Setting Up a Teaching Kitchen: FACILITY

An ongoing educational series on starting your own teaching kitchen.
Each teaching kitchen program is unique and requires a learning lab setting in order to flourish. While every program may have specific needs, the type of facility typically falls into one of the following categories: mobile cart, modular/pop-up, pod/container, built-in, or virtual.

Form follows function in determining the type of teaching kitchen each program requires. The following guide will help establish the preliminary requirements to be considered for the program’s learning laboratory. Navigating through the flow chart will help to determine the type of facility which may best meet budget, space, and start-up guidelines. A more in-depth conversation and discussion will help further clarify the initial direction to pursue in creating the ideal space.
What is the “best” setup for a teaching kitchen?

However, we believe a few best practices for facility design can help maximize efficiency.

A teaching kitchen can be designed many different ways.

A teaching kitchen is merely a construct that can be manifested in many different ways, from complete built-in facilities to mobile cooking units to pop-up models and everything in between.

Efficacy is not determined by price.

A teaching kitchen can be set up inexpensively (under $1,000) or very expensively (over $1 million) with similar efficacy. Efficacy is determined by how well the facilities support the desired outcomes, the programming/curriculum, and the staff.

However, there are a few best practices for facility design that we believe maximize efficacy.

Facility that supports hands-on instruction

Facility that supports teaching a group, generally fewer than 20, participants together.

Facility stocked with “home equipment” where possible, instead of commercial grade.
MOBILE CART: A PORTABLE AND SELF-CONTAINED UNIT

DEFINING FEATURES:
- Cooking element
- Power strip and access to sufficient power
- Ventilation (not always necessary depending on space and local regulations)

BEST FOR:
- Mobility / versatility
- Teaching a single class session
- Demonstrating proof of concept at minimal cost
- Delivering a simple message
- Conducting demos (can be used in a pop-up context for hands-on)

INITIAL INVESTMENT: $500 - $20,000 +

EXAMPLE: Kaiser SFMC
MODULAR / POP-UP KITCHEN: A TEMPORARY KITCHEN. ASSEMBLED IN ROOM OR COMMERCIAL KITCHEN

DEFINING FEATURES:
- Cooking elements
- Work stations
- Access to sufficient power, ventilation, water, storage

BEST FOR:
- Conducting hands-on classes
- Teaching larger groups on a recurring basis when a dedicated space is not available
- Demonstrating proof of concept at minimal cost

INITIAL INVESTMENT: $20,000 - $50,000

EXAMPLE: Stanford
POD OR CONTAINER: A CONTAINED KITCHEN, TRANSPORTED VIA TRAILER OR TRUCK

DEFINING FEATURES:
- Generator
- Water and waste tanks
- Truck/trailer to transport

BEST FOR:
- Servicing multiple campuses/locations
- Reaching many people
- When there are suitable outdoor spaces (parking lots)
- Conducting demos or tastings

INITIAL INVESTMENT: $ 100,000 +/- (high maintenance costs)

EXAMPLE: Barilla & Compass/Chartwells
OVERVIEW OF TYPES OF KITCHENS

BUILT-IN: A DEDICATED, PERMANENT KITCHEN SPACE

DEFINING FEATURES:
- Highly customizable
- Often complete suite including dishwasher, oven, multiple sinks, etc.

BEST FOR:
- Building a teaching kitchen when there is a dedicated space
- Making an organizational commitment and statement
- Teaching larger groups on a recurring basis
- Hosting fundraising and other events
- High impact team building and engagement site

INITIAL INVESTMENT: $200,000 to $1,000,000 +

EXAMPLE: Turner Farm & KitchenSync (Google)
VIRTUAL: A REMOTE KITCHEN SPACE, ACCESSED ONLINE

DEFINING FEATURES:
- Low bar of entry: Minimal start-up costs/overhead (viewers purchase own ingredients)
- Adaptable: Flexibility to customize content to match target demographic/audience
- Pre-recorded and/or live presentation: Hands & Pans view; Front-facing instruction; Advanced interactive broadcasting ability

BEST FOR:
- Broadening the reach and accessibility of classes - Exponential growth in attendance capability
- Creating a library of recorded classes for future playback - Scalable/Sustainable
- Pivot to online instruction and/or implement hybrid in-person/virtual lessons

INITIAL INVESTMENT:
$1,800* to $4,000 +

EXAMPLE:
MedStar Health & UTHelath Nourish Program

*This initial investment assumes buying all new basic cooking and IT equipment (smart phone, computer, wifi access), however, this can be implemented at almost no cost using existing equipment.
**THE PROS & CONS** FOR EACH TYPE OF TEACHING KITCHEN
EACH HAS ITS STRENGTHS AND WEAKNESSES, SO CHOOSE THE RIGHT ONE TO SHINE.

<table>
<thead>
<tr>
<th>Type</th>
<th>Kitchen Mobility</th>
<th>Overall Cost</th>
<th>Hands-on Capability</th>
<th>Complexity of Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Cart</td>
<td>★★★</td>
<td>$</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Modular/Pop-up</td>
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<td>$ $</td>
<td>★★</td>
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<tr>
<td>Pod/Container</td>
<td>★★★★</td>
<td>$ $$$</td>
<td>★★</td>
<td>★★</td>
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<tr>
<td>Built-in</td>
<td>—</td>
<td>$ $$$</td>
<td>★★★★</td>
<td>★★★★</td>
</tr>
<tr>
<td>Borrowed Kitchen</td>
<td>—</td>
<td>$</td>
<td>Depends on space</td>
<td>Depends on space</td>
</tr>
<tr>
<td>Virtual</td>
<td>★★★★</td>
<td>$</td>
<td>—</td>
<td>Depends on space</td>
</tr>
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There are no set rules to determine which teaching kitchen is right for your unique situation. Try the chart below as one way to help guide you in the right direction.

A Virtual, Remote Kitchen should be considered as an addition to Most Teaching kitchens. Its relative low cost and accessibility offer your teaching kitchen greater flexibility. In addition, courses, demos, or other events may be recorded and viewed by your audience at any time of day.
USE ALL OUR GUIDES TO HELP PLAN EACH ELEMENT OF YOUR TEACHING KITCHEN

**INTENTION**
Overarching organizational goals and vision for how teaching kitchen fits in
Definition of target audiences

**BUSINESS CASE & BUDGET**
Business case and return on investment (ROI) calculation for leadership buy-in
Upfront & ongoing equipment investment
Variable costs per program
Recurring revenue streams

**RESEARCH & IMPACT**
Change in behavior you are aiming to encourage
Data collection & outcome measures

**FACILITY**
Type of facility & functionality
Legal & safety equipment
Food & supplies

**PROGRAM**
Class length & structure
Competencies & curricula
Marketing & promotions

**TEAM**
Hiring teachers & support staff
Training & certification
Participant outreach
For additional information about the TKC, please visit: www.teachingkitchens.org

TKC members will have access to more in-depth information by accessing the member portal on the TKC website.