



## News Release

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**Date**

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**For**

Immediate Release

**Subject**

Welbilt Launches Ghost Kitchens Webcast

**From**

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### **Welbilt “Ghost Kitchens” Help Restaurants Expand During the Pandemic** **Delivering meals in less than 30 minutes is a key to customer satisfaction, repeat business and growth**

**NEW PORT RICHEY, FL - May 29, 2020** - Across the country, tens of thousands of restaurants are now relying on take-out and delivery to continue serving customers and stay in business. Some are even expanding, using Welbilt’s industry-leading brands to equip virtual and “ghost” kitchens, dramatically improving efficiency and delivery speed.

On Thursday, June 4, Welbilt, industry experts, and channel partners will host “[Ghost Kitchen Webinar: Breaking the 30-Minute Delivery Barrier](#),” from 11:00 AM-12:30 PM ET. To register, please sign in [here](#).

“Many operators believe they can simply transfer equipment and processes to make the move from dine-in to delivery-only, but they often fall short in meeting the unique customer expectations for delivery,” explains Deb Friar, Field Marketing Manager at Welbilt. “Customer feedback shows that speed and consistency drive satisfaction in delivery but traditional restaurant kitchens have not traditionally been designed for speed.”

“Welbilt has all the industry-leading equipment, including a full line of ventless accelerated cooking ovens, to build a ghost kitchen of any size,” says Todd Boule, Director of Culinary at Welbilt. “But equipment alone is not enough. Our wifi connectivity solutions and FitKitchen design team help restaurateurs orchestrate the flow of food, beverages, people, processes and equipment to satisfy more customers, reduce labor costs, and simply do more with less.”

In the 90-minute webinar, [Kitchen United](#), [Concept Services](#), [Uber Eats](#) and [Euromonitor International](#) will join Welbilt executives to help investors and restaurateurs understand the opportunity and kick-start their expansion. They will be happy to answer your questions and discuss the issues that are top of mind for you today.

Deb Friar will moderate. Topics and speakers will include:

- **Ghost Kitchen Design and Execution**, with [Matt Maroni](#), Director of Kitchen Design, Kitchen United; [Eric Oyama](#), Director of Construction, Kitchen United; and [John Johnson](#), Vice President, Concept Services
- **Data Drives Success**, with [Mandy Quinn](#), Head of Foodservice Partnerships, Uber Eats
- **The Rise and Future of Ghost Kitchens**, with [Michael Schaefer](#), Global Lead Food & Beverage, Euromonitor
- **Designing for Speed**, with Todd Boule, Director of Culinary, and Mike Anderson, Director of FitKitchen, both at Welbilt.

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Please register even if you can't attend the live discussion. We'll send you a link to the recording so you can view it at your convenience. (For the best viewing experience, please download the Microsoft Teams desktop app to your computer at least 15 minutes before the meeting.)

### **About the webinar panelists**

**Matt Maroni**, Director of Kitchen Design at Kitchen United, specializes in menu engineering, menu and restaurant concepting, COGS and PR cost efficiencies and control, F&B control standards, procurement, ghost kitchens and virtual restaurants. **Eric Oyama**, a Senior Construction Manager, oversees domestic and foreign vendor partnerships and development and construction for Kitchen United's national roll-out.

**John Johnson**, VP at Concept Services, in food service industry since age 18 says there's no such thing as a typical day.

**Mandy Quinn**, Head of Foodservice Partnerships for Uber Eats, works with foodservice companies across the U.S. and Canada to drive delivery sales for restaurants.

**Michael Schaefer**, Head of Beverages & Foodservice Research at Euromonitor International, tracks consumer trends, product innovations and market evolution across the drinks and restaurant industries.

At Welbilt, Inc., **Deb Friar** serves as Product Lead, Convothem & Merrychef; **Todd Boule** is an Executive Chef with a degree in culinary arts and more than 15 years of experience; **Mike Anderson** is a food service design and productivity consultant, also known as a "kitchen ninja."

Welbilt and its channel partners are helping to drive the evolution of traditional seating-focused restaurants, offering a host of solutions that don't stop at physical components. With over 60 years of experience working with global QSR and casual dining leaders, Welbilt and its channel partners have the knowledge and products to help operators achieve the speed, consistency and flexibility required to outperform in delivery. Michael Keck, President of Concept Services, says he "appreciates our collaborative relationships with the teams at Welbilt and its affiliates. With their insights, we help our customers make insightful equipment decisions to seamlessly launch and operate their ghost kitchen platforms."

Whether you need to design a concept from the ground up or streamline an existing space, Welbilt and its ghost kitchen experts can provide guidance at every step, from menus to customer service. To learn more, please visit <https://www.welbilt.us/Segments/Ghost-Kitchens>.

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### **About Welbilt, Inc.**

Welbilt, Inc. provides the world's top chefs, premier chain operators and growing independents with industry-leading equipment and solutions. Our innovative products and solutions are powered by our deep knowledge, operator insights, and culinary expertise. Our portfolio of award-winning product brands includes Cleveland™, Convothem®, Crem®, Delfield®, Frymaster®, Garland®, Kolpak®, Lincoln™, Manitowoc® Ice, Merco®, Merrychef® and Multiplex®. These product brands are supported by three service brands: KitchenCare®, our aftermarket parts and service brand, FitKitchen®, our fully-integrated kitchen systems brand, and KitchenConnect®, our cloud-based digital platform brand. Headquartered in the Tampa Bay region of Florida and operating 20 manufacturing facilities throughout the Americas, Europe and Asia, we sell through a global network of over 5,000 distributors and dealers in over 100 countries. We have approximately 4,800 employees and generated sales of \$1.6 billion in 2019. For more information, visit [www.welbilt.com](http://www.welbilt.com).