



## **Cater2.me's Rotating Pop-up, BetaKitchen, Brings Top Local Food Providers to FiDi/SOMA Lunch Scene**

San Francisco, 4/5/2012

The Financial and SOMA districts have long been breeding grounds for business and technology innovation and will now play host to Cater2.me's BetaKitchen, a downtown San Francisco rotating food pop-up and test kitchen. Cater2.me's BetaKitchen will be working with a curated set of chefs to provide the downtown crowd with an equally creative and innovative lunch option.

Conceived by the fast-growing startup Cater2.me, BetaKitchen will bring some of San Francisco's best to the FiDi/SOMA food scene, from the likes of underground pop-up favorites Soul Groove, Radio Africa, and Big Chef Tom's Belly Burgers, to the Ferry Building's El Porteno and Inner Richmond's Little Vietnam.

Downtowners will have the opportunity to interact with local chefs as they try out new food concepts in this test kitchen platform. As a truly interactive experience, participants will be able to go online to learn more about the vendors, view the upcoming lineup, and provide suggestions on the future schedule.

Launching Friday, April 13<sup>th</sup>, the pop-up will be serving out of John Colins, located at 138 Minna, several times a week. Mission hot-seller Soul Groove will be inaugurating the event with newly reinvented, fresh off the griddle chicken and waffle sandwiches and festive soul music.

**About Cater2.me:** Cater2.me was founded with the goal of connecting inspired kitchens with the masses. Inspired by San Francisco's thriving farmers' markets and the abundance of passionate local chefs, Cater2.me has set out on a mission to revamp catering by opening up access to this amazing wealth of local gourmet food. The company is now serving over 40,000 meals a month to hungry companies throughout the Bay Area.

### **For more information on BetaKitchen:**

Website: <http://Cater2.me/BetaKitchen>

Facebook: <http://facebook.com/C2meSF>

Twitter: @C2meSF

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