

Southern New Hampshire University
School of Hospitality, Tourism and Culinary Management

Dear Stonyfield Participant,

The mission of the School of Hospitality, Tourism and Culinary Management is to anticipate and respond to the needs and expectations of men and women preparing to embark on management and operational careers in the largest global industry: hospitality and tourism. The School is exploring the possibility of developing a culinary incubator for individuals and small businesses who are in need of commercial kitchen space to produce, package and sell their product. In order to best serve tenants in the incubator, we are collecting data that will guide us in purchasing appropriate equipment, developing a schedule that is both convenient and cost effective for the tenants, and providing appropriate support services thus offering tenants the greatest chance of success.

Thank you for your interest and time.

Regards,

John C. Knorr
Assistant Dean

PLEASE TAKE A FEW MINUTES TO COMPLETE THE FOLLOWING SURVEY TO HELP US DETERMINE THE DEMAND FOR SUCH A VENTURE.

THANK YOU FOR YOUR TIME.

1. What type of product(s) does your business produce?
 - a. Bottled sauce/dressing
 - b. Dry mix
 - c. Fresh baked
 - d. Other _____

2. How long have you owned your business?
 - a. It is a new concept
 - b. Less than six months
 - c. Six months – one year
 - d. One – two years
 - e. Two plus years

3. What time of year would you/do you produce your product?
 - a. Seasonal spring
 - b. Seasonal summer
 - c. Seasonal fall
 - d. Seasonal winter/holidays
 - e. Year round
 - f. More than one season but not year round.
Please specify: _____

4. If commercial kitchen space at Southern New Hampshire University (2500 North River Road, Manchester, NH) was available, what would be a deciding factor about renting our space? (Please choose all that are appropriate)
 - a. Price
 - b. Location
 - c. Facilities/equipment
 - d. Hours available
 - e. Other _____

5. Is your business in need of specialized equipment to expand production/product(s)?
 - a. Yes
 - b. No
 If yes, what type? _____

6. What time would you be most interested in renting our space? (Please choose all that are appropriate)
 - a. Monday - Friday day (7 am – 5 pm)
 - b. Monday – Friday evening (5 pm – 10 pm)
 - c. Monday – Friday overnight (10 pm – 7 am)
 - d. Weekend day
 - e. Weekend evening
 - f. Weekend overnight

7. Other than space/equipment, what type of support service would you be most interested in? (Please choose all that are appropriate)
 - a. Accounting/tax
 - b. Marketing

- c. IT/web
- d. Sales/distribution
- e. Other _____

8. Do you have Serve Safe/H.A.C.C.P. (Hazard Analysis Critical Control Point) certification?
- a. Yes
 - b. Yes, but I need to be recertified
 - c. No
 - d. No, I have no idea what this is
9. What would be a reason why you would not expand your business? (Please choose all that are appropriate)
- a. Capital (cash)
 - b. Time
 - c. Business skills
 - d. Available space
 - e. Limited customer pool
 - f. Equipment
 - g. Other _____
10. Who is your current customer base? (Please choose all that are appropriate)
- a. local community/neighborhood
 - b. religious community
 - c. retail food/specialty stores in your neighborhood
 - d. retail food/specialty stores outside my neighborhood but within New Hampshire
 - e. retail food/specialty stores outside of New Hampshire
 - f. Internet shoppers
 - g. Other _____



**Do you have a great idea
for a new food business?**

**Do you need help growing
your small food business?**



THE COMMON KITCHEN

culinary incubator

at **Southern New Hampshire University**

THE COMMON KITCHEN

SNHU - The Common Kitchen
2500 River Road • Manchester, NH 03106



The Common Kitchen Provides

- *A well-equipped commercial kitchen*
- *Wholesale ordering and purchasing*
- *Help with product development and marketing*
- *Assistance with the licensing process*
- *Connections funding sources*

For more information please contact:

John Knorr

Phone: 603.629.4618

Email: commonkitchen@snhu.com

address area

THE COMMON KITCHEN
A Culinary Incubator at SNHU School of Hospitality
Welcome Sheet

Welcome to the Common Kitchen!

Our mission is to help early stage entrepreneurs get started in the retail food business by providing support systems, resources, and facilities at little or no cost. We look forward to helping you.

Participants: Possible participants include:

- Anyone who wants to start a catering, baking or specialty food business.
- Caterers who are expanding their businesses or cooking out of their homes.
- Restaurant owners who would like to start catering or producing their famous salsa or salad dressing for re-sale.
- Small market owners, who would like to offer their own food products, like baked goods and fresh dishes.
- Specialty food producers who need certified kitchen space and business support for new or expanding sales of their products.

Previous Experience:

No previous business experience is necessary. The Common Kitchen Culinary Incubator seeks to connect individuals to training in small business management and allow aspiring entrepreneurs to realize their dreams.

Kitchen Features:

- A certified commercial kitchen including, six-burner stove, flat top griddle, one convection oven, four deck ovens and microwave.
- Two 20 qt. and two 5 qt. kitchen aid mixers.
- Refrigeration and freezer units.
- Commercial steamer (perfect for canning), large jar fillers.
- Small wares: mixing bowls, measuring cups, stock pots etc.
- A three bay sink and food preparation sink.
- Four stainless steel worktables.

Business Office Features:

- A computer, printer, internet access, and telephone (local calls).

Business Services: As tenants of The Common Kitchen Incubator, tenants have access to the following free or low cost services:

- Comprehensive technical assistance with all aspects of business planning, including business plan writing, marketing, inventory, loan packaging, health regulations :
- New Hampshire Small Business Development Center

(Free confidential business counseling including business plan development, accessing capital, marketing and sales. Contact: 603-862-2200 www.nhsbdc.org)
- SCORE, Counselors to America's Small Businesses

(Free business counseling including small business workshops. Contact: 603 666-7561 www.score-manchester.org)
- Women's Business Center

(Free on-on-one counseling, networking opportunities and educational programs. Contact: 603-623-7383 www.womenbiz.org)
- Micro Credit of New Hampshire

(Free assistance with accessing small business loans of up to \$10,000, business training, and networking opportunities. Contact: 800-769-3482 www.microcreditnh.org)
- Networking with other food entrepreneurs
- Aid with marketing of your business and products

Investment: The business start-up cost is around \$600 including:

- Insurance of approximately \$300
- State Food Service License \$75 - \$200 (cost varies based on product type)
- State Business License \$100
- \$50 for ServSafe certification (All users of the kitchen must have their food manager's certification before starting work at the kitchen.)

Kitchen Cost:

- The cost of kitchen rental is \$10 per hour
- Secure dry storage units are available at an additional cost of \$30 per month

- The Common Kitchen Incubator will offer convenient bulk food purchasing

Eligibility: The kitchen is open to all food businesses, with preference given to low and moderate-income residents of New Hampshire with strong food experience and/or business ideas. Applications are available at The Common Kitchen Incubator at Southern New Hampshire University, School of Hospitality, Tourism, and Culinary Management. 2500 North River Road, Manchester, NH 03106.

Contact Information: John Knorr, (603) 629-4618 j.knorr@snhu.edu
Kria Sakakeeny, kria.sakakeeny@snhu.edu

THE COMMON KITCHEN
A Culinary Incubator at SNHU School of Hospitality
Tenant Application

This application to The Common Kitchen will allow you to be considered for tenancy in the kitchen at SNHU's School of Hospitality. A complete application also requires proof of insurance, HACCP certification and proof of state license.

Please attach a business plan if you have one. Please also feel free to provide any additional information that will help us better understand your business idea including menus, pictures and potential customers.

Please mail or drop off application to:
The Common Kitchen
School of Hospitality, Tourism and Culinary Management
2500 North River Road
Manchester, NH 03106-1045

Personal Information

Date: _____

Name: _____

Ethnicity: _____

Phone: (day/work) _____ (cell) _____

Email: _____ (website) _____

Home Street Address: _____

City/State/Zip: _____

How did you learn about The Common Kitchen? _____

Business Information

Business Name (if any): _____

Business Status:

Start-Up

Projected Start Date: _____

New (1 year) Date Started: _____
 Existing

Type of Business:
 Specialty Food Producer
 Caterer

Briefly describe your business or your business idea and/or attach business plan.

Who will be your “target customer”? How will you encourage repeat business?

Briefly describe any experience you have that would help you manage a food business. For example, have you ever worked in the food industry, in a customer service position, and/or managerial position?

Do you have food certification? _____

Have you taken any small business training classes? If so, when and where?

How will you package/present your product?

Please describe your ideas for marketing your product/services.

How much will you sell your product/catering services for? How did you arrive at this?

Do you plan to purchase raw ingredients through The Common Kitchen or individually?

Do you anticipate hiring people or bringing people to assist you? If so, how many and what responsibilities will they have?

How much time do you plan to spend with the business yourself?

Will you maintain employment in addition to your culinary business?

What is your household income? _____

How many people in your household? _____

Does your business have adequate financing? _____

How are you planning to finance your start-up costs? Would you need a small business loan? If yes, how much? (TCK can help you obtain loans.)

What equipment do you need to prepare and package your product?

Which of the following would be of service to you?

- Business Training
- Culinary Training
- Food Business Networking

What days of the week and times of the day do you plan on using the kitchen? E.g. Saturday afternoons, Wednesday mornings, etc.

Signature: _____ Date: _____

Thank you for taking the time to complete The Common Kitchen application!!!

* This application is partly based on one generated by Boston's culinary incubator, Nuestra Culinary Ventures.

THE COMMON KITCHEN
A Culinary Incubator at SNHU School of Hospitality
Operating Agreement

Welcome to the Common Kitchen!

This agreement is made and entered into by and between The Common Kitchen referred to as "CK" and _____
the "Culinary Entrepreneur" or "CE."

TERMS OF AGREEMENT

This agreement shall commence at 12:01 A.M. on _____ 20__ and end as agreed herein.

1. SERVICES TO BE PROVIDED TO THE TENANT

CK agrees to provide the CE access to and use of the kitchen facilities. Facilities and services provided shall include, but not be limited to, use of stoves, sinks, refrigerators, freezers, counters, individual storage areas, and other services. CK will not provide all of the equipment that may be necessary for production. Users must provide their own specialized equipment including knives and small wears. Each CE must complete an orientation to the kitchen that is provided by CK staff and includes equipment use and safety.

2. RESERVING KITCHEN TIME

CEs may schedule kitchen time by writing down their intended usage on weekly calendars in the CK kitchen area or in the staff office. In addition, CEs may schedule kitchen usage by contacting CK staff via phone or e-mail. CEs must indicate which equipment they will be using and should make sure they are not signing up for equipment that has already been claimed. CEs must complete a sign-in sheet for each time they use the kitchen.

3. FEE SCHEDULE AND ADDITIONAL POLICIES

Payment method: cash, check or credit card.

User Fee

\$10.00 per hour

Payment for hours worked in the kitchen is due at the conclusion of the day's work session.

Purchase of Materials

At cost + 5% administration fee

Payment is due upon receipt of materials.

Storage Fee

\$20.00 per month/per one locked cabinet

Payment is due at the start of each month and is prorated for partial months.

Cancellation Policy

\$25.00 flat fee

Fee will be charged if CE cancels within less than 24hrs of scheduled usage.

Storage Policy

Items stored outside of the secured rental space are at the tenant's own risk. You may contact kitchen staff regarding communal refrigeration and freezer storage. Additional non-secured storage space may be available by special request.

Cleaning Policy

CE is required to clean CK facility immediately after use. This includes sweeping the floor, emptying the trash and cleaning all equipment and surface areas. The kitchen should be left in clean condition after use. Please respect your fellow tenants!

4. IMPROVEMENTS AND CHANGES TO GENERAL ADMINISTRATION AND OPERATING POLICY

CK reserves the right to make improvements at any time to the kitchen incubator facility. Administrative and policy changes may include, but not be limited to, fee changes, changes in rules of operation, accessibility, CE identification, security procedures and support services.

5. LIABILITY OF CULINARY ENTREPRENEUR

CK shall not be liable for any damages to either person or property sustained by the CE or to any third party arising in any way from:

- a) The Culinary Entrepreneur's use, operation or occupancy of the CK facility or any portion thereof; or
- b) The sale, distribution or use of any product that is produced at the CK facility.

The CE covenants and agrees to indemnify, defend and hold harmless CK and its employees from any and all claims, costs and liabilities arising from, or in connection with damages or injuries to persons (including death) or property arising in any way from:

- a) The Culinary Entrepreneur's use, operation or occupancy of the CK facility, any portions thereof; or
- b) The sale, distribution or use of any product manufactured by the Culinary Entrepreneur at the CK facility.

6. EMPLOYEES

The CE shall be solely responsible for their employee's safety and the actions of employees. The CE shall have no more than two employees working in the kitchen at any one time.

CEs must be present during each reserved session. All employees must meet state employment requirements.

7. LICENSES/ PERMITS

The CE will maintain, at all times, current Licenses and Permits required by Law and Regulation for the operation of their business. Copies of all current business specific licenses and permits will be submitted to CK before use of kitchen is permitted.

8. GENERAL LIABILITY INSURANCE AND PRODUCT LIABILITY INSURANCE:

WORKMANS COMPENSATION INSURANCE:

The CE will maintain a minimum of \$1,000,000 of both product liability insurance and general liability insurance, **with The Common Kitchen listed as "additionally insured" in each case.** Proof of such insurance must be provided to the CK staff before use of the facility will be permitted. CK may at any time require the CE to show proof of the required insurance. **The CE shall maintain Workmen's Compensation Insurance in accordance with State of New Hampshire laws and regulations.**

9. UNLAWFUL USE

The CE shall not use or permit the facility or any parts thereof to be used by any person in violation of any municipal, county, state or federal ordinance or law or in any manner disruptive to CK or its kitchen users. Such behavior shall include, but not be limited to, theft, fighting or consumption of alcohol or drugs on the premises.

10. INSPECTION

CK and its agent shall have the right to inspect the CK Facility at any time and reserves the right to enter whenever CK, in its sole discretion, determines such inspections to be necessary.

11. HEALTH DEPARTMENT INSPECTIONS

The CE shall submit to Health Department inspections as often as the Health Inspector shall require. All CEs are encouraged to have a current ServSafe Certificate or approved equivalent.

12. FOOD EQUIPMENT SAFETY AND SANITATION

The CE is responsible for maintaining proper food handling procedures, cleanliness and safety of workstations and food storage areas (dry or cold) on a daily basis.

13. PRODUCTS

Only those items that will be used for human consumption will be deemed appropriate for manufacturing at the CK kitchen facility

14. DEFAULT

CEs will have 72 hours after receipt of a written notice from the kitchen staff to remedy any violation, breach or failure to keep or perform any conditions of the CK kitchen policy or this agreement. If the CE fails to correct or cure the problem within 24 hours, CK may terminate the rights of the CE under this agreement. In addition, the Kitchen Director may remove the CE's property (including CE storage unit contents) from the facility and charge a reasonable fee for storage.

Notwithstanding the foregoing, if the violation, breach or failure to keep or perform any conditions of the CK policy or this agreement constitutes a health or safety hazard in the opinion of the staff, the CE must act immediately to correct the problem upon receipt of notice thereof, which may be oral or written. If CE fails to commence immediate corrective action, CK may take such action itself and the CE shall reimburse CK for all costs of such action. CK may also terminate the rights of the Culinary Entrepreneur under this agreement.

20. GENERAL

- a) The laws of the State of New Hampshire shall govern this agreement.
- b) CK makes no representations, warranties or guarantees, express or implied, including without limitation, any warranties for the merchantability or the fitness of the intended use of the Kitchen Facilities, other than those contained in this agreement.
- c) The CE acknowledges that it has read this agreement, understands it, and agrees to be bound by its terms. Further, Culinary Entrepreneur agrees that this agreement constitutes the entire agreement between parties and supersedes all proposals, oral and written, and all negotiations, conversations or discussions had between the CE and CK related to the subject matter of this agreement.
- d) The CE further acknowledges that it has inspected the premises and accepts them "as is" for purposes of the Culinary Entrepreneur's use during the term of its agreement.

21. ASSIGNMENT

The CE shall not transfer usage privileges or sublet the whole or any part of the CK kitchen premises.

22. QUIET ENJOYMENT

The Common Kitchen is a unique facility meant to be used and enjoyed by its users. The Culinary Entrepreneur agrees to respect the rights and property of other users.

23. AMENDMENTS

This agreement may be amended so long as the amendment is in writing.

24. NOTICES AND COMMUNICATIONS

All written notices or official written communications which may be required under this agreement shall be delivered personally or sent by regular mail, postage prepaid, addressed as follows unless additional mailing requirements are required by this agreement.

Written notices and communications to CK from the Culinary Entrepreneur should be mailed or delivered to:

John Knorr
The Common Kitchen
SNHU
2500 North River Road
Manchester, NH 03106-1045

Notices delivered personally shall be effective when delivered. Notices sent by mail shall be effective when delivered or three days after mailing, whichever is earlier.

The Common Kitchen

By: _____
CK Staff

Date: _____

By: _____
Entrepreneur

Date: _____

* This operating agreement is based on one generated by Boston's culinary incubator, Nuestra Culinary Ventures.

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