



About ChefReady

Many of the restaurant industry problems that were exacerbated by the pandemic have been simmering under the surface for years. Restaurants must overcome many challenges to stay afloat, and even more to become successful: high rent, rising labor costs, razor thin margins, and high overhead cost.

Enter: [ChefReady](#). Colorado native and entrepreneur Nili Malach Poynter, alongside her husband Robert, opened ChefReady in Denver in summer 2021. The couple was inspired to open a virtual kitchen after witnessing friends across the U.S. being forced to shutter their traditional brick-and-mortar restaurants, due to issues such as low profits, high rent, lack of foot traffic, and high employee turnover.

While researching virtual kitchens, they realized that many operate with a “churn and burn” mentality, resulting in an unprofitably high turnover of tenants. Nili and Robert determined that they needed to create a company that offers the convenience of a virtual kitchen, but with greater efficiency and a “greener” footprint with more of a “mom and pop” personalized level of customer service.

ChefReady offers its tenants rentable commercial kitchens for delivery- and pick-up only concepts/restaurants, and houses 10 different concepts under one roof in Platt Park, conveniently close to many of Denver metro’s neighborhoods, including downtown Denver and Cherry Creek.

ChefReady is the perfect home for chefs and restaurant owners who want to expand their delivery reach or launch a new concept with a low cost of entry. Virtual kitchens can be a low-overhead training ground with a short lease for a first-time restaurateur that is nervous to sign a big lease; serve as a second kitchen for a concept expanding into breakfast or lunch; be a test kitchen for an established restaurateur to experiment with a new concept; give a restaurant extra space to strictly fulfill delivery orders and much more. The breadth of virtual kitchen tenants is expansive, and can help chefs take the next step towards their culinary dreams.

ChefReady kitchen stations are “plug and play” with commercial hoods, sinks, back-up generators, AC, heat, electric and gas hook ups, pest control, and more. ChefReady gives tenants the ability to customize their kitchen’s layout with add-ons such as extra refrigeration and extra storage space and can be built out and ready to go in as little as 8-10 weeks.



ChefReady Kitchens supports chefs and restaurateurs with personalized, hands-on assistance from experts, including:

- Architectural help from experienced kitchen architects, including how to further personalize kitchen stations
- Permitting guidance
- Marketing assistance
- Delivery assistance, including providing software that aggregates all third-party delivery companies
- Employing food runners to bring food from the kitchen stations to delivery drivers to streamline the delivery process

Whether a chef is looking to start a new concept or phase out of a traditional brick-and-mortar, ChefReady can provide cost savings on nearly every aspect of a business. Regardless of the future of COVID, virtual kitchens can provide an affordable, stable avenue for restaurants to (re)establish themselves with significantly decreased operational costs, while adapting to the rapidly changing delivery landscape.

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