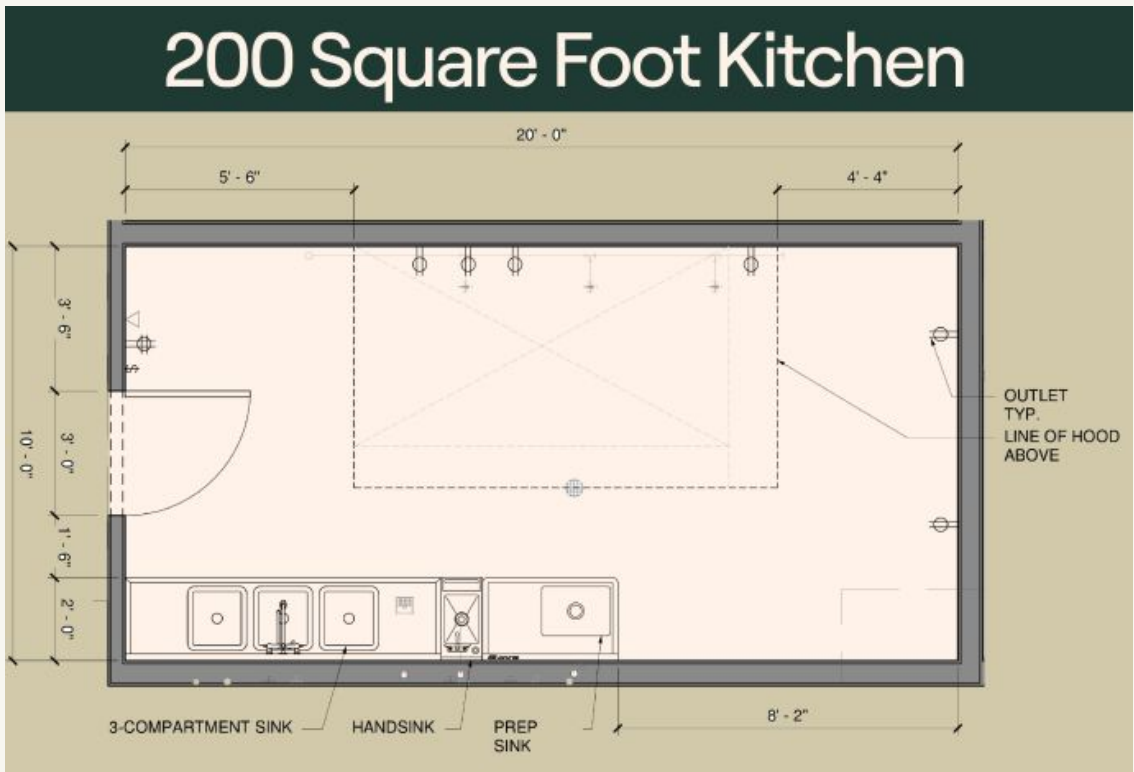
Minimize cost, maximize profit

With ghost kitchens, you're able to get started with little capital (we're talking \$30K instead of \$1M), in less time.

Kitchen specs

Size	200 to 400 sq ft
Ceiling height	8'-0"
Corridor width	Min. 4'-0"
Equipment provided	1 x 3 Compartment sink 1 x Prep sink 1 x Hand sink 1 x Type 1 hood
Additional storage	Rentable cold & dry storage

Walls	Painted, water based epoxy Semi-Gloss Finish
Ceiling height	Painted, water based epoxy Semi-Gloss finish, White
Floor	Sealed concrete
Lighting	LED flat panel (2'x2')
Power	Minimum 5 dedicated 120v outlets



Sample concept

Grill view



Sink view



Delivery-only kitchens designed for efficiency

Space

- Private kitchen
- Driver pickup area
- Staff locker area
- Restrooms
- Mop wash
- Cold & freezer storage
- Dry storage

Services

- Order pickup & processing
- Courier handoff
- Cleaning & maintenance
- Safety & health inspections
- Delivery logistics
- Extraction & ventilation
- On-site support staff
- Delivery software

Equipment

- 3 compartment sink
- Prep sink
- Hand sink
- Commercial hood
- Tablet
- Grease-trap/interceptor

Utilities

- Gas points
- Power outlets
- High power lighting
- Cold & hot water lines
- Gas/fire safety system
- WiFi
- Trash/recycle
- Ethernet connections
- Grease/trap cleaning
- Hood/flu cleaning
- Pest control

Before you start cooking, you'll need:

- Your own kitchen equipment
- Health permit
- Insurance - we have a deal with CAL insurance if you don't already have it
- EIN letter from the IRS
- Servsafe Food Manager Certification
- Driver's license
- Articles of organization
- Business license
- Seller's permit with facility address

Minimize costs



Labor

Since there's no front-of-house, you only need 2 to 3 staffers to run a ghost kitchen, rather than 15 to 20 employees in a brick-and-mortar restaurant.



Overhead

Rather than paying high rent for a location dependent on foot traffic, you're paying for 200 sq ft of kitchen space in the heart of delivery demand.



Cost of goods

Leverage data through our proprietary software to optimize your menu for delivery, minimize food costs, and focus on the most profitable items.

Maximize revenue



Maximize reach

Reach more customers online across all delivery apps to maximize your online delivery orders.



Streamline orders

Streamline orders on one single tablet for optimal delivery efficiency. We'll ensure each order gets in the hands of the right delivery driver.



Multiple brands

Since your presence is digital, you can create more than one brand to target segments online. Our most successful operators are often running five brands out of one single kitchen.

Traditional restaurant vs. CloudKitchens

	BRICK & MORTAR RESTAURANT	CLOUDKITCHENS
Real estate cost	2000 ft² High cost, high traffic address	200-300 ft² Same area, low cost low traffic address
Capital investment	\$1M	\$30K
Staff required	30 employees Many dedicated to front-of-house	~4 employees We provide onsite support
Time required to open	1 location 12 months 10 locations 5-10 years	1 location ~ 6 weeks 20-30 locations 1 year
Breakeven	5 years 10% profit on !M run rate	6 months 10% profit on !M run rate

Dickey's + CloudKitchens



Dickey's Barbecue Pit, a well-known franchise, has successfully launched with CloudKitchens. Dennis Ju, VP of Franchise Development at Dickey's, was eager to get ahead of the delivery trend and be one of the early franchises to adapt to this business model. After struggling to get brick-and-mortar locations open during the pandemic, Dickey's turned to CloudKitchens.

Challenge

Before CloudKitchens, Dickey's struggled with high overhead costs and a long buildout process for each new brick-and-mortar location. It became even more difficult and time consuming to open a new location during a pandemic. Dennis was seeking new opportunities to partner with delivery experts to have the support Dickey's needed.

Solution

For Dickey's CloudKitchens is their model for expanding to new markets faster with better ROI. According to Dennis, "CloudKitchens was a lightbulb moment for us. It's been our solution to Covid." Shortly after making the switch, Dickey's has already started to see a clear ROI and success from their brand operating with CloudKitchens.

"In a typical restaurant buildout it can be upwards of \$500K - \$1M and can take 6 - 24 months. With CloudKitchens, you see ROI at a much faster rate, and with no long buildout process. It's move-in ready and plug-and-play. I'm able to have much more success at a much faster rate."

Dennis Ju

VP of Franchise Development

Current live markets

Midwest

- Cedar Rapids
- Chicago
- Columbus
- Minneapolis
- Kansas City
- Cleveland
- Milwaukee
- Indianapolis
- St. Louis

Southwest

- Anaheim
- Culver City
- Hollywood
- Long Beach
- Los Angeles
- San Diego
- Las Vegas
- Phoenix
- Tempe
- Tucson
- Santa Ana

Southeast

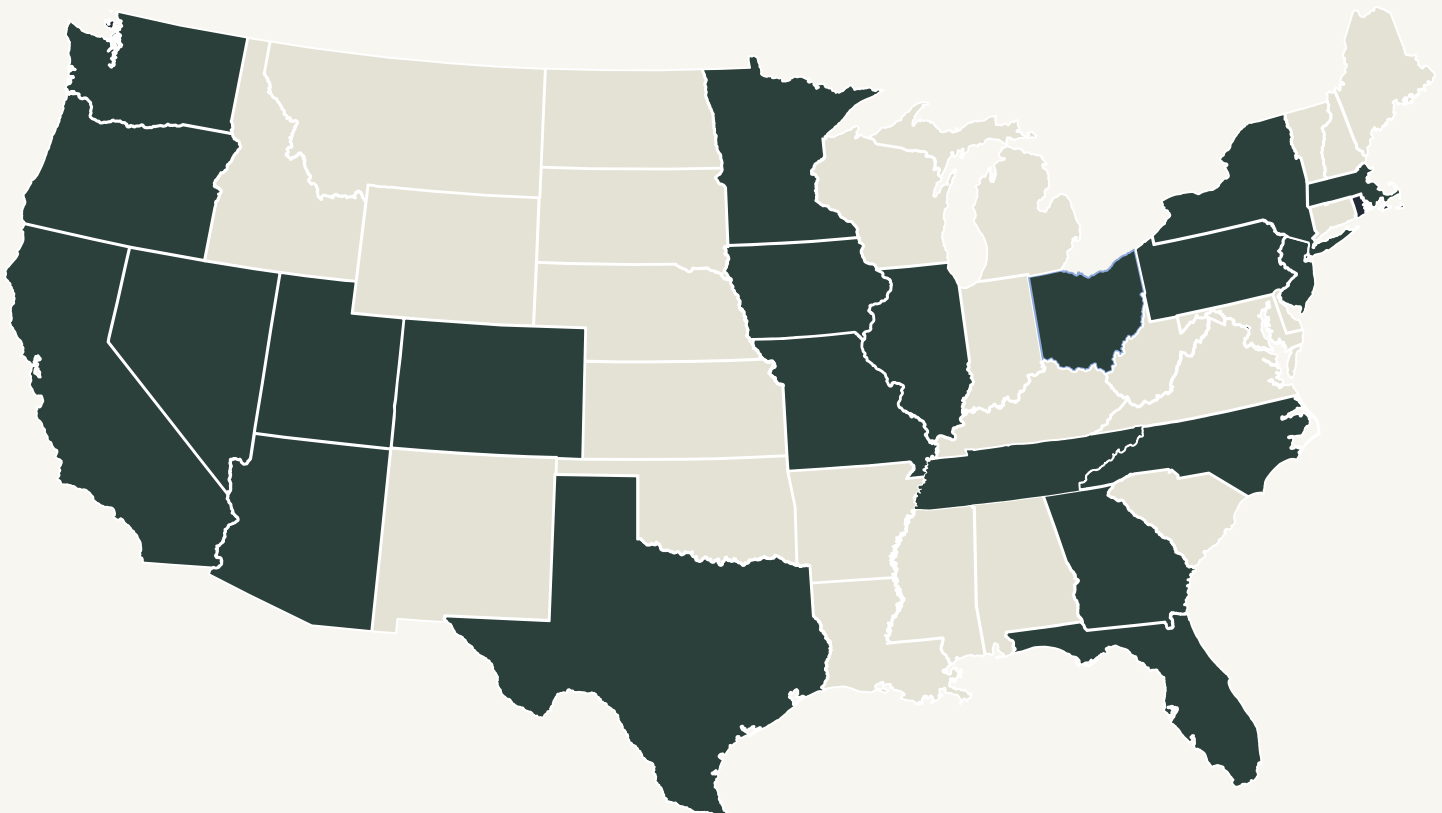
- Atlanta
- Austin
- Dallas
- Houston
- Miami
- Orlando
- San Antonio
- Memphis
- Charlotte
- Nashville

Northeast

- DC
- Buffalo
- Philadelphia
- Providence
- Toronto
- Belleville
- Brooklyn
- Bronx
- Long Island City
- Queens
- Richmond

Northwest

- Aurora
- Denver
- Oakland
- San Francisco
- San Jose
- San Mateo
- Redwood City
- Portland
- Seattle
- Salt Lake City

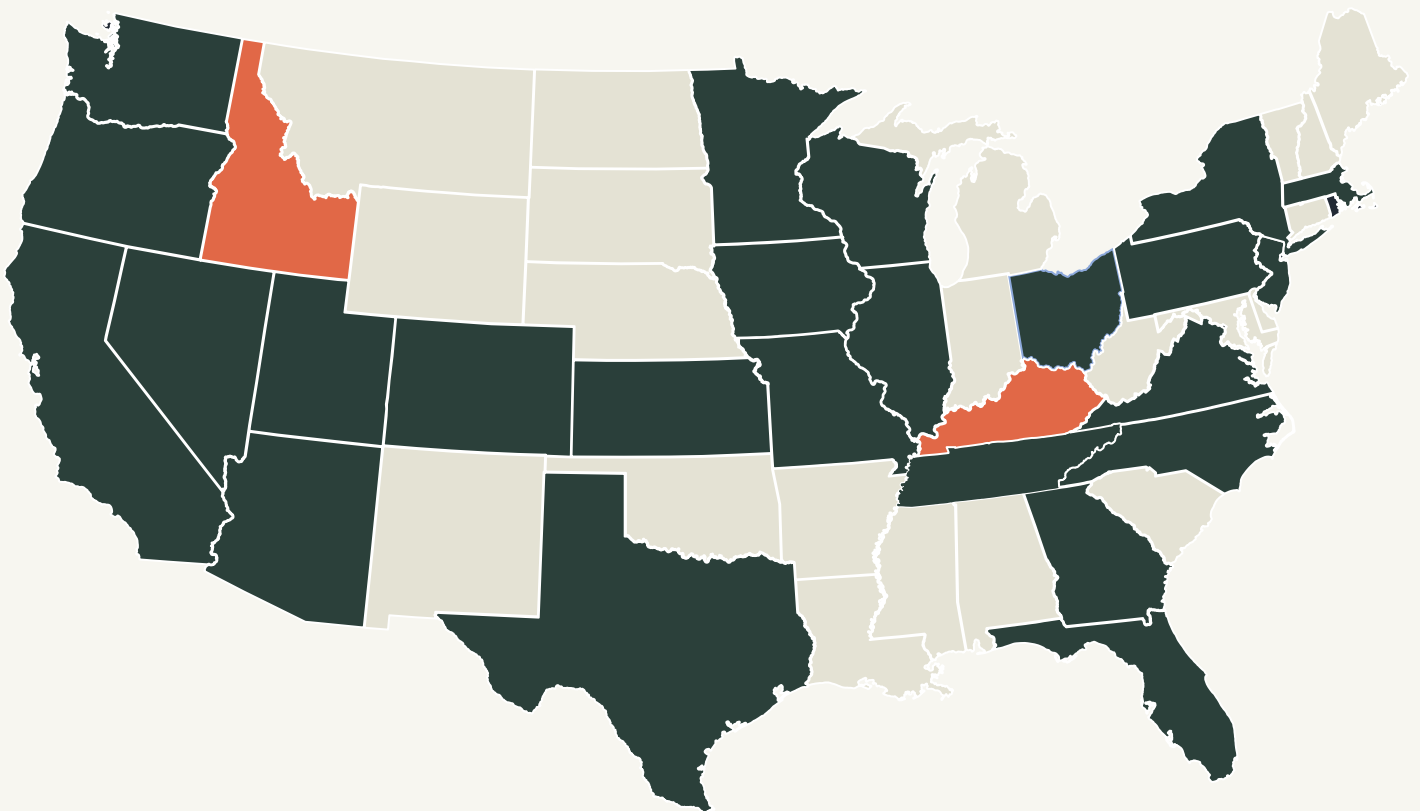


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Coming soon to your neighborhood

- Costa Mesa
- Louisville
- Sacramento
- Boise



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