



# US FOODS® GHOST KITCHENS: ACTIVATE PROFITS

LET US HELP YOU CREATE A NEW AND PROFITABLE REVENUE STREAM

## WHAT IS A GHOST KITCHEN?

Also called dark or virtual kitchens, Ghost Kitchens are professional food preparation and cooking facilities set up for delivery-only or carryout meals. In other words, not a traditional dine-in space but an invisible hub for your virtual brand, designed to boost your off-premise food sales.



**75% OF OPERATORS**  
consider off-premise dining to be  
their best growth opportunity<sup>1</sup>

## THE ANSWER TO YOUR FUTURE BUSINESS

New, efficient sources of revenue and adaptation are key. Dine-in restrictions due to Covid-19 have led to lost revenue and profit due to closing and regulations. These ghost kitchens could breathe new life into your potential sales! This is because they offer:

- A lower investment cost than traditional brick and mortars
- Ability to use your existing kitchen
- Opportunity for higher profit margin and expanded customer reach

## YOUR ALL-IN-ONE SOLUTION

Operators like you have limited time and resources. We'll help get your Ghost Kitchen up and running with programs customized to your needs, including our Ghost Kitchen Playbook, exclusive tools and expert one-on-one support. Our solution will help you launch your Ghost Kitchen and drive profits by:

- **Identifying the right concept for you**, through research on your market and current operation
- **Helping you build your brand** with easy digital solutions and the flexibility to use your own new (or existing) name, logo and branding
- **Optimizing your menu** with exclusive food costing tools and chef-driven recipes designed for profitability
- **Turning on operations** with guidance on how to manage within your current operation, building your order guide and supporting the growth of your Ghost Kitchen

Ghost Kitchens are projected to reach a **\$1 TRILLION** global market by 2030<sup>2</sup>



WITH OUR EASY-TO-ACTIVATE PROGRAM AND EXPERT SUPPORT, GHOST KITCHENS:

WOULD NEED LESS THAN:  
**\$5000**  
AVERAGE START-UP COST\*

CAN OPEN WITHIN:  
**2 WEEKS**  
AVERAGE LEAD TIME\*

CAN ACHIEVE:  
**OVER 35%**  
AVERAGE PROFIT MARGIN\*

Contact your US Foods® Representative to set up a FREE consultation with a Restaurant Operations Consultant and Food Fanatics® Chef in your area, ready to get you started and help you make it! (No up-front commitment required.)

**US.**  
**FOODS®**

<sup>1</sup> National Restaurant Association, 2020 State of the Industry Report

<sup>2</sup> Euromonitor, <https://www.restaurantdive.com>

\* Start-up cost and profitability estimates from our exclusive Profit & Loss calculator, assuming Ghost Kitchen utilizes existing space from operator's brick and mortar establishment. Average lead time from Galley.com