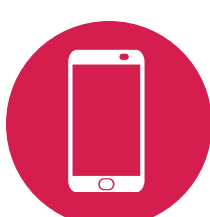


# THE EVOLUTION OF GHOST KITCHENS

## WHAT IS A GHOST KITCHEN?



A professional restaurant kitchen making food for delivery only. While ghost kitchens have all the equipment a standard restaurant kitchen has, they do not have a space where customers can dine in or pick up takeout.

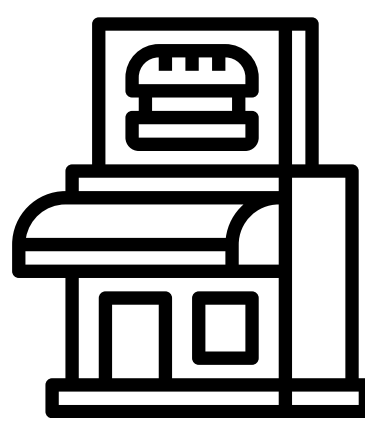


Ghost kitchens began growing in popularity as a way for individual concepts to start up with lower cost to entry, or to join an expensive market while keeping overhead low. Some pop-up concepts used this to find a long-term business strategy.



The rising delivery trend and success of these new ghost kitchens drove more openings.

Major brands began to take notice of ghost kitchens' success.



## ENTERPRISE BRANDS ADOPT GHOST KITCHENS



Lower overhead costs.



Enter a new market or expand in a market with less risk.



Use as a test kitchen, with easy menu and marketing updates.



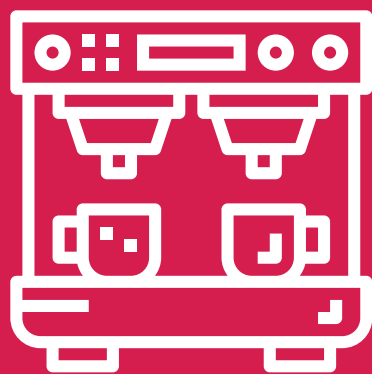
Capitalize on rising delivery numbers.

What does the future of ghost kitchens hold?

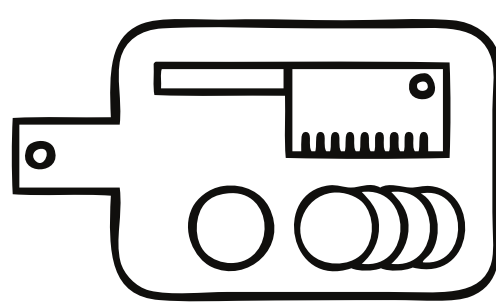


Easier delivery-only/app-only menus. Test kitchen items evolve into fully separate menus.

Increased automation further lowers prime costs.



Commissary kitchens blend with ghost kitchens to better serve a regional need.



Visit [www.synergysuite.com](http://www.synergysuite.com) to learn how to integrate FOH and streamline operations across all locations—dine-in, drive thru, commissary and ghost kitchens.

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