

HUBB Kitchens

Regulation Crowdfunding

Raising up to \$467,550

for 8.5% Equity Stake

Suggested Min. Investment: \$1,000

Invest

(<https://marketplace.vicinitycapital.com/trade/estimatecalculation/Njg3MDU=>)

Start date: October 3, 2022

End date: December 31, 2022

[The Deal](#) [Shop Talk](#) [Local Buzz](#) [Q & A](#)

Why fund our local story

- The first ever multi-concept ghost kitchen in an airport, a collaboration between HUBB Kitchens, RDU International, and Reef Kitchens, opened July 2nd, 2022
- As of July 2022 HUBB Kitchens has collected over 700 membership applications and inquiries from numerous airports about our “get REEF” virtual food halls.
- HUBB Kitchens is projecting 5 locations by the end of 2022, our third location opening this month on East Lenoir Street.
- Our first location opened December 2020; it was profitable starting March 2021 and is at 100% capacity since September. Our second location is already at 50% capacity in advance of its planned August opening.

- In addition to our culinary incubator services, we operate in the \$43.1 billion ghost kitchen industry, which is expected to grow to \$71.4 billion by 2027.
-

Overview

The Opportunity

Consumers and capital are flooding alternative restaurant models

COVID-19 set off a seismic shift in food consumer behavior. With the restriction of physical dining and the advancement of technology, the landscape for restaurateurs has permanently changed.

In addition to shifting consumer behavior and COVID restrictions, labor shortages and rising product costs have restaurant owners searching for alternative business models that will help them reach hungry customers.

To navigate this new culinary world, restaurateurs and entrepreneurs have flocked to "ghost" or "dark" kitchen models: stand-alone commercial kitchens designed only for catering and delivery service. Pitchbook reports (<https://pitchbook.com/blog/emerging-space-ghost-kitchens>) that a staggering \$22 Billion in funding has been raised for companies in this exploding "ghost kitchen" market.

The Problem

Local companies can't find the space they need to take advantage of this new market

Affordable rentable kitchen space is essentially nonexistent in "The Triangle". While tech giants and venture capitalists may be benefiting from the booming food delivery scene, local business owners in NC are still struggling to tap into this growing demand. Demand for commercial kitchen space has spiked but capacity has not kept up. Simply put, **there isn't enough space for local restaurateurs to produce their meals**, and a growing population is only widening the gap between demand and capacity.

The Solution

The solution

Affordable all-inclusive co-working space for local food service businesses



HUBB Kitchens is helping local "foodpreneurs" start and grow their businesses in North Carolina with shared commercial kitchen spaces for rent by the hour, week, or month. We also provide cold and dry storage, plus business and marketing tools they need to run a smooth operation. We're solving problems for 3 distinct customer use cases:

HUBB Kitchens...

1. Provides "kitchen kitchen" services for small businesses needing a shared commercial kitchen space.

- 🏠 Provides "ghost kitchen" services for existing restaurants needing expanded capacity or satellite locations
- 🚚 Hosts food truck operators & other foodpreneurs
- 🚀 Offers incubation and startup packages to help early-stage and first-time business owners

We're taking the proven and time-tested model of co-working and replacing offices with kitchens. We're also helping local businesses capitalize on a global trend to keep jobs and profits closer to home.



HUBB
KITCHENS

	Business and Marketing Services		Cold and Dry Storage
	Wholesale Product Pricing		Bottling Facility
	On-site Supply Deliveries		Prep Stations



Commercial
Equipment



Deep Fryers



Dishwashing
Stations



24/7 Access



Looking for your
one-stop shop for
all your restaurant
needs?



Permits

We are able to guide you through the process of getting your Health Department permitting and NCDA Permitting



ServSafe

Let's get you certified! With our founder being a registered instructor with regular classes, you will be able to get certified in no time!



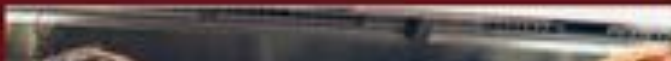
Bookkeeping
and Inventory

Need help with the



Marketing and
Branding

if you need help





accounting? We've got you covered! Let us share our industry knowledge on P&L creation and review, bookkeeping, and inventory management. We've started businesses ourselves and are eager to pass along what we've learned to save you from our mistakes.

building your brand image, creating your logo and website, or creating a social media calendar to build your awareness and following, you've come to the right place! Our tech-savvy team will work with you to bring your vision to life!



Business Planning

Need help with the logistics of starting your company? We have skilled advisors knowledgeable in business planning and financial forecasting!



Food Costs and Pricing

Don't know how much to charge? Let's talk through it. Our experts will be able to help you price your menu to be competitive as well as profitable.

Business Model

Flexible kitchen rentals + custom service add-ons

HUBB's main revenue stream is pay-per-use kitchen rentals. We charge by the hour, day, or month, providing flexible membership options based on the amount of time and space needed. Not only does this help keep our offerings highly cost-effective, but it also maximizes the utilization of our space.

COST-EFFECTIVE, BUT IT ALSO MAXIMIZES THE UTILIZATION OF OUR SPACE.



In addition to the main kitchen rentals, we generate revenue from 4 additional value-add services:

- 1 Parking, prep, and storage space for food trucks
- 2 Subscription-based business, operations & regulatory management services
- 3 Subscription-based cold, frozen and dry storage services
- 4 Yearly membership dues

Traction

Happy Customers

Our customers have said some pretty nice things about us...

The image displays three testimonials from customers of HUBB Kitchens, each presented in a brown speech bubble with a logo and a brief summary of their success. The first testimonial is from Andrew McCook of The Blue Ox Bakery, who reports a 54% revenue increase since joining HUBB Kitchens in December 2020. The second is from Nick Dampf of Dampf Good BBQ, who secured a full-time lease for his own brick and mortar location within 8 months of joining HUBB Kitchens. The third is from Crystal Butler of Quizine Orleans, who was able to quit her job and work at her business full-time.

Andrew McCook
The Blue Ox Bakery
My company has grown exponentially since working at HUBB Kitchens.
- Andrew McCook
Blue Ox Bakery

Nick Dampf
Dampf Good BBQ
Since joining HUBB, we have seen a crazy boom in business.
- Nick Dampf
Dampf Good BBQ

Crystal Butler
Quizine Orleans
I'm so glad I decided to use HUBB... it gives me peace of mind.
- Crystal Butler
Quizine Orleans

Andrew grew his revenue by 54% since joining HUBB Kitchens in December of 2020.

Within 8 months of HUBB Kitchens membership, Nick signed a full-time lease to his own brick and mortar location.

Crystal was able to quit her job and work at her business full-time.

1st Location

At our first location we've achieved several key milestones:

- ▶ Profitable within 3 months
- ▶ Grew 12% MoM from December 2020 until April 2021
- ▶ Currently at 100% capacity

2nd Location

- ▶ First ever multi-concept ghost kitchen at RDU in collaboration with REEF Kitchens.
- ▶ Opened July 2022.
- ▶ Secured second location in separate airport located in the Baltimore-Washington area.

Next Locations

Final details are being added to East Lenoir Location to prepare for late August opening.

To push full steam ahead on these new locations, our founder has been full-time at HUBB Kitchens since August 2021, and we've added 4 team members.

Competition

Overall the demand for ghost kitchen space is high and we don't anticipate any near-term market saturation. And while there are a few similar concepts, our business model and services present a unique offering.

Investment Summary

Anticipated Terms

Company is planning to offer an **8.5% equity stake** for a raise of \$467,550.

Use of Funds

- ▶ \$200,000: Team
- ▶ \$80,000: Equipment purchases
- ▶ \$50,000 : Dulles Airport design
- ▶ \$45,000: Airport advisory
- ▶ \$35,000: Property acquisition

Due Diligence



Form check completed! [Click here to review](https://drive.google.com/file/d/1to8TvBxxB5Fht0_qOUi2etnAHUAhosP9/view?usp=sharing) (https://drive.google.com/file/d/1to8TvBxxB5Fht0_qOUi2etnAHUAhosP9/view?usp=sharing).

What is it?

A review of disclosures, financials, and all filing information to ensure compliance and consistency with Rule 201 of Regulation CF.

Our People

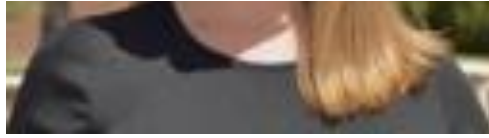




**Jason T Johnson,
Founder**

Jason has 16 years of restaurant management experience to efficiently and profitably operate the business. As the Founder and Managing Membe..

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**Katherine Symanowicz,
Dir. of Marketing**

With a focus in marketing, Katherine creates all content throughout our distribution channels and ensures a consistent company brand across ..

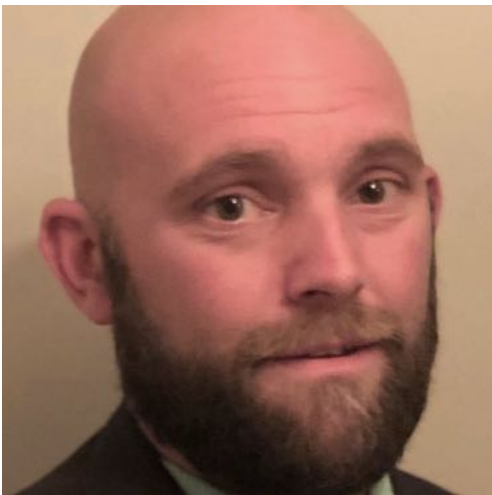
[Read More](#)



**Jide Iruka,
Marketing Strategist**

A self-proclaimed foodie, Jide Iruka, a Boston native, enjoys the local food scene and supporting small business by ordering in, or dining o..

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Jon Comtois.



Dekisha Thompson.



Will McGuire.

Dir. of Operations

A The Chef's Academy scholar, Jon has spent 9+ years in the Food & Hospitality industry. He is big on customer service and likes meeting..

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Community Manager

Dekisha's culinary skills began when employed at The cheesecake Factory while obtaining her degree from Norfolk State University. Her pass..

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Advisor & Investor

Will McGuire is a business advisor and early investor in J. Johnson & Company L.L.C. (aka HUBB Kitchens). He is Founder & CEO of Inc..

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G Patel, Senior Business Advisor

More than 15 years of dynamic experience across product



Jason Widen, Advisor & Investor

Founding Partner of HQ Raleigh which fosters inclusive communities



Incolo, Business Consultant

Incolo is on a mission to create a level playing field by helping founders build

development, hospitality, education, and mentorship have amplified G's entrepreneurial..

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of entrepreneurs through shared workspace creating lasting economic and s..

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businesses which have a scaling impact on those around them..

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Common Questions

What is your expansion timeline?

2022 LOCATION ROADMAP

Location 2

Multi-Concept Ghost Kitchen at RDU Airport

Location 4

New Bern Avenue Ghost Kitchen



The small footprint hourly model is currently being proven with our first location breaking-even within 3 months of operations. Our second location opening late April or early May already has a waiting list for food truck clients. Our plan is to open 2-3 new locations starting 2022 using location 1 & 2 as the proven models. Late 2022 could be the acquisition of RTP real estate to have a home base of operations and also given us the ability to put our current two models under one roof. Over the next two years we will be looking to combine our two proven models into 1 facility to create our goal of "one stop shop".

Who are your target customers?

How do you market HUBB Kitchens?

Docs

Offering docs will be posted here when campaign is live

Download

(<https://api.norcapsecurities.com/tapiv3/index.php/Stamp/PDF/SFVCQiBLaXRjaGVucw==/kxtl281021075519.pdf>)

Risks

Key Personnel. The Project is highly dependent on Jason Johnson to oversee ongoing operations. His loss would

adversely affect the company and the company might have to obtain other personnel to perform his duties. There can be no guarantee such replacement personnel will be available or that the company will proceed as planned in the event of the loss.

Need for Additional Funding/Dilution. The project will need additional capital in excess of the \$50,000 minimum being raised through this Regulation Crowdfunding offering. If the needed amount of capital is not achieved through this Regulation Crowdfunding offering, it will need to be pursued through other raises/sources, such as a separate exempt offering or additional debt (see other risks related to debt) or funded by potential business profits.

No Distributions/No Provision for Return of Capital. It is anticipated that the Company's investors will not receive a substantial return on their invested capital until several or more years after closing of the Offering.

Revenue Share Payments Have Better Economic Rights. The Revenue Share holders are entitled to receive a portion of revenue on a quarterly basis whether or not equity holders are returned any Capital Contributions.

Your investment is in a special purpose vehicle and you are not a direct owner of the Company. The Company has formed a special purpose vehicle, the SPV Company, for Investors in this offering. You are not a direct owner of the Company, but rather you will be an indirect owner of the Company.

The Class C Units held by the SPV Company are nonvoting. The SPV Company, and thus you, have no voting rights on any Company matter. The Company is entirely controlled by its Managers and the Class A Unitholders. Currently, the Manager and the Class A Member is Jason Johnson.

Please refer to the Form C for additional risks and disclosures.

Disclosures

- J. Johnson & Company L.L.C. has filed a Form C with the SEC which can be found [here](#).
- Vicinity will be compensated upon a successful raise at 6% of the total amount raised, plus 2% of the amount raised in the form of the securities offered to the public.

raised in the form of the securities offered to the public.

- There is no cost for investors to invest, though Vicinity will receive a 1% transaction fee on all payments from J. Johnson & Company L.L.C. to investors that will be withheld from the payment to investors.
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[UX38y0514ldU4xPu_Sc42WYUMFqGWopqil1D6V3rIDdIENihrQcaOUy65qDyo1U2O6_X_alq0zaQ](https://www.linkedin.com/checkpoint/challengesV2/AQF99aCofJrqrQAAAXOVh-UX38y0514ldU4xPu_Sc42WYUMFqGWopqil1D6V3rIDdIENihrQcaOUy65qDyo1U2O6_X_alq0zaQ))

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