

•
Kitchens
Confidential -

Ironside **Newark**

Ironside Newark
110 Edison Place
Newark, NJ 07102

Expected Launch
Spring 2021



**Day and night,
Newark's young,
affluent, diverse
community lives,
works, and plays
in downtown.**

Newark is headquarters to top employers, home to a collection of luxury residences, and campuses of top tier universities.

A growing, vibrant market.

MARKET FACTS:

Median Age:

34

Number of Businesses:

6,127

Average Household Income:

\$58,717

Number of Employees:

149,288

Total Population:

174,721

Number of Households:

96,888

Day-time Population Density:

15,100 per
sq. mi.

Night-time Population Density:

11,700 per
sq. mi.

A state-of-the-art office and retail destination with plenty of historical charm.

Ironsides Newark is the newest central business hub.





Central downtown location makes it ideal for both pick-up and delivery.

LUXURY RESIDENCES:

- 1 24 Jones
- 2 Eleven 80
- 3 One Theatre Square
- 4 50 Rector Park
- 5 Hahne & CO.
- 6 The Kislak Building
- 7 Ironbound Lofts
- 8 Walker House
- 9 325 Ferry Street
- 10 115 Brien

TOP EMPLOYERS:

- Audible
- IDT
- Gateway Group One
- Horizon Blue Cross Blue Shield
- New Community Corporation
- Panasonic
- Prudential
- PSEG
- Saint Michael's Medical Center



ABOUT OUR IRONSIDE SPACE:

7500 sq.ft.

10 Built-out and fully-equipped individual kitchens

400 Amp Power

Shared Facilities:

- Dry and Cold Storage
- Scullery
- Ice Machine

AMENITIES:

Dedicated 24/7 Access

Secure Loading/Storage Area

Breakroom and lockers

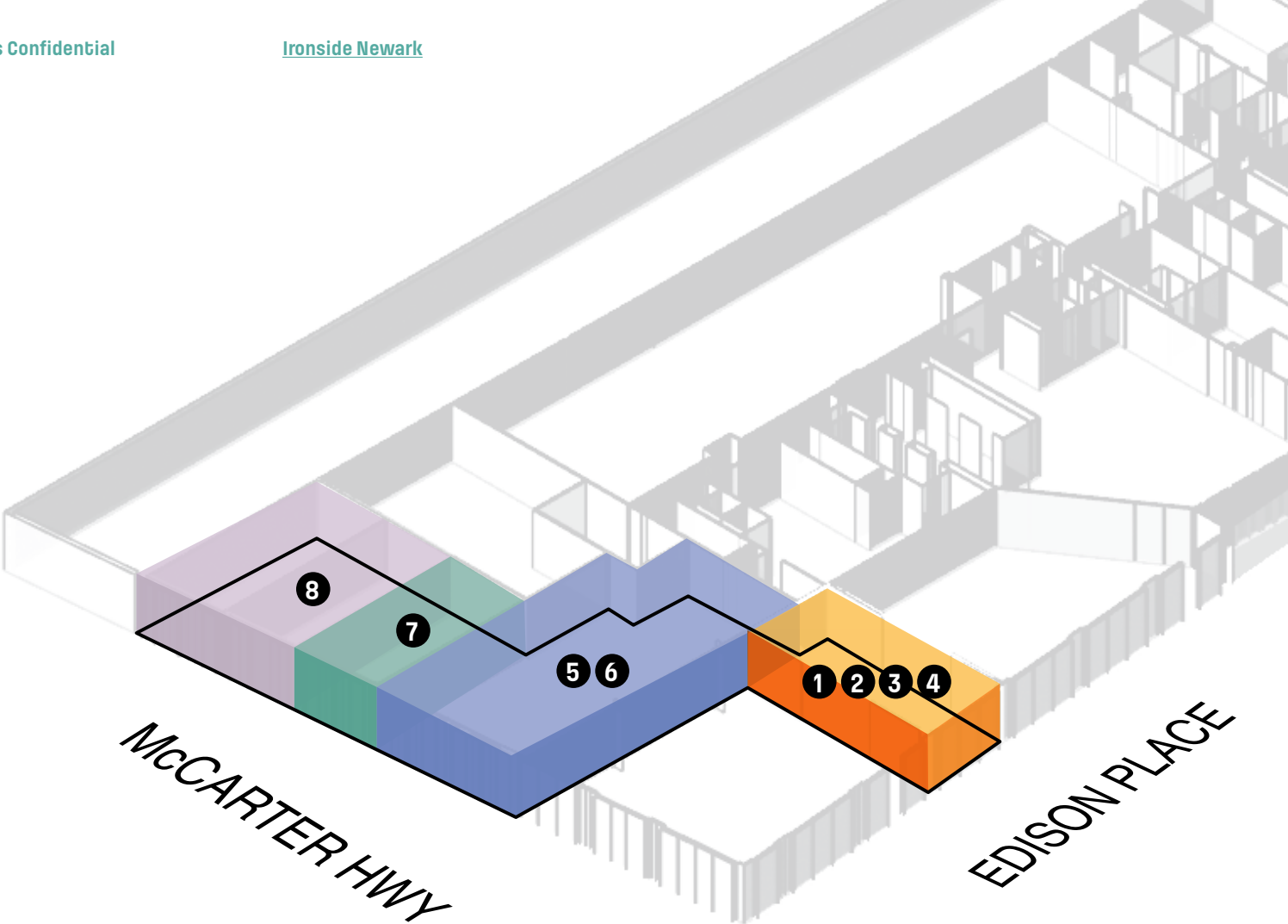
Utilities, Trash Removal,
Pest Control

Kitchens Confidential Staff*:

- Manage Orders and Customers
- Receive and Store Inventory
- Clean and Maintain Premises
- Clean and Maintain Equipment

* ServSafe certified with local Food
Handler's Permit





Street retail access and simple traffic flow means serving more customers.

IRONSIDE KITCHENS CONFIDENTIAL SPACE (7500 sq. ft.)

Front of House (1215 sq ft)

- 1. Foodie Merchandise
- 2. Foodie Bar
- 3. Ordering Kiosks

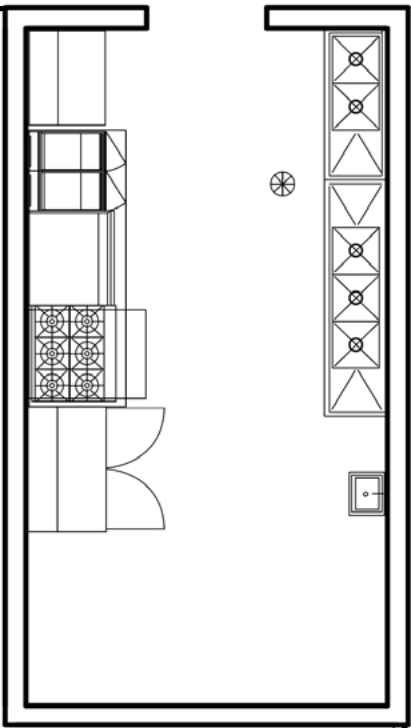
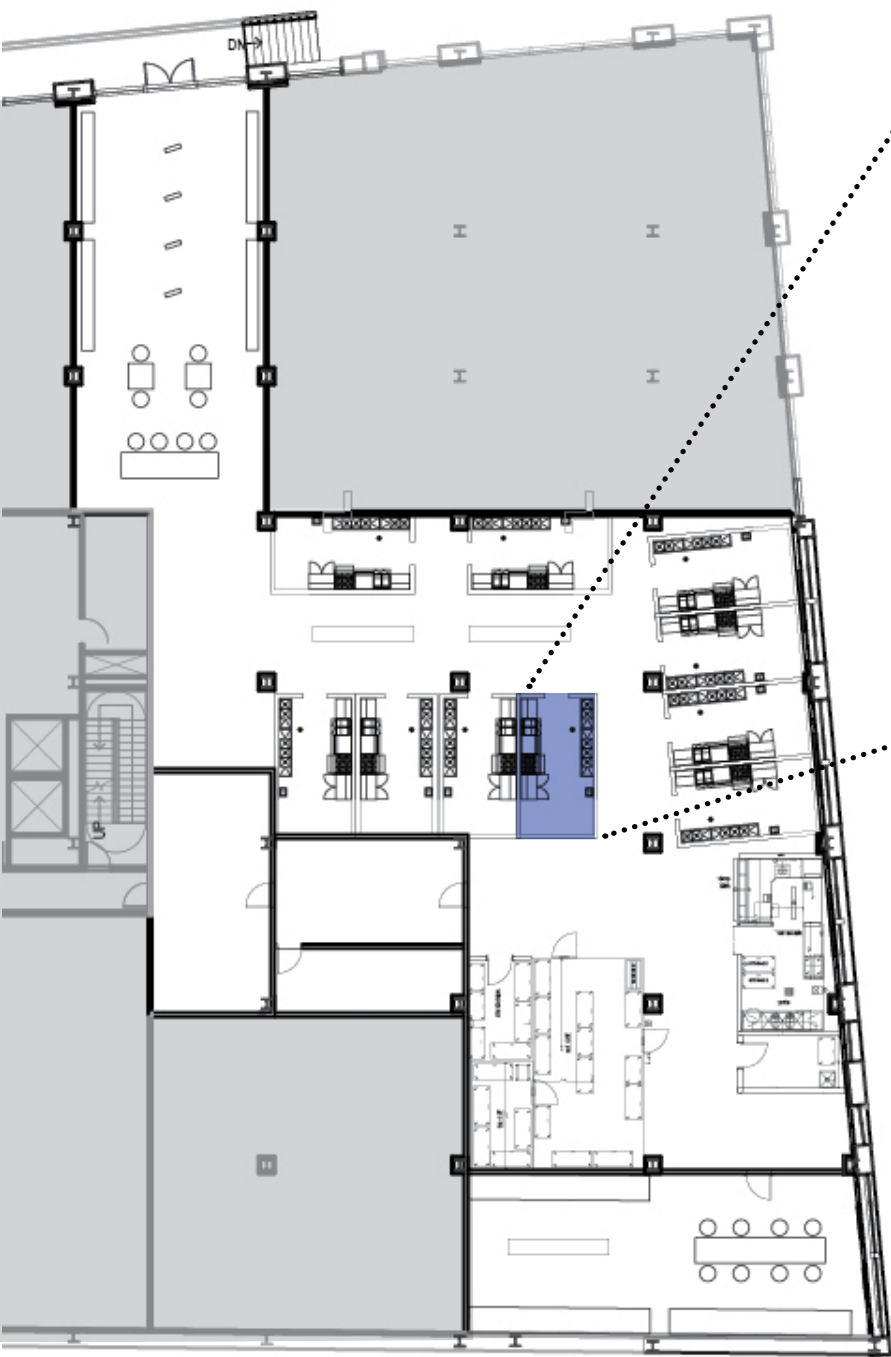
Kitchens (3385 sq ft)

- 5. 10 Individual Kitchens
- 6. Swing Space (490 sq ft)

Amenities (2900 sq ft)

- 7. Breakroom (900 sq ft)
- 8. Back of House (2000 sq ft)

**KITCHENS CONFIDENTIAL
RETAIL, KITCHENS, AND BACK OF HOUSE**



**INDIVIDUAL KITCHEN LAYOUT
(250 sq ft)**



More than just a 250 sq. ft. kitchen

Each individual kitchen is furnished with an efficient layout, state-of-the-art equipment, and great vibes.

KITCHEN EQUIPMENTS

Standard Equipment

36" Range with Convection Oven
45" Gas Floor Fryer
36" Charbroiler
36" Griddle
30"x36" 14 Gauge Stainless Steel Worktable
2 Compartment Prep Sink
3 Compartment Wash Sink

Refrigeration and Storage

48" 2 Door Worktop Refrigerator
48" 2 Door Worktop Freezer
48" 2 Door Sandwich Prep Refrigerator
24"x36" Chrome Shelving
24"x36" Green Epoxy Shelving

Miscellaneous

Hand Wash Sink
Pre-Rinse Hose and Spring Faucets

What makes us the best team for you? We believe, through food, we can build an engaged and enthusiastic community with a vibrant culture.

Food, after all, should be a playful, tasteful, and flavorful experience.



Hudson Tang

Operations & Partnership

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Thabo Lenneiye

Design & Experience



Danny Bin

Finance & Engineering



Jen Liao

Brand Strategy & Marketing

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www.kitchenscondidential.com



Additional Material

Positive Numbers

We work hard on perfecting a financial model that will make positive impacts on your bottom line so you can grow your dream.

STARTUP COSTS, YOUR PASSION & CRAFT

With 10% of the capital investment of traditional brick and mortar restaurant setup costs, you know you are off a good start. Kitchens Confidential is just as invested as you.

HIGH 3RD PARTY ORDERING SERVICE FEES. GONE!

It is their customers, not yours. By focusing on building a strong community and market differentiators, you got more than a 15% saving of your revenue. It is a win win.

Potential gross revenue uptick

25%⁺

Contact us to review
your financial model

H&S Commitment

We are committed to the well-being of our partners and customers by providing clear guidelines and supports. Together, we can create a safe and healthy environment to cook and to enjoy food.

OUR TEAM

Kitchens Confidential Crew is retrained and re-certified on hygiene, sanitation and safety standards through industry mandatory courses. They are also health & safety ambassadors for our restaurant partners.

OUR SPACE

The difference is in the detail. From providing hand sanitizer stations to contactless payment system, and doors, we focus on keeping the premise clean inside and out with sanitizing regimen and helpful signage.

OUR GUIDELINES

Our Health & Safety Guidelines address all the necessary touch points so our restaurant partners can perform their work in a safe manners. We constantly update guidelines with the latest information from the local and federal health authorities and collaborate with our restaurant partners for their inputs. We not only believe in providing a safe and healthy environment, we are committed to it.

[Contact us](#) for the latest Health & Safety Guidelines