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From Egg to Chicken – The Kitchen Coop's Story



The Kitchen Coop is the brainchild of Founder and Executive Director Jeff Greenberg. With years of experience working in the Front Range Food Industry, Jeff created The Kitchen Coop to solve the problems common to many small food businesses. After a stint consulting with large-scale manufacturer Bueno Foods, Jeff also began working with smaller companies. An early client was Boulder based startup MM Local, a food processor devoted to canning local, organic fruits & vegetables. Originally hired to improve MM Local's operations, Jeff's role shifted when MM was forced to find a new commercial kitchen.. Reviewing the facilities available in the Front Range Jeff realized the options for growing small food companies were limited – and not only by lack of kitchen space. It was nearly impossible for small food businesses to find prep facilities with warehousing room or any kind of manufacturing support. Ultimately, it was the search for a commercial kitchen and warehouse that helped hatch the idea for The Kitchen Coop.

After helping to solve the space problem for MM Local, Jeff spent nearly two years extensively researching commercial kitchen resources both along the Front Range and throughout the United States. He found that no one was offering large-scale, professional levels of manufacturing service and expertise to small food companies. As these enterprises begin to grow they all seem to face two imperfect choices: build their own space or sign on with a co-manufacturer. Neither option is ideal for a small food company. Building one's own manufacturing facility requires an enormous amount of capital and is a high risk for cash-strapped small food companies. Joining with a co-manufacturer also has risks. Among other challenges it typically requires large up-front financial guarantees and often demands that production move out of the region making oversight difficult.



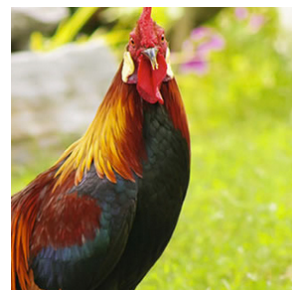
The Kitchen Coop is the ideal solution for growing food companies to scale a business without a huge capital investment. It provides all the means for successful growth including:

1. Cooperative utilization of production and packaging equipment
2. Warehouse and production space
3. Comfortable office quarters.
4. Manufacturing labor
5. High-level and experienced food business consulting.

Going forward The Kitchen Coop will expand its services, replicating its model of regional food manufacturing support to small and mid-sized food businesses nationwide.

Hatching The Kitchen Coop

- May 2011 – The Kitchen Coop Founded by Executive Director Jeff Greenberg
- September 11, 2012 – The Kitchen Coop finds its nest in Broomfield, CO
- November 19, 2012 – The Kitchen Coop signs its first client
- January 15, 2012 – The Kitchen Coop begins renovations of the Broomfield manufacturing space
- February 21, 2013 – The Kitchen Coop's early clients begin manufacturing in the first of 6 kitchens
- May 1, 2013 – The Kitchen Coop's Grand Opening
- June 27, 2013 – The Kitchen Coop launches Professional Affiliate Program



Head Rooster



Jeff Greenberg Founder & Executive Director

The Kitchen Coop's founder and executive director Jeff Greenberg brings a robust background in management and manufacturing consulting including three years at PriceWaterhouse Coopers, and seven years at his own firm *ergility* | smart process solutions. Jeff's consultancy work focused on lean manufacturing and process engineering for small manufacturers with revenues ranging from \$200K – \$32M. This decade plus of experience provided Jeff the foundational systems and philosophy on which The Kitchen Coop is based. Immediately prior to founding The Kitchen Coop, Jeff's firm *ergility* worked with MM Local, a Boulder based food processor devoted to canning local, organic fruits & vegetables. It was this experience that inspired Jeff to develop The Kitchen Coop as an incubator for startup food producers. Prior to founding *ergility*, Jeff was the VP of Operations and Plant Manager for Circle Graphics, *a pioneer in the digital printing industry that Jeff helped grow from \$6M to \$32M and 45 to 70 employees.*

Jeff has a BA in Psychology from the University of Pennsylvania, a BS in Economics from the Wharton School of Business, and a Masters Degree in Cognitive Psychology from the University of Colorado where he studied judgment and decision-making. Jeff has lived in Colorado since 1999 and enjoys ALL racquet sports, woodworking, yoga and cycling, and still loves his NY JETS despite his 20+ year absence from the place of his birth and their 40+ year absence from the Superbowl.

Jeff says this about working with food: "I admit, I'm a fairly regimented guy. So it often surprises people that when it comes to my home kitchen, I actually love to experiment. I'll take the basic idea of a recipe and substitute differently flavored or textured ingredients based on what I've got on hand or what strikes me as interesting. In fact, I rarely make something the same way twice... a practice that I vigorously oppose in a commercial setting, where I demand consistency."

About the local food industry Jeff says, "What I love is the concurrent application of both creativity and discipline. Making good tasting food for a discerning market definitely requires a willingness to try something new. But making good food consistently, safely and profitably requires more. It takes discipline, focus and a commitment to excellence."

Cooperative Manufacturing Facility Services



A representation of our space/not to scale

Production Spaces

Conventional Bakery ~900 sq. feet (Large Production Area) includes flexible production room that includes 2 industrial scale rotating rack ovens.

Test Kitchen ~500 sq. feet (Medium Production Area) The Kitchen Coop's fully equipped Test Kitchen is available for rent by the hour. Product Development specialists are also available through our Professional Service Partners.

Climate Controlled Production ~500 sq. feet (Medium Production Area): Climate controlled production room is ideal for confectionery needs such as tempering chocolate.

Cold Kitchen ~ 300 sq. feet (Small Production Area): A prep space designed for manufacturers of raw products to produce and package their goods in a cost effective space. The Cold Room is free from cooking appliances and associated exhaust systems, making it easier to maintain low temperatures as well as reducing overhead costs.

Gluten Free Bakery ~ 900 sq. feet (Large Production Area): A flexible production room that includes 2 industrial scale rotating rack ovens.

Allergen Controlled Environment ~ 500 sq. feet (Medium Production Area): A Gluten and Nut Free production room with separate ventilation system to ensure safe production of allergen free products.

The Kitchen Coop Manufacturing Facility

Dry, Cool, & Cold Warehouse Storage ~ Climate-controlled, forklift accessibility; segregated storage for sensitive and allergen items; oversight and support from our warehouse coordinator; coordination through our online reservation system. The Kitchen Coop's large cooler and freezer provide ample storage for both ingredients and finished goods. Secure storage and shipping/receiving services available.

Packaging Space ~ Separate areas for the packaging of allergen & gluten free products and for conventional products.

Sanitation Zone ~ Dedicated area for easy cleanup pre- and post-production. Features a high temperature steam closet for large scale equipment sanitation.

Office & Event Space ~ The shared and private office space works like executive suites but with more affordable options including all the features of a typical co-working environment, plus collaborative opportunities with our Professional Affiliates, plus access to educational seminars and networking events. A large shared office space doubles as a conference space and is available nights and weekends for gatherings for over 200 people. It can be configured for presentations, networking, samplings, etc.

The Client Roosting Process

The Client “Roosting” Process is our way of ensuring that all our clients operate in accordance with the highest standards of food safety and production efficiency. The Kitchen Coop operations staff works with each client to establish a HACCP program, to document procedures for production and packaging, and to develop training and testing programs that ensure reliable, quality production. Thorough documentation allows our clients to make the most of test runs, reducing variability and cutting waste from their operations. This level of documentation also facilitates certification and preparation for third party audits.

Test Run with our Professional Manufacturing Team ~ Conducting representative test runs with our professional manufacturing team ensures that our clients will be able to produce effectively at The Kitchen Coop. We have assembled a team with dozens of years of manufacturing experience both within and out of the food industry. To learn more about our team, visit our website.

Production ~ Once a test run is complete it's time to start production. Our clients reserve their space, equipment, and any additional labor for their production. Most of the equipment is moveable so clients can configure their line to optimize production efficiency. Our equipment list is being updated continuously, so please contact us to see if the right equipment is already on site and available or on order. Additionally, Clients gains access to better trained and more vested employees by leasing them through the Kitchen Coop.

Beyond Manufacturing: Build Your Business ~ Any food entrepreneur know that creating a food product and creating a food business requires so much more than making something that tastes good. Through our Professional Affiliate Network, The Kitchen Coop can provide assistance with: market research, company and product branding, product development, packaging design, nutritional analysis, manufacturing efficiency, brokerage and distribution. As part of our Professional Affiliate Program experts will provide written advice on our blog as well as in-person seminars and workshops to best prepare our clients for success.

In addition, The Kitchen Coop can provide clients with human resources capabilities as well as in-house accounting and procurement. Our accounting services include Accounts Payable, Accounts Receivable, Reconciliations and General Ledger reporting. Our collective procurement service, TKC Mercantile, leverages the purchasing power of our entire client base and aggregates logistics to provide significant savings to our clients. Our clients enjoy the peace of mind that comes from having a professional resource manage the complexities and uncertainties common to the food industry. We make sure our clients have what they need when they need it at a cost that works.