

Casper's Kitchen Corporate Handbook

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Table of Contents

1. Welcome to Casper's Kitchen
2. Company Overview
3. Our Locations

4. Employment Policies
 5. Food Safety Standards
 6. Customer Service Philosophy
 7. Career Development
 8. Corporate Contacts
 9. Acknowledgment
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Welcome to Casper's Kitchen

Welcome to the Casper's Kitchen team! We're thrilled to have you join our innovative ghost kitchen operation. This handbook provides essential information for all Casper's Kitchen employees across our corporate, operations, and support teams.

For location-specific operational procedures, please refer to your location's Operations Manual.

Our Mission

To deliver exceptional food experiences through operational excellence, culinary innovation, and seamless delivery—all without a traditional storefront.

Our Values

- **Speed Without Sacrifice:** We prioritize fast service while never compromising on food quality
 - **Consistency Is King:** Every order should taste the same whether it's the first of the day or the last
 - **Safety First:** Food safety and workplace safety are non-negotiable
 - **Customer Obsession:** Every decision starts with "How does this improve the customer experience?"
 - **Team Excellence:** We succeed together or not at all
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Company Overview

What is a Ghost Kitchen?

Casper's Kitchen operates as a "ghost kitchen" (also known as a virtual kitchen, cloud kitchen, or dark kitchen). Unlike traditional restaurants, we have no dine-in area or customer-facing storefront. Our facilities are optimized purely for food preparation and delivery fulfillment.

This model allows us to:

- Operate multiple virtual brands from a single location
- Focus entirely on food quality and delivery speed
- Reduce overhead costs associated with front-of-house operations
- Quickly adapt to changing customer preferences

Virtual Brands

Each Casper's Kitchen location hosts multiple virtual restaurant brands. These brands appear as separate restaurants on delivery platforms but are all prepared in our kitchens. Brand availability varies by location and may change based on market demand.

Our portfolio includes 24 distinct virtual brands across categories including:

- **Asian Cuisine:** Wok This Way, Pho Real, Thai One On
- **Mexican:** Taco 'Bout It, Burrito Bandits
- **American Comfort:** Five Gals Burgers, Cluck Yeah, Wing Commander
- **Health-Focused:** Grain & Glory, NootroNourish, Green Machine
- **Italian:** Pasta La Vista, Pizza My Heart
- **Specialty:** Seoul Food, Curry Up, Mediterranean Nights

Our Business Model

Ghost kitchens represent the future of food service. By eliminating dine-in overhead, we can:

1. **Optimize for Delivery:** Every aspect of our kitchen is designed for speed and consistency in delivery orders
 2. **Multi-Brand Efficiency:** Shared infrastructure supports multiple brands simultaneously
 3. **Data-Driven Operations:** Real-time analytics drive menu, staffing, and operational decisions
 4. **Rapid Market Testing:** New brands and menu items can be launched and tested quickly
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Our Locations

Casper's Kitchen currently operates four locations across the United States, each serving a distinct market with tailored brand offerings.

Location Code	City	State	Service Radius	Daily Capacity
CK-SF	San Francisco	California	4 miles	300+ orders/day
CK-SV	Silicon Valley	California	4 miles	200+ orders/day
CK-BEL	Bellevue	Washington	4 miles	250+ orders/day
CK-CHI	Chicago	Illinois	4 miles	350+ orders/day

Location Profiles

San Francisco (CK-SF)

- Market focus: Health-conscious urban professionals
- Brand emphasis: Health-focused and trendy cuisine
- Growth trajectory: Strong consistent growth (+74% YoY)
- Operating hours: 10:00 AM - 10:00 PM

Silicon Valley (CK-SV)

- Market focus: Tech workers, startups, late-night orders
- Brand emphasis: Diverse options with strong late-night demand
- Growth trajectory: Explosive growth (+190% YoY)
- Operating hours: 10:00 AM - 1:00 AM (extended late-night)

Bellevue (CK-BEL)

- Market focus: Suburban families, comfort food
- Brand emphasis: Family-friendly, comfort cuisine
- Growth trajectory: Stable, mature market (+2% YoY)
- Operating hours: 10:00 AM - 9:00 PM

Chicago (CK-CHI)

- Market focus: Urban professionals, legacy customer base
 - Brand emphasis: Classic American, deep dish specialties
 - Growth trajectory: Undergoing operational improvements (-25% YoY)
 - Operating hours: 10:00 AM - 10:00 PM
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Employment Policies

Employment Classification

Casper's Kitchen employs both full-time and part-time staff. Your employment classification determines your eligibility for benefits and scheduled hours.

- **Full-Time:** 32+ hours per week; eligible for full benefits
- **Part-Time:** Under 32 hours per week; eligible for limited benefits

Attendance Policy

Reliable attendance is critical to our operation. Please adhere to the following:

- **Arriving Late:** Notify your shift supervisor at least 30 minutes before your shift if you will be late
- **Calling Out:** Notify your supervisor at least 4 hours before your shift for illness; 24 hours for other reasons
- **No Call/No Show:** A no call/no show is a serious violation and may result in immediate termination
- **Consecutive Absences:** Three consecutive unexcused absences will result in termination

Dress Code

All kitchen staff must wear:

- Clean, company-issued uniform shirt
- Non-slip, closed-toe shoes (black preferred)
- Hair restraint (hat, hairnet, or beard net as applicable)
- Clean apron (provided)
- No jewelry except plain wedding bands

- No artificial nails or nail polish
- Name badge visible at all times

Anti-Harassment Policy

Casper's Kitchen maintains a zero-tolerance policy for harassment of any kind. This includes but is not limited to:

- Sexual harassment
- Discrimination based on race, gender, religion, age, disability, or sexual orientation
- Bullying or intimidation
- Verbal abuse

Report any incidents immediately to your supervisor or HR. All reports will be investigated confidentially.

Drug and Alcohol Policy

- No employee may work under the influence of alcohol or illegal drugs
- Prescription medications that may impair job performance must be disclosed to HR
- Random drug testing may be conducted
- Violations result in immediate termination

Personal Device Policy

- Personal cell phones must be stored in designated areas during shifts
- Phone use is prohibited in food preparation areas
- Brief phone checks are permitted only during scheduled breaks
- Emergency calls should be directed through the shift supervisor

Equal Employment Opportunity

Casper's Kitchen is an equal opportunity employer. We do not discriminate based on race, color, religion, sex, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, or any other protected characteristic.

Food Safety Standards

Food safety is non-negotiable at Casper's Kitchen. All employees must understand and follow these standards regardless of role.

Core Principles

1. **Temperature Control:** Food must never remain in the danger zone (40°F - 140°F) for more than 2 hours
2. **Handwashing:** Required before starting work, after breaks, after handling raw proteins, and when switching tasks
3. **Cross-Contamination Prevention:** Use designated equipment for different food types
4. **FIFO:** First In, First Out—always use oldest ingredients first

Minimum Cooking Temperatures

Food Type	Internal Temperature
Poultry	165°F (74°C)
Ground beef	160°F (71°C)
Beef steaks	145°F (63°C)
Pork	145°F (63°C)
Fish	145°F (63°C)
Eggs	160°F (71°C)

Allergen Management

Common allergens we handle include: peanuts, tree nuts, shellfish, fish, milk, eggs, wheat, soy, and sesame. All employees must:

1. Read all order notes for allergen alerts
 2. Use clean, sanitized equipment for allergen-free orders
 3. Never substitute ingredients without customer approval
 4. Escalate any allergen questions to shift supervisor
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Customer Service Philosophy

Our Customer Promise

Even though we operate without customer-facing storefronts, every order is an opportunity to deliver exceptional service. Our customer promise includes:

- **Accuracy:** Correct items, properly prepared
- **Quality:** Fresh, delicious food every time
- **Speed:** Timely preparation and delivery
- **Care:** Proper packaging that maintains food quality

Handling Feedback

Customer feedback flows through delivery platforms and is reviewed weekly. Common improvement areas include:

1. Missing or incorrect items
2. Food temperature issues
3. Delivery timing
4. Order accuracy

All feedback is used to improve our operations and recognize exceptional performance.

Career Development

Advancement Opportunities

Casper's Kitchen promotes from within whenever possible. Career paths include:

Kitchen Track:

- Line Cook → Station Lead → Shift Supervisor → Kitchen Manager → Regional Operations Manager

Driver Track:

- Driver → Senior Driver → Driver Coordinator → Fleet Manager

Corporate Track:

- Analyst → Senior Analyst → Manager → Director → VP

Training Programs

We offer continuous training including:

- **Onboarding:** Comprehensive orientation for all new hires
- **Food Safety Certification:** Required for all kitchen staff
- **Leadership Development:** For emerging supervisors and managers
- **Cross-Training:** Opportunities to learn multiple stations and roles

Performance Reviews

- **90-Day Review:** All new hires
 - **Annual Reviews:** All staff
 - **Merit Increases:** Based on performance and market rates
 - **Promotion Readiness:** Discussed during annual reviews
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Corporate Contacts

Corporate Headquarters

Casper's Kitchen Corporate
100 Ghost Kitchen Way
San Francisco, CA 94105

Department Contacts

Department	Email	Purpose
Human Resources	hr@casperskitchen.com	Benefits, policies, employee relations
Operations	ops@casperskitchen.com	Location support, procedures
IT Support	it@casperskitchen.com	Systems, equipment, technical issues
Training	training@casperskitchen.com	Certifications, programs, materials
Safety	safety@casperskitchen.com	Incidents, hazards, compliance

Emergency Contacts

- **Corporate Emergency Line:** 1-800-CK-HELP1 (1-800-254-3571)
- **HR Hotline (Confidential):** 1-800-CK-HELP2 (1-800-254-3572)

Leadership Team

Role	Name	Email
CEO	Jordan Mitchell	jmittchell@casperskitchen.com
COO	Samantha Chen	schen@casperskitchen.com
VP Operations	Marcus Johnson	mjohnson@casperskitchen.com
VP Human Resources	Lisa Park	lpark@casperskitchen.com

Acknowledgment

By signing below, I acknowledge that I have received and read the Casper's Kitchen Corporate Handbook. I understand the policies and expectations outlined in this document and agree to comply with them.

Employee Name: _____

Employee Signature: _____

Date: _____

HR Representative: _____

Date: _____

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