



Dark Kitchens Glossary

- **Back Office:** a business unit separate to the kitchens producing your product that specifically handles the non food preparation and delivery tasks
- **Cashflow:** incoming vs outgoing monies, usually on a monthly basis
- **Catchment Area:** the geographic area which you serve with your food delivery service - the number of people within it determines your TAM
- **Cloud Kitchen:** another name for a Dark Kitchen
- **Competition:** other operators in the market who are competing with you for the same customer demand
- **Co-working Kitchen:** a large shared kitchen space, sections of which are available to rent by different clients who use it to produce the food for their delivery only brand
- **CRM (Customer Relationship Management software):** a software tool used to manage communication with your customers - answering questions, recording complaints, creating and distributing marketing messages
- **Cuisine:** the style of food offered, usually a specific region or country's dishes
- **Dark Kitchen:** name for a delivery only restaurant, no dine-in, accepting orders via phone, online, and app - usually the back-end kitchen behind a food brand offering delivery via food delivery aggregator apps, e.g. Uber Eats
- **Deliveroo:** a popular UK food delivery aggregator app
- **Delivery Time:** the total amount of time it takes from someone placing an order, to having that order delivered to their door - this time includes: food preparation time, time for rider to reach your kitchen to collect, and time for rider to reach the customer to deliver
- **Demand:** the total amount of food you could sell in your catchment area, if you had the supply to do so
- **Distribution:** all the processes involved in how customers find you to place an order, and how you then get that order into their hands
- **Economies of Scale:** opportunities for paying less per unit of something because you are purchasing more units, e.g. renting more space = pay less per square metre, buying more kg of meat = pay less per kg of meat - these have to be negotiated, so,

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every time you need to increase an order with a supplier, look to negotiate a lower unit price

- Food Delivery Aggregators: apps that offer customers food from various 3rd parties, delivered to your door for a small fee, e.g. Postmates, Uber Eats, Just Eat, Deliveroo
- Food Licensing: the license required to prepare and sell food, administered by your local regulatory authorities - usually involving ongoing physical inspections for kitchen cleanliness and food storage/preparation hygiene standards
- Inventory: your stock of raw materials that go into producing your end product - this has to be stored and managed to prevent running out of key items, losing items going rotten, and running out of space to store things
- Inventory Management: software tool to help manage procurement and storage of raw materials - helping you to run a more efficient business, reducing wastage, and so increasing your margins
- Just Eat: a popular global food delivery aggregator app
- Managed Dark Kitchens: a brand markets delivery food, an independent operator runs the kitchen, food preparation, and logistics - the brand and operator share the revenue
- Margin: the % of the money that you receive for a product that isn't covering the cost of producing and selling that product, i.e. your gross profit
- Marketing: all the processes involved in making customers aware of your existence and remembering you when they most want the service that you offer
- Menu: the range of food offered
- Modular Kitchen: a 'kitchen in a box' - shipping container sized prefabricated kitchen that can be easily transported and placed in almost any location offering a minimum set of utilities to access (water, electricity, etc)
- Packaging: the materials holding your product for delivery to your customers - in the food delivery industry this is a key place for delighting your customers and pitching them on buying other products from you and using your service again
- Performance Marketing: paid marketing campaigns, usually via search engine advertising, or social media advertising
- Permits: any legal agreements or certifications that have to be in-place with the local regulatory authorities that will allow you to legally operate your business

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- **Planning Permission:** the permission needed from your local regulatory authorities to carry out building works, refurbishments, and/or permission to prepare and sell food from you proposed location
- **Population Density:** how many people there are in a given area - the higher the density, the more potential customers you have, but likely more competition too
- **PoS (Point of Sale) Management Software:** a software tool that helps you manage all financial transactions with your customers - recording money in and out, producing receipts, and offering financial performance analytics
- **Postmates:** a popular US food delivery aggregator app
- **Riders:** those who collect food orders and deliver it to customers - in towns and cities these can often be people on motor scooters or bicycles, hence 'riders'
- **Seasonality:** the changing demand for your products based upon the time of year - either due to climate reasons, or events and holidays tied to specific date ranges
- **SEO (Search Engine Optimisation):** processes that help you to improve the volume of traffic you get from search engines like Google, by improving the number of customer searches you appear for, and the position of your online content in the search results
- **Sublet Model:** owning dark kitchen locations and renting them to independent operators who use it to run their delivery-only food brand
- **Supply:** the total amount of food you are able to produce - the limit to your potential assuming there is more demand for your food than you can easily produce
- **Syndicate:** coming together with a group of others to share the use of a service, and the cost of a service
- **TAM (Total Addressable Market):** the total number of customers you could possibly sell to, given the limitations of how much demand there is for your product, and how much you are able to supply - the ceiling of your sales potential
- **Uber Eats:** a popular global food delivery aggregator app
- **Utilities:** water, sewage, electricity, natural gas - anything that your kitchen requires to operate and that are purchased as a service from private providers, or municipalities

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- Virtual Kitchen: another name for a Dark Kitchen - can also mean using the kitchen of a restaurant retail location to service delivery only food that is marketed under a different brand than the restaurant within which it's based