

Launch & Grow Your Food Business

Your Blueprint for Maximum Profitability at Roswell Culinary Project

Turn Big Culinary Ideas into Immediate Profit

Opening a traditional commercial kitchen requires **\$100,000 to \$250,000+** in upfront buildout costs, long-term commercial leases, expensive equipment purchases, and ongoing monthly overhead. That capital barrier stops many talented culinary entrepreneurs before they start.

At **Roswell Culinary Project (222 E. 3rd Street)**, you access a fully equipped, licensed, commercial kitchen for just **\$35 per hour**. You pay only for the time you use, shifting massive fixed overhead into manageable pay-as-you-go costs. Keep your overhead near zero, protect your margins, and start earning a real profit on day one.

Snapshot: How Different Food Businesses Win

Business Concept	Avg. Kitchen Time	Kitchen Cost (@ \$35/hr)	Est. Revenue per Shift	Potential Net Profit Margin
1. Event & Private Catering	5 hours / event	\$175.00	\$2,500.00	35% – 50%
2. CPG & Packaged Goods	6 hours / batch (250 units)	\$210.00	\$1,500.00 (\$6/unit wholesale)	40% – 55%
3. Meal Prep Subscriptions	8 hours / weekly run	\$280.00	\$2,100.00 (150 meals)	30% – 45%
4. Virtual Kitchen / Delivery	15 hours / week	\$525.00	\$3,200.00 / week	18% – 28%
5. Artisan Bakery & Pastry	4 hours / batch	\$140.00	\$900.00	50% – 65%
6. Food Trucks & Pop-Ups	4 hours prep / event	\$140.00	\$1,800.00	35% – 48%
7. Cooking Classes & Workshops	3.5 hours / class	\$122.50	\$1,140.00 (12 seats)	60% – 76%

Real Profit Potential: 7 Business Models Demystified

1. Event Catering & Private Chef Services

High Revenue per Shift

Whether catering weddings, corporate luncheons, family reunions, or private dinner parties, you execute all heavy prep, cooking, and plating setup in our licensed kitchen before heading to your venue.

HOW YOU MAKE MONEY

- **Per-Head Pricing:** Charge \$45 to \$125+ per plate depending on menu complexity.
- **High-Value Add-Ons:** Earn additional profit on beverage packages, service staff markups, and rentals.

Profit Scenario (100-Person Dinner Event at \$50/plate):

- **Gross Event Revenue:** \$5,000
- **Food & Beverage Costs:** \$1,250 | **Event Staffing:** \$1,000
- **Kitchen Rental Fee (6 hours @ \$35/hr):** \$210
- **Your Take-Home Profit: \$2,540 (50.8% Profit Margin)**

2. Specialty Packaged Goods (CPG) & Wholesale

Scalable Production

Produce signature hot sauces, spice blends, salsas, pickles, specialty cold brews, or baked snacks in large batches using commercial prep gear and packaging stations.

HOW YOU MAKE MONEY

- **Wholesale Distribution:** Supply retail shops, coffee bars, and specialty stores in volume.
- **Direct-to-Consumer:** Sell online or at local markets for full retail price (\$8–\$14/unit).

Profit Scenario (300 Jars of Craft Hot Sauce or Salsa):

- **Kitchen Shift:** 5 hours (\$175 total kitchen fee = only \$0.58 per jar in facility overhead).
- **Ingredients & Bottling:** \$1.80 per jar.
- **Retail Sales Revenue (300 units @ \$9.00/jar):** \$2,700
- **Your Take-Home Profit: \$1,986 (73.5% Profit Margin)**

3. Weekly Meal Prep & Subscription Services

Predictable Recurring Revenue

Cook fitness, healthy eating, or family-style meal packages once per week. Collect orders online by midweek, buy exact ingredient quantities, and prepare everything in a single organized batch shift.

HOW YOU MAKE MONEY

- **Weekly Subscriptions:** Sell meal packages directly to recurring clients (e.g., \$130 for 10 meals).
- **Zero Inventory Waste:** Because customers pre-order, you only purchase ingredients you've already sold.

Profit Scenario (200 Individual Subscription Meals):

- **Gross Order Sales (200 meals @ \$13.00/meal):** \$2,600
- **Food & Packaging Costs (\$4.00/meal):** \$800
- **Kitchen Rental Fee (8 hours @ \$35/hr):** \$280 (just \$1.40 per meal)
- **Delivery & Logistics:** \$200
- **Your Take-Home Profit: \$1,320 per weekly batch shift**

4. Virtual Kitchens & Delivery-Only Concepts

Low-Overhead Food Service

Operate a specialized delivery menu (burgers, wings, artisan bowls, specialty sandwiches) via third-party apps like DoorDash or UberEats without renting a costly dining room or hiring front-of-house staff.

HOW YOU MAKE MONEY

- **Streamlined Operations:** Focus purely on food execution during key lunch or dinner windows.
- **Multi-Concept Potential:** Run two distinct delivery brands out of the same prep station.

Profit Scenario (4-Hour Peak Dinner Shift):

- **Orders Filled:** 40 orders averaging \$35 (\$1,400 gross sales).
- **Food Costs (28%):** \$392 | **Delivery Platform Fees (25%):** \$350
- **Kitchen Rental Fee (4 hours @ \$35/hr):** \$140
- **Your Take-Home Profit: \$518 per shift (\$129.50/hr net income)**

5. Wholesale Bakery & Specialty Confections

High Asset Value

Bake artisan sourdough, specialty pastries, or custom celebratory cakes utilizing commercial ovens, proofers, and oversized planetary mixers built for high production volume.

HOW YOU MAKE MONEY

- **High-Margin Custom Cakes:** Fulfill high-ticket wedding and celebration orders (\$300–\$1,000+ per cake).
- **Wholesale Coffee Shop Accounts:** Supply local cafes with daily fresh baked goods.

Profit Scenario (2 Custom Celebration / Wedding Cakes):

- **Gross Order Sales:** \$1,100
- **Ingredients, Boxes & Structural Elements:** \$110
- **Kitchen Rental Fee (5 hours @ \$35/hr):** \$175
- **Your Take-Home Profit: \$815 (74% Profit Margin)**

6. Food Trucks, Mobile Vendors & Pop-Up Chefs

Fully Compliant Infrastructure

Health department regulations require mobile vendors and pop-ups to operate out of a licensed commissary kitchen. Use our space for bulk prep, dishwashing, cold storage, and regulatory compliance.

HOW YOU MAKE MONEY

- **High-Volume Event Revenue:** Execute fast-casual food service at festivals, breweries, and pop-up venues.
- **Seamless Permit Approval:** Get approved quickly with our established health department licensure.

Profit Scenario (Weekend Brewery Pop-Up Event):

- **Prep Shift:** 3 hours (\$105 facility fee).
- **Pop-Up Sales:** 120 plates @ \$15 average ticket = \$1,800 gross.
- **Food Cost (30%):** \$540
- **Your Take-Home Profit: \$1,155 for the event**

7. Culinary Workshops & Cooking Classes

High Ticket Experience

Host interactive cooking workshops (e.g., fresh pasta making, artisan bread baking, knife skills, sushi rolling) or utilize the facility for professional culinary video and social media content creation.

HOW YOU MAKE MONEY

- **Ticketed Experiences:** Charge \$75 to \$125 per attendee for a 2-hour hands-on class.
- **Off-Peak Scheduling:** Book evening or weekend slots to maximize yield.

Profit Scenario (12-Person Pasta & Sauce Workshop):

- **Ticket Revenue (12 seats @ \$95 per seat):** \$1,140
- **Ingredients & Recipe Packets:** \$150
- **Kitchen Rental Fee (3.5 hours @ \$35/hr):** \$122.50
- **Your Take-Home Profit: \$867.50 (76% Profit Margin)**

Ready to Build Your Culinary Brand?

At Roswell Culinary Project, located at 222 E. 3rd Street, we provide the space, commercial equipment, and health department compliance so you can focus on making great food and building a profitable business. Contact us today to tour the kitchen and schedule your first prep shift!