

# The Rise of the Ghost Kitchen.



It's no secret that off-premise takeout, delivery, and catering has transformed the foodservice industry.

# The new para-normal.

As the industry experienced struggles, operators needed a more efficient & affordable way to keep up with changing demands and mitigate the financial impact of COVID-19. Boo! Ghost kitchens appeared. They're commercial kitchen facilities designed specifically for the preparation of delivery meals. That's right, no dine in. Although these kitchens existed previously to the pandemic, they have experienced exponential growth as people across the country were confined to their homes and the demand for take-out and delivery skyrocketed.

# Benefits a Ghost Kitchen can bring.

## 75%

According to the NRA, 75% of restaurant operators agree that Ghost Kitchen service models hold the highest growth opportunities.



## Delivery or Dine-in?

According to FES, a majority of adults across multiple generations, including Gen Z (62%), Millennials (73%), Gen X (68%) and Baby Boomers (67%) today say they're more apt to purchase takeout or delivery from restaurants.

## \$22.2B

Ghost kitchen startups have raised over \$22.2 billion in funding over the last two years.

### 2018

### \$35B

online delivery revenue in the US

### 2023

### \$365B

projected total of online food delivery US market

Reduced space costs.  
No dine-in services.

Less face-to-face customer service, but higher customer satisfaction with increased order consistency.

Allow brands to test how they would perform in a particular location without shelling out the cash for a brick-n-mortar location.

Labor efficiency.  
No need for customer facing or overlapping duties.

Share costs with other restaurants by combining production facilities between brands.





# Food Supply & Storage.

# Food Preparation.



MetroMax® 4  
All-Polymer  
Shelving System

**Pain Point**  
High volumes of food prep requires frequent equipment cleanings.

**Solution**  
MetroMax polymer shelving and Super Erecta Pro with Microban have removable mats for easy cleaning.



Super Erecta Pro®  
Epoxy Coated Wire Shelves  
with Removable Mats.



The easiest  
way to customize  
shelving in 3D.



**Pain Point**  
High prep volumes with limited counter space.

**Solution**  
Prep stations not only add more space to prep food but utilize vertical space with SmartWall or overhead heated shelves.

### All-In-One Prep Station

- Increase the speed and accuracy of food prep.
- The unit comes equipped with SmartWall and SmartWall accessories to keep condiments, utensils, and spices within arms reach.

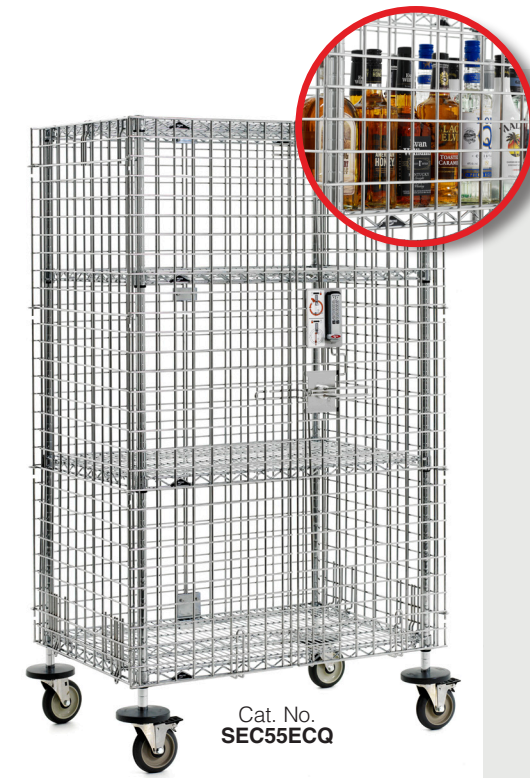
Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
18x48 All-in-One Prep Station	18x48x63	457x1219x1600	CR1848AIO
24x48 All-in-One Prep Station	24x48x63	610x1219x1600	CR2448AIO



### Pizza Prep SmartWall® Unit

- Utilize wall space to create a less cluttered worktable surface.
- This unit has all you need to prep pizzas and get them ready for the oven.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
SmartWall Pizza Prep Unit	20x40x70 1/2	914x1016x1791	SWKIT-PIZZAPREP4



### Protect items with Security Cages.



**Pain Point**  
Some ghost kitchens concepts have shared kitchen spaces with many people coming and going. Security is a concern.

**Solution**  
Security units keep high value items safe and can even be added to existing Metro shelving units.



Cat. No.  
SECM2430NC



### Prep Workstation with Super Erecta® Hot Shelving

- Prepare orders and keep them hot in one location.
- A 30" deep work surface provides a spacious area for order prep.
- Stage orders overhead on Super Erecta Heated Shelving before they are ready for pickup to keep meals at safe temperatures.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
30x36 Prep Workstation with Overhead Heat	30x36x62 1/2	762x914x1588	CRHSP-3036
30x48 Prep Workstation with Overhead Heat	30x48x62 1/2	762x1219x1588	CRHSP-3048
30x60 Prep Workstation with Overhead Heat	30x60x62 1/2	762x1524x1588	CRHSP-3060



### Prep Table with SmartWall® & Cart

- Get a complete prep unit right out of the box.
- This unit has all you need to store, prep, stage to-go orders, and move food.
- Using a 3-sided frame adds stability, and creates a nesting area for the cart.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
Prep Table with SmartWall & Cart	36x40x70 1/2	914x1016x1791	CR2436PTSW



# Food Holding.

# Order Pickup Solutions.

## Pain Point

Ghost kitchens need to keep to-go orders at safe temperatures until delivery drivers arrive to pick them up.

## Solution

Super Erecta Hot heated shelve and the C5-3 Series heated cabinets are good options for keeping food safe & appetizing.

**Great VALUE**

## C5® 3 Series with Insulation Armour™

- When space is tight, hold orders in an undercounter 3-Series cabinet  
Also available in Full, 3/4, and 1/2 height options.
- Keep orders at a safe temperatures while making the most of underutilized space.



## Super Erecta® HOT Heated Shelving

Shelving that keeps food hot, appetizing and ready-to-go.



**Set-it-up your way.**  
Build into any Super Erecta shelving unit or workstation.

## Keep food hot, organized & ready-to-go.

Keep up with high volume carryout demand with **Metro2Go** Hot Stations. **Perfect for:**

- Prepaid self service carryout orders
- Takeout or delivery order staging
- Grab & Go applications.

Entice customers, reduce labor costs, or simply improve speed & efficiency with **Metro2Go** Hot Stations... the affordable, efficient solution to keep food hot and ready-to-go.



## Pain Point

Unorganized pick-up areas create confusion and cause orders to be grabbed by the wrong driver or customer.

## Solution

Pick-up stations contain an overhead pick-up sign for visibility and include label holders to organize orders alphabetically.

## Pickup Station

- Eliminate congestion around counterspaces in the front-of-house while offering a convenient designated spot to pick-up orders.
- Organize and alphabetize orders by utilizing label holders.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
18x24 Pickup Station	18x24x54	457x610x1372	CR1824TGSR
18x36 Pickup Station	18x36x54	457x914x1372	CR1836TGSR
18x48 Pickup Station	18x48x54	457x1219x1372	CR1848TGSR

\*Total Height including sign: 62.25" (1581mm)



## Countertop Pickup Station

- Utilize countertop space to stage orders for pickup.
- Organize and alphabetize orders by utilizing label holders.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
2 Bay Countertop Pickup Station	18x24x27 3/4	457x610x707	CR1824TG2B
3 Bay Countertop Pickup Station	18x24x42 1/2	457x610x1080	CR1824TG3B



# Order Staging & Assembly.

**Pain Point**  
Busy ghost kitchens are assembling multiple orders at rapid speed. Order errors are important to avoid keep customers satisfied.

**Solution**  
Order staging carts streamline the assembly process by keeping all order components within reach.



### Order Staging Cart

- Easily stage and assemble orders for pickup.
- Bin holders conveniently hold condiments, utensils, and other order add-ons at an ergonomic working height for easy assembly.
- Streamline order assembly and prevent human error while ensuring customer satisfaction.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
24x30 Order Staging Cart	27 <sup>3</sup> / <sub>4</sub> x31 <sup>3</sup> / <sub>4</sub> x65 <sup>3</sup> / <sub>4</sub>	707x809x1673	CR2430DSS
24x48 Order Staging Cart	27 <sup>3</sup> / <sub>4</sub> x49 <sup>3</sup> / <sub>4</sub> x65 <sup>3</sup> / <sub>4</sub>	707x1245x1673	CR2448DSS



### Countertop Condiment Tower

- Maximize counter space and keep small order add-ons such as condiment packets, utensils, napkins, straws, etc. in arms reach.
- The 3-sided double snake frame allows for easy access to bin contents and provides stability. No need to reach around posts.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
18X24 Countertop Condiment Tower	18x24x27	457x610x686	CR1824DTCT



### Condiment Cart

- Keep small order add-ons in close proximity to pick-up stations.
- Removable black bins organize condiments, utensils, napkins, etc. and offer peace of mind for sanitizing and cleaning.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
14x30 Mobile Condiment Cart	14x30x27	356x762x686	CR1430CC



### Undercounter Condiment Cart

- Nest the unit under counter to save space in the back-of-house.
- Keep small order add-ons in close proximity to pick-up stations.
- Removable black bins organize condiments, utensils, napkins, etc. and offer peace of mind for sanitizing and cleaning.

Description	Size (in) (W x L x H)	Size (mm) (W x L x H)	Cat. No.
18x24 Under Counter Condiment Cart	18x24x20	457x610x508	CR1824CCU

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