*KITCHENTOWN, KITCHEN TOWN CENTRAL,*

*SAN MATEO - CA - USA*



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| *Picture source kitchentowncentral.com*  ***GENERAL INFORMATION*** | |  |
| **Project name** | Kitchen Town Central | |
| **DE type** | Production (DP) | |
| **Producer/provider** | Kitchen Town Central | |
| **Designer** | - | |
| **Start (year)** | 2014 | |
| **State** | On-going | |
| **Project location** | San Mateo, California, USA | |
| **Source of information** | http://osercommunicationsgroup.uberflip.com/i/606687-gourmet-news-december-2015 | |
| **Link to videos** | [-](http://www.offgrid-electric.com/) | |
| **Main contact** | Rusty Schwartz and Alberto Solis (founders) | |
| **E-mail** | [info@kitchentowncentral.com](mailto:info@offgrid-electric.com) | |
| **Website** | http://www.kitchentowncentral.com/ | |

***SYSTEM CHARACTERISTICS***

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| **SYSTEM CONFIGURATION:** |  |
| **Provider/s (role)** | Kitchen Town Central – provides industrial kitchen facilities as service |
| **Customer/s (type)** | business (small enterprise, entrepreneurs, startups) |
| **S.PSS CHARACTERISTICS:** |  |
| **Type of S.PSS** | enabling platform |
| **Unit of Satisfaction** | Use of commercial kitchen space & facilities |
| **Offered product/s (related producer/s)** | Reconfigurable industrial kitchen facilities such as standard ovens, chocolatier assembly line |
| **Offered service/s** | KitchenTown provides space and specialized high-end equipment to streamline food production, packaging and storage. They help the makers with production, machinery operation and shipping.  KitchenTown provides business services giving support with marketing, branding, fundraising strategy and other operations. |
| **Ownership of the offered product/s** | KitchenTown owns the facilities |
| **DE access payment** | Pay for period + Pay for use |
| **DE system configuration** | decentralized |

***DESCRIPTION***

KitchenTown is an 11,000 square foot shared-space processing kitchen and an incubator opened to serve the needs of small food produces who produces locally made small-batch products. It provides users space as well as specialized high-end equipment to streamline food production, packaging and storage. It’s aimed at mainly food production startups and food makers who are looking to scale. They also help the makers with production, machinery operation and shipping.

For example, according to a story in the Gourmet News newspaper (December 2015), Marilyn Johnson was making jams and selling them in a small way with a cottage food permit in her house. It was more like a hobby for her since she didn’t earn enough money to sustain her life with this. Then, she wanted to scale her business. She obtained a commercial food license but she didn’t have enough money to build a commercial kitchen which costs around $250,000 for a small one according to Schwartz. She decided to moved the production from her house kitchen to Kitchen Town to commercially produce food in larger scale.

Users of the service pay a $150 monthly fee plus an hourly rate ($30 an hour) for the use of facilities. The makers can schedule time to use the facilities and employees to make their products.

***SUSTAINABLE BENEFITS***

**Environmental Benefits**

*System life optimization – Since Kitchen Town has the ownership and the responsibilities of the facilities, it’s their interest to use durable equipment that can last longer in their service.*

*Transportation/distribution reduction – Kitchen Town is intended for small, local, decentralized production, thus decreasing transportation.*

**Socio-ethical Benefits**

*Improve employment/working conditions – It gives small producers access to professional and commercial equipment improving their working conditions.*

*Enable a responsible/sustainable consumption – It enables local production made with local ingredients which contributes a more sustainable production as well as consumption.*

*Favor/integrate the weaker and marginalized – The service enables makers who can’t afford commercial kitchen facilities to access them.*

*Improve social cohesion: The users of the shared kitchen also form a community where makers learn from each other, collaborate and create a network.*

*Empower/enhance local resources – Kitchen Town is intended for small businesses who produce using local ingredients.*

**Economic Benefits**

*Profitability/added value for businesses – Kitchen Town provides commercial kitchen facilities as other services for small business giving them chance to grow and increase their profit without purchasing these facilities themselves. Processing facilities in the commercial kitchen lets users to produce food that have a longer shelf life, thus increasing the chances to sell their production in comparison to production at home or non-commercial kitchens.*

*Long term business/development risks – The businesses doesn’t need to invest in expensive facilities therefore they don’t need to take risk of such investment to grow.*