

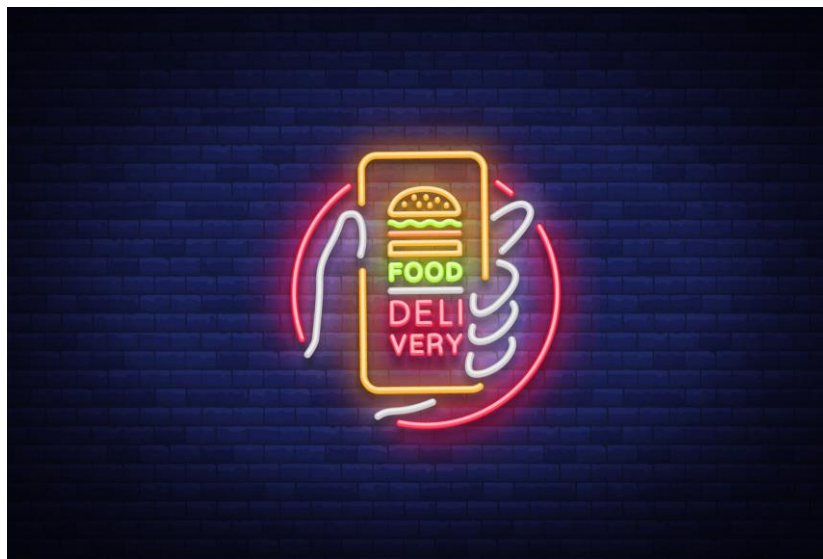


May 8 & 9, 2019– MiCo Milano Congressi- Milan

Press Release
#MAPICfood

Are the Dark Kitchens the new power within the Food Industry?

All major players from Uber Eats, Deliveroo to Stuart, Glovo and [Takeaway.com](#) discuss the future of the booming food delivery industry at MAPIC FOOD 2019



Credit: Soifer

Paris, April 18, 2019 – The role of dark kitchens in the restaurant mix will be examined during MAPIC FOOD 2019. Food delivery giants Uber Eats and Deliveroo are to join a panel of experts who will discuss the increasing role of dark kitchens and virtual restaurants during MAPIC FOOD. The session '*Dark Kitchens: Redefining the Rules for Food Players*' will take place at the second edition of [MAPIC FOOD](#) at 4.45pm on 8th May. Mario C. Bauer, Entrepreneur, AmRest Brand Ambassador & Teddy Bear, will moderate it. In addition to key market players, Peter Backman, Stuart, Chilango, Glovo, Oracle Food & Beverage, Food Service Vision... will also feature.

"Dark Kitchens are the next big disruption of our industry. In our „old“ world it took massive investments to build a restaurant and lots of happy guests to build a brand and fans. In

the digital world, these parameters will be completely different and change our view on how to invest into the restaurant business. The Mapic panel will help us to understand the consequences for aggregators, landlords and operators”, commented **Mario C. Bauer, Entrepreneur, AmRest Brand Ambassador & Teddy Bear.**

MAPIC FOOD will be held in **Milan on 8th and 9th May and coinciding with Milan Food Week.** It will draw on the vision and insight of the most influential experts from the sector to examine the key trends set to transform food and retail destinations.

Alongside the F&B boom has come a second boom - **in delivery.** Driven by millennials who don't hesitate to order food two or three times a week and who expect fast service, wide choice and good value, a whole new industry has emerged to cater for their seemingly endless appetite. Such has been demand that established restaurants have sometimes struggled to cope with a horde of motorbike helmet-clad couriers waiting in line for collection and have had to consider reconfiguring their restaurants to ensure the in-store experience is not impacted or to move delivery out to so-called dark kitchens.

To learn more about Dark Kitchens, please go to the dedicated White Paper titled [The dark side of the boom](#)

During this pioneering session, different key themes will be discussed with a focus on the home delivery market, the new financial & operating business model for food players as well as the new key drivers for food players to succeed in dark kitchens.

“One of the biggest areas we're focusing on is how we can help restaurants of all sizes turn data and insights into new business models and incremental revenue opportunities. Using our data we can identify geographical 'selection gaps' - where demand for a particular cuisine is in high demand but low supply,” said **Stephane Ficaja, general manager, France and Southern Europe, Uber Eats.** “Using this insight, we can help existing restaurants launch a 'virtual restaurant' that only exists in the digital world to plug this gap.”

Ajay Lkhwani, VP special projects, Deliveroo, added: “Delivery-only kitchens can significantly help restaurants grow their business by providing a very low-risk expansion platform for restaurants as we cover rent, capex, equipment costs and other operating expenses such as utility costs, site operations costs, cleaning, etc. We are effectively asking restaurants to handle the cooking and focus on offering their great products to customers without having to worry about additional costs and the operational complexities of running a regular restaurant.”

MAPIC FOOD is an international event dedicated to chains and operators of commercial catering. Some 2,000 participants from 50 countries are expected including restaurant operators, owners and managers of shopping centres and transit zones, master franchises, and more than 400 international F&B outlets.

Find out more about the event and download the full conference programme at www.mapic-food.com

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