Chicago

# FoodLab

by KraftHeinz



# OUR MISSION STATEMENT



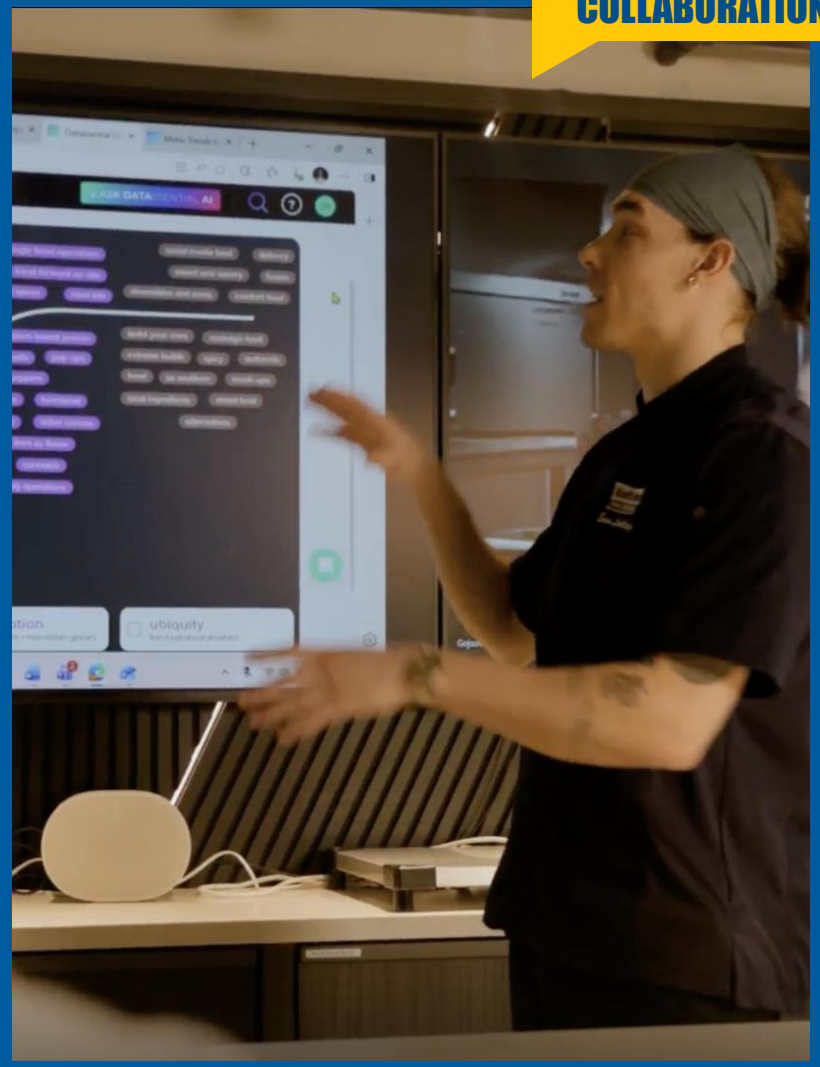

As the culinary hub of Kraft Heinz Away From Home, FoodLab brings insight, strategy, innovation and hospitality together under one roof.
It's a space for operators, business owners, chefs and marketers to collaborate, create and elevate what's on the menu.

Partnering with Kraft Heinz Away From Home opens the doors to FoodLab, giving you access to our chefs, expertise, iconic portfolio and industry insights. Together, we're your indispensable partner in solving challenges, uncovering opportunities and creating what's next.

# WHAT WE'VE GOT COOKING AT THE FOODLAB

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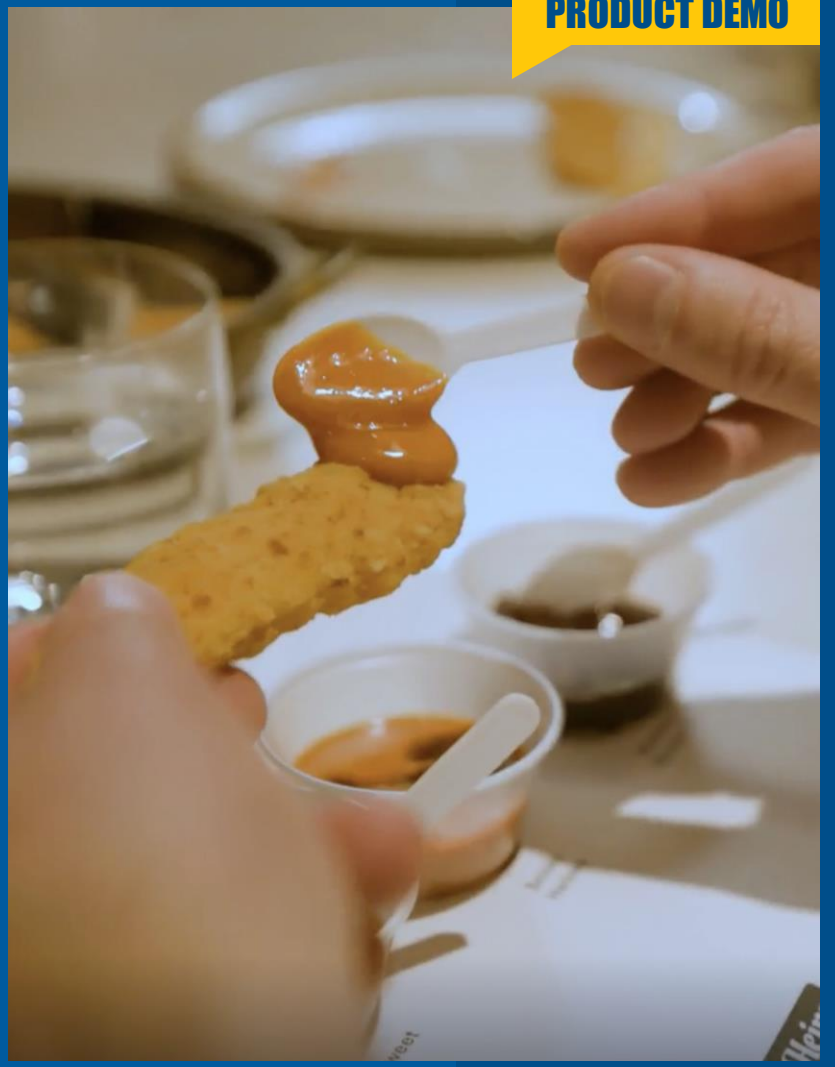
COLLABORATION SPACE





FULL KITCHEN

PRODUCT DEMO



# EQUIPMENT

## CUSTOMER EQUIPMENT:

HEINZ Keystone Dispensers
HEINZ Tap Dispenser
HEINZ  Remix Machine
Condiment Merchandisers












# INTRODUCING FOODLAB CHICAGO

Chicago FoodLab by KraftHeinz

Located in the heart of downtown Chicago's West Loop, next to the French Market and some of the best restaurants in the city, with a unique location of being on the lower concourse of the Ogilvie Train Station. The FoodLab is Microsoft Teams capable with a restaurant equipped kitchen, demonstration and collaboration spaces and a private dining/meeting room hosting up to 18 guests. We invite you to join us for collaboration, inspiration, and innovation at the FoodLab.

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FoodLab will host customers for collaborative ideation sessions, product demonstrations and education, business meetings and food distributor customer partners. Please connect with your customer chef or account manager to discuss how we can partner together.



# OPPORTUNITIES

## HOW WE COLLABORATE AT FOODLAB CHICAGO

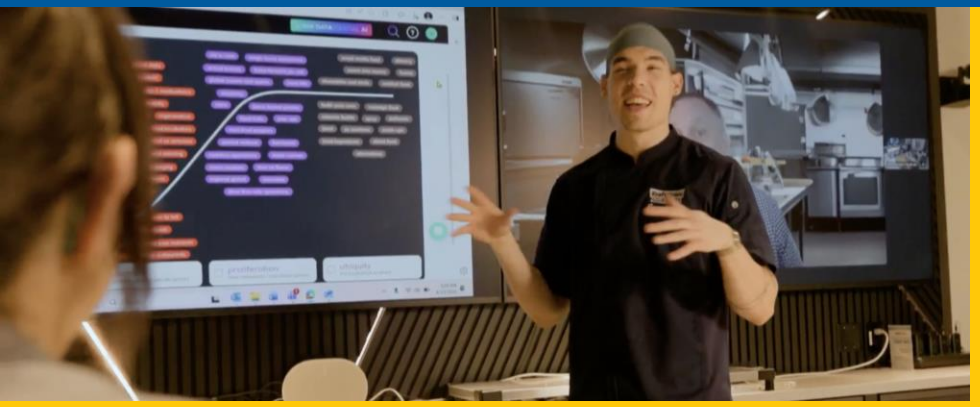
- Customer Ideation Sessions
- Business Meetings with Kraft Heinz AFH Hospitality
- Employee Education & Inspiration Sessions with our Chefs
- Videography, Social Media, and Photography Space
- 3 Distinct Meeting Zones:
  - Demo Kitchen
  - Private Dining Room
  - Collaboration Space
- Professional Restaurant Kitchen
- AV/Microsoft Teams Capable
- Equipment Testing: ReMix Machine, Tap System, Keystones





# INNOVATION SESSIONS

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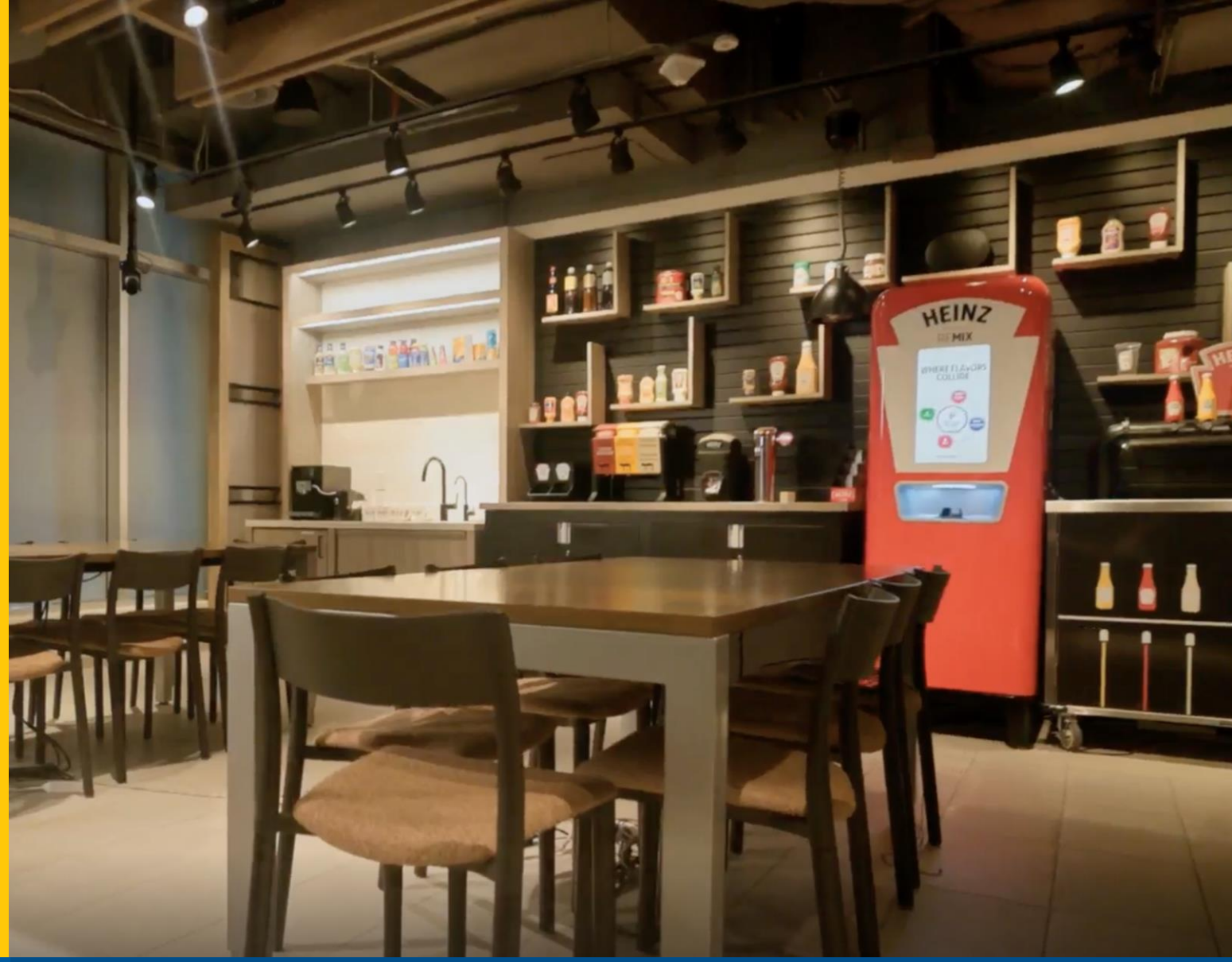




## PROGRAM

- Trend & Culinary Innovation Concept Presentations
- Chicago Market Tours & Ideation Sessions
- Innovation Brainstorm Ideation Sessions
- Concept Tasting with On-The-Fly Refinements
- Content Creation for Social, Customers & Internal

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# THANK YOU

**Together, we'll shape the future of food.**