

The background is a light-colored wood-grain texture. In the bottom-left corner, there is a close-up of a chef's knife with a silver blade and a dark, textured handle. In the top-right corner, there are several vibrant green leaves.

THE HOOD

KITCHEN. MARKET. EVENT SPACE.

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LET'S GET STARTED

The Hood Kitchen Space is a food incubator focused on growing food businesses by providing clients with clean production space, opportunities for sales through community exposure and marketing, access to business resources; discounted vendors, and facility maintenance. At THKS, we seek people and businesses with great products, efficient processes, and flexible mindset. More than just a commercial kitchen

1. Apply Online

- Go to: www.thehoodkitchen.com
- Be prepared to pay \$199 Initiation Fee and sign the Limited Use License Agreement

2. Obtain Insurance

As we are held to strict audit and procedure guidelines by our insurance carrier, we must set the following requirements for insurance verification purposes. These requirements must be supplied to us before you work in the form of the standard Accord insurance certificate provided by your insurance agent.

The Arizona Group

Jim R. Colemere (480) 892 - 8755 jcolemere@arizonagroup.com Insurance Requirements:

- \$1,000,000 General Liability insurance including products/completed operations on a "per occurrence" basis
- Eastside Kitchen, Inc. DBA The Hood Kitchen Space MUST BE NAMED AS ADDITIONAL INSURED on the certificate

- “Any and all jobs” must be listed on the certificate.
- Insurance carrier must be acceptable in accordance to Best Guide Standards (“A” Rating)
- Each Certificate is to be emailed to info@thehoodkitchen.com and mailed to:

The Hood Kitchen Space C/O Christie Frazier
 350 Clinton Street, Suite A Costa Mesa, CA 92626

Please forward these requirements to your Insurance representative.

3. Schedule Health Department Consultation

Only required for certain operators.

- Our Contact at the *OC Healthcare Agency* Kayci Wright
kwright@ochca.com

4. Schedule Orientation with THKS Representative

5. Log in to your Client Portal to Reserve your time!

AMENITIES

- Shared Food Facility Agreement between the OC Health department and THKS
We have a minimum hours requirement for all clients who share a Facility agreement with The Hood.
- 24/7 Access to Facilities and Equipment
- Free Wi-Fi
- 24/7 Access to Ice Machine
- 24/7 Access to Scullery
- On site Operations Management
- 24/7 Camera Recorded Surveillance
- Marketing Events and Social Media Exposure
- Access to Food Suppliers and Vendors
- Complimentary Day-Use Walk-in
- Shared-Use Equipment
- Access to wide Network of Food Industry Professionals
- Cleaning Crew upon request (additional fees required)

| HOURLY KITCHEN PRICES | | |
|--|---------------------------------|------------------------------------|
| Location | Normal Hourly Price (8am - 8pm) | Overnight Hourly Price (8pm – 8am) |
| Kitchen Hot Line | \$30 | \$23 |
| Studio | \$25 | \$25 |
| Bakery 5 & Studio | \$55 | \$55 |
| Prep Table | \$8 | \$8 |
| Wet Prep Station (Sink and 1 Table) | \$16 | \$12 |
| Prep Station (2 Tables) | \$16 | \$12 |
| Hobart Mixer Prep Station (Wood Table and Mixer) | \$18 | \$15 |
| Packaging Room (3 Tables) | \$30 | \$25 |
| Office | \$25 | \$25 |
| Conference Room | \$35 | \$35 |
| Event Space | \$125 | \$125 |
| Facility Fee | 7% of Total Hours | 7% of Total Hours |

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ARE YOU A NEW FOOD BUSINESS?

When starting a new business, there are many important decisions to make and many rules and procedures that must be addressed. While there is no single source for all filing requirements, the following steps have been developed to assist you in starting your business. Food businesses in particular can have additional legal requirements involved with selling food products to the public. The Hood Kitchen Space has compiled a few helpful tips for you below.

1. Create a Business Plan. A business plan is a blueprint of every aspect of your business.

a. Sales, Marketing, Advertising, Promotion, Location, and products are just some of the categories to consider when creating a plan.

b. This website will help you start your plan:

<https://www.sba.gov/business-guide/>

2. Choose a business structure. Different business structures have different tax implications and different levels of personal liability. Therefore, you want to make sure you choose the entity that is right for you and your business. Many food businesses choose to operate as a limited liability corporation, or LLC. An LLC shields your personal assets and credit from claims and debts against your business. However, you should consult with a small business attorney to determine whether an LLC is right for you.

a. This website has general information on the different entities you may choose from:

<http://www.sos.ca.gov/business-programs/business-entities/starting-business/types/>

3. File your Tax and employer identification documents. There are several agencies that administer a variety of taxes for businesses in the State of California. While other state and local agencies may issue licenses and permits and assess fees or taxes

a. This website has a list of agencies that can assist you in determining your tax obligations and provide you with information about tax reporting and taxpayer rights. <http://www.sos.ca.gov/business-programs/business-entities/tax-information/>

4. Obtain licenses and permits.

a. This website helps you determine which licenses/permits your business is required to have.

<http://www.calgold.ca.gov/Results.aspx?location=156&businessTypes=16&greenBusiness=False>

b. We also recommend visiting the OC Health Care Agency for information on Orange County

<http://www.ochealthinfo.com>

5. Find a commercial space. California state laws require that every Food production work in conjunction with a food facility such as a licensed commercial kitchen (The Hood Kitchen is a licensed commercial kitchen).

a. You may cook limited kinds of products in your own home kitchen under certain circumstances. Baked goods are approved foods provided they do not require refrigeration.

b. Most Equipment and Vehicles (Food Trucks), when not in use, must be stored or parked at a designated food facility, so you will need to rent space.

6. Social Media. Looking for social media support to showcase your brand online? Contact Sterling Public Relations for social media, branding or marketing support you may be looking for. Founder Paula Steurer, Office: 949.200.6566 or Concierge@SterlingPublicRelations.com

Please Note: The Hood Kitchen Space is not a regulatory agency so it is always a good idea to consult with a small business attorney and/or the Local Health Departments before starting any new business.

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With the new expansion coming VERY SOON, The Hood staff would like to send out an explanation of all new and existing "stations" at The Hood.

Kitchen "Hot-Line"

We have 6 Commercial Kitchens, all Kitchens come standard with a 6 burner gas range stove with oven, a double deck convection oven, a prep sink and two metal prep tables. Other specific equipment in each kitchen is as follows, each kitchen has something a little bit different.

Kitchen #1:

- Tilt Skillet
- Char Broiler
- Double Gas Stock Pot Burners

Kitchen #2:

- Tilt Skillet
- Char Broiler
- Double Gas Stock Pot Burners

Kitchen #3:

- Double Gas Stock Pot Burners
- Char Broiler

Kitchen #4:

- Three-Phase Plug Outlet
- Char Broiler
- Double Gas Stock Pot Burners

Kitchen (Bakery) #5:

- Maple Top Work Table
- Reach-In Refrigerator
- Four-burner gas range with oven
- 30-Quart Mixer

Studio:

- 19 Stools
- 6 Prep tables
- 2 TVs with you own access to DirecTV channels, Apple TV, or music.

Kitchen (Bakery) #6:

- Maple Top Work Table
- Reach-In Refrigerator
- Four-burner gas range with oven
- 30-Quart Mixer

Prep Table:

- One Metal Prep Table

Prep Station:

- Two Metal Prep Tables

Wet Prep:

- One Metal Prep Table and Prep Sink

Hobart Prep:

- One Wood Work Table and 60-Quart Mixer in Suite A

Packaging Room:

- Three Metal Prep Tables in the temperature controlled packaging room
- Shared space
- Shared-Use Reach-in refrigerator

Office:

- 100 Sq Ft Office
- Access to desk and chairs
- Printer/ Copier
- Perfect for getting some work done outside of the chaos in the kitchens.

Conference Room:

- 175 Sq Ft
- Access to table and chairs
- Perfect for tastings, meetings with clients, interviews, and other meetings/events!

Event Space:

- Approximately 1,000 Sq Ft
- The event space is the largest room in Suite B. This is where the prep stations will be located. You would book Event Space for any event you have. We can remove all prep tables from this room. Event Space is only able to be booked by administrative staff. Please reach out if you are interested in booking the space for your next pop-up dinner, birthday parties, cooking classes, team building, training, etc.
- As of right now the Event Space does not include any tables, Chairs, or decor. We are working on having rentable items available.

Shared Equipment:

In addition to all of the location-specific equipment, you will also have shared access to all of our Shared-Use Equipment on a first-come-first-served basis.

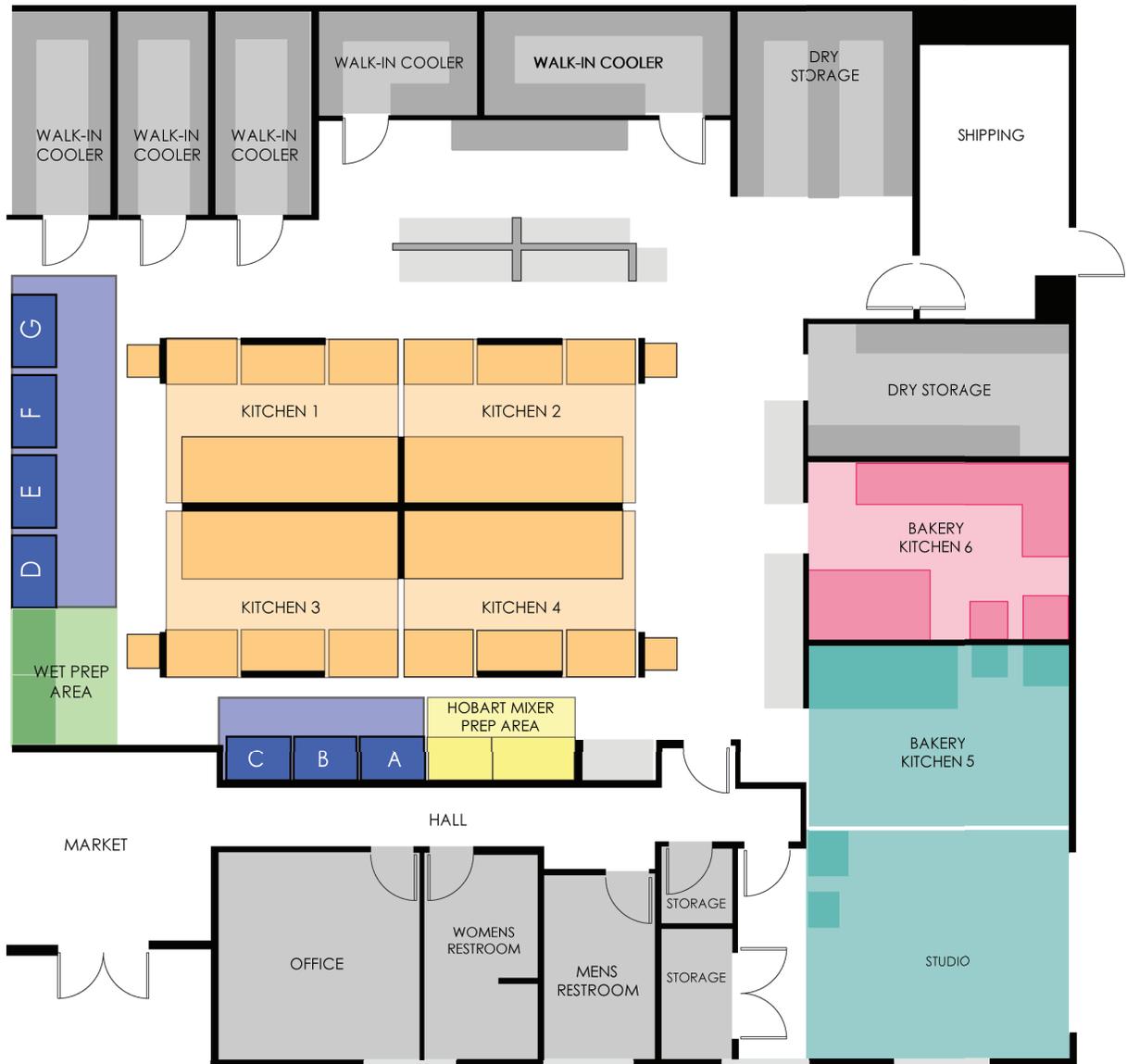
- Fryer
- Flat Top Grill
- Dough Sheeter
- Speed Racks
- Sheet Pans
- Stock Pots
- Pots
- Skillets

- Frying Pans
- Waring Food Processor
- Immersion Blender
- Professional Blender
- Kitchen Aid Mixers
- 60 Quart Hobart Mixer (additional cost)
- Vollrath Slicer
- Ice Machine
- Sculleries
- Reach-in Refrigerators in Suite B
- Day-Use Walk-in

There will still be a 7% Facility Fee charged to every transaction.

Another Reminder: If you take any photos/videos while producing at the hood please email them to Shelby or Kelsea and we will try to post on Social Media!





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BIO | CHRISTIE FRAZIER



Entrepreneur Christie Frazier Co-Founded The Hood with fellow personal chef Shelby Coffman. Designed with food entrepreneurs and restaurateurs in mind, Christie and Shelby developed the services, solutions and support available at The Hood to offer what they found they were in need of as chefs and food business owners themselves. With experience both in the kitchen and in the office, the dynamic duo felt it was crucial to offer a complete spectrum of services for brands at all stages of development—especially those who were just beginning their journey in the food business.

Today, The Hood is known for its all-inclusive support from commercial kitchen and food prep space to shared workspace and its innovative event venues. Providing a reliable, dependable, and clean facility where a community of like-minded food entrepreneurs can test, cook, taste, network and promote is always top of mind for Christie, Shelby and the entire team at The Hood.

A proud mom of three children, Christie grew up in Mesa, Arizona with her husband Bryan. Their moms were pregnant together with both of them and were best friends. Their fathers were fellow physicians in Mesa, Arizona beginning in the late 50's...so it was serendipitous that the two ended up together! Today, the couple resides in Orange County and enjoys being a closely knit family with their now adult children. In terms of her college days, Christie regularly agreed to disagree with college education, however, she greatly enjoyed her attendance at the New School of Cooking in 2012 where she completed a professional chef program.

BIO | SHELBY COFFMAN

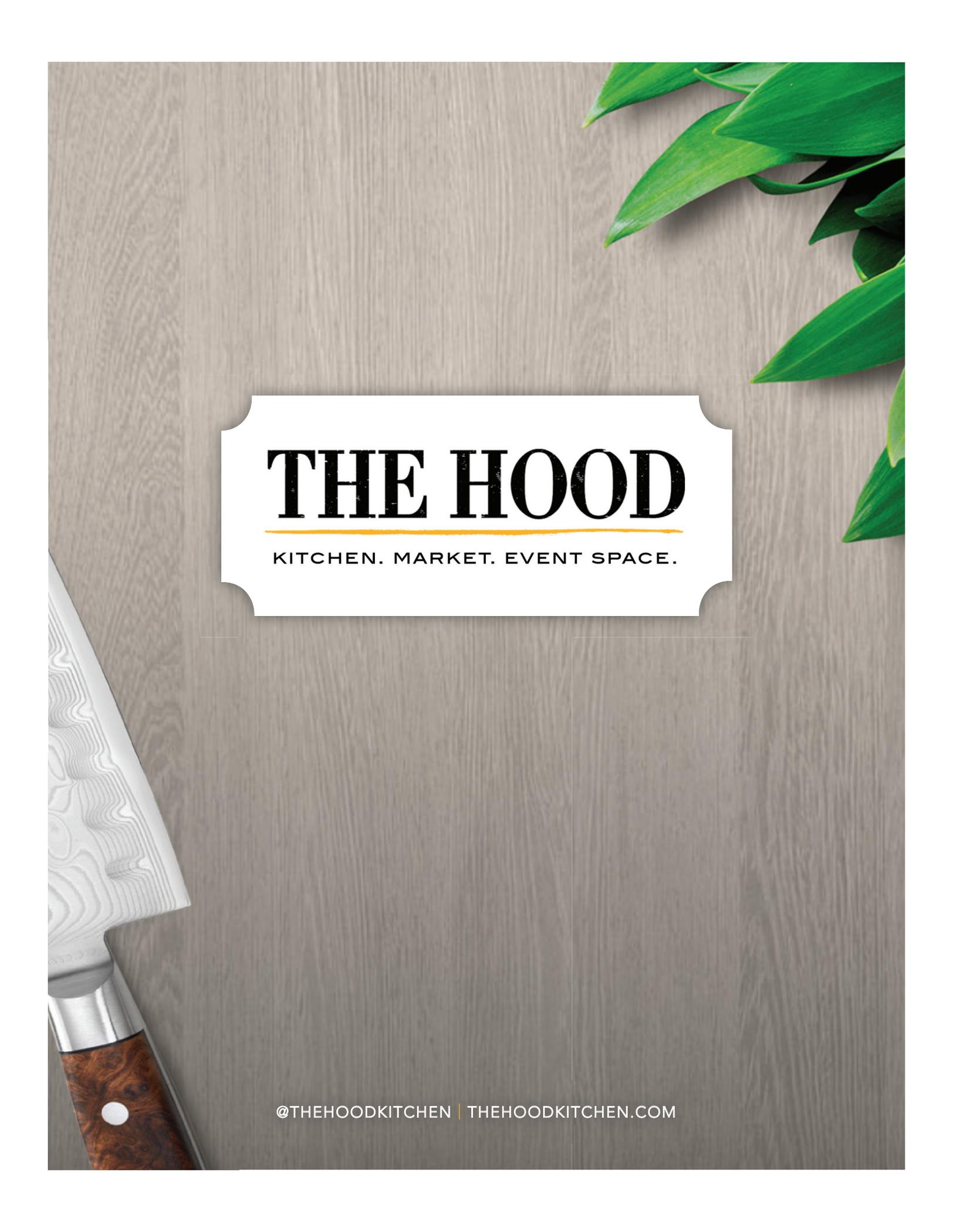
Entrepreneur Shelby Coffman Co-Founded The Hood with fellow personal chef Christie Frazier. Designed with food entrepreneurs and restaurateurs in mind, Shelby and Christie developed the services, solutions and support available at The Hood to offer what they found they were in need of as chefs and food business owners themselves. With experience both in the kitchen and in the office, the dynamic duo felt it was crucial to offer a complete spectrum of services for brands at all stages of development- especially those who were just beginning their journey in the food business.

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Providing a reliable, dependable, and clean facility where a community of like-minded food entrepreneurs can test, cook, taste, network and promote is always top of mind for Shelby, Christie and the entire team at The Hood.

A proud mom of three, Shelby was raised in Southwest Michigan. Her grandmother was a pastry chef at a local hotel and inspired Shelby, who learned early on how to decorate cakes, bake, and...fall in love with sweets. Shelby earned her Bachelor's degree from Western Michigan University and is also a graduate from Tante Marie School of Cooking in San Francisco.

Leading with a service driven heart is natural for Shelby, who enjoys being able to serve her clientele at The Hood. She is passionate about supporting the food community and takes great pride in The Hood's diverse clientele who challenge, mentor and collaborate with each other to become the best they can be. Personally, she is also an advocate and supporter of the Orphaned Starfish Foundation, Operation Smile and Cure Duchenne.



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