



**FAMFARE  
KITCHEN**

**2025**

# **KITCHENETTE HANDBOOK**

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# Welcome Message

Libby Mehaffey

*Founder & CEO*

If you are reading this, chances are you are a Famfare Kitchenette. HURRAH!

What is a Kitchenette, really? A Kitchenette is a member of an elite group of humans charged with the task of taking back dinnertime and returning it to the people who lost the time and energy to make it happen: Busy Families.

You are more than the face of our company, you are the superhero that brings a family their dinner. Yes, anyone can deliver food... but you all keep it real and personal. And let's face it... who would you rather get your hot homemade dinner from? A Dominoes guy (no offense Dominoes) or your super friendly and professional neighbor who has your family's best interests in mind? I know who I'd pick.

We asked ourselves this question: How can we help our busy friends/neighbors/coworkers/peers get back to their families at the end of the day without stress and reconnect with each other? Our answer: Make them dinner! The rest is history... Except... we needed to reach more than our respective tribe of people... Enter the Kitchenette program.

We depend on you, not solely to deliver meals, but also to get the word out and help us to become successful at fulfilling our mission! Thank you for being part of this effort.

This Marketing Guide serves as an outline to make your location successful for you and your clients. We've included some simple marketing ideas, helpful pick-up location tips, and creative outreach ideas that help you connect with your community. This should be fun - and you should make some funny money doing it - cause that's the point - do good, have fun, make money - and eat dinner as a family (this should be on a t-shirt).

Thank You - and Good Luck!

~ Libby

# 1. The Role of the Kitchenette

## JOB DESCRIPTION

A Kitchenette is the coolest part of Famfare. It is a residential pick-up point for Famfare Kitchen meals. Basically it is your front door and a warming/cooling bag.

## HOW IT WORKS

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### Set Up Your Kitchenette

Choose a Tuesday or Wednesday between 3:30 and 6:30 PM for at least a 90min window for your Kitchenette to be open.

We'll create your customized sign-up page based on your availability. Need a week off? No problem, we'll adjust the schedule.

Once you approve the link and dates, we will go live and manage all orders and payments for you.



### Spread the Word

To promote your Kitchenette, we will hook you up with menus, yard signs, and up to two sample meals to share with potential customers (upon request).

We also announce your location on our website, social media, and weekly emails.

Additional marketing materials are available - be sure to join our Kitchenette Facebook group!



## Distribute Meals

On your designated day, pick up meals at our South Saint Paul kitchen (1539 5th Avenue South, near 494 and 52) on or after 3PM, or have them delivered via our courier.

IF PICKING UP at the kitchen - double check your bags before leaving the kitchen.

IF COURIER - check your inventory ASAP to catch any snags.



## Wrap Up at 6:30 PM

- Contact any missing clients.
- Discard unclaimed hot or freezer meals as needed.



## Clean and Return Bags

- Wipe out the bags after the last pick-up.
- Remove the ice pack and clipboard.
- Return or swap the bag and its contents as soon as possible or during the next pick-up.

## TIPS FOR SUCCESS

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### Set Up Your Pick-Up Area

- Arrange a clean, tidy space for meal pick-up.
- Make your clipboard with the instructions visible to guide clients in picking up their meals.
- Have handwritten notes or candy to build a relationship with your customers

### Remind Clients

- Send a text like: *"Dinner's Ready! Pick up by 6 PM!"*
- Make a social media post.

# EARNING POTENTIAL

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## 2025 Compensation Plan for *Pick-up Kitchenettes*

Kitchenettes who pick up their meals at the SSP central kitchen

- **Benefits:** Quarterly incentive programs to win gift cards / cash bonuses. And, all kitchenettes can purchase meals at 50% off retail price. Discounted meals do not count toward commissions.
- **Commission:** Based on net sales (gross sales minus taxes and credit card processing fees ~13%) over a 4-week cycle:

| 4-Week Cycle Net Sale | Pick-Up Commission % |
|-----------------------|----------------------|
| \$1,500-\$1,999       | 10%                  |
| \$2,000-\$2,499       | 12.5%                |
| \$2,500+              | 15%                  |

## 2025 Compensation Plan for *Courier Kitchenettes*

Kitchenettes who use our courier service to have their meals delivered from our SSP central kitchen to their house/business

- **Benefits:** Quarterly incentive programs to win gift cards / cash bonuses. And, all kitchenettes can purchase meals at 50% off retail price. Discounted meals do not count toward commissions.
- **Commission:** Based on net sales (gross sales minus taxes and credit card processing fees ~13%) over a 4-week cycle:

| 4-Week Cycle Net Sale | Courier Commission % |
|-----------------------|----------------------|
| \$1,500-\$1,999       | 5%                   |
| \$2,000-\$2,499       | 6.25%                |
| \$2,500+              | 7.5%                 |

## **Freezer Sales & Special Events**

From time to time, FFK hosts special sales at key locations with high traffic. We select these locations based on sales volume. Participating locations will be paid by event at a flat rate based on net sales (less taxes and fees) of 10% for Delivering Kitchenettes and 5% for Courier Kitchenettes.

## **Commission Payment Details**

Kitchenettes are independent contractors for Famfare Kitchen. Each person who operates a Kitchenette must complete a W-9 tax form and sign an Operational Agreement form. Note that you will receive a 1099 at the end of the year for tax purposes if you are paid more than \$600 annually. Kitchenettes are paid based on 4 week cycles. Checks are distributed the following week. Famfare Kitchen reserves the right to eliminate low performing locations.



## 2. Identifying Your Market

You know plenty of people who could benefit from Famfare Kitchen's service. Now it's time to identify your market - busy moms who see the value in what we do and give it a try.

### QUESTIONS TO ASK YOURSELF \_\_\_\_\_

Answering these questions helps you to define your target population of potential customers.

1. Who do I know that dislikes cooking and has kids?
2. Who regularly mentions stress about dinner?
3. Who do I know who doesn't have time to cook dinner?
4. Are there sports parents I know who'd appreciate a break from cooking once a week? Or who would talk highly of Famfare?
5. Is there someone in my circle who might need extra help right now or a little "pick me up"?

### DEFINING YOUR TARGET POPULATION \_\_\_\_\_

Focus on those who will truly benefit from the service. For example:

- **Avoid:** Your retired, single neighbor who rarely needs quick meal solutions.
- **Target:** The busy hockey mom juggling five kids or anyone with a packed schedule who values convenience.

Word of mouth is critical, so look for influencers within your network - they could be your key to reaching more customers. And remember, you might already be the influencer in your circle!

# 3. Reaching Your Customers

Promoting your Kitchenette is easier than ever with today's technology and a little creativity. Use these strategies to maximize your reach and grow your customer base.

## SOCIAL MEDIA

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### Instagram & Facebook

- *Post* photos or videos of your meals or family enjoying them.
- *Tag Famfare* in posts and stories; we'll share your content to amplify your reach.
- *Repost* Famfare's content
- Share menu teasers and encourage followers to DM you for more info.
- Create a dedicated page for your Kitchenette to keep clients informed and engaged.

**NOTE:** Give us a follow!  
**Instagram:** @famfare\_kitchen  
**Facebook:** @famfarekitchen  
**Tiktok:** @famfare\_kitchen

### Content Ideas

- Meal unboxings
- "Day in the life" of a Kitchenette
- Testimonials from customers or family
- Your Famfare meals
- Your family enjoying Famfare meals
- Menu sneak peek

**Need templates?** We provide you with eye-catching templates, captions, and hashtags to make posting simple. Check out our Marketing Guide!

**Having trouble posting?** We have a simple guide to making posting easy!

# PERSONAL CONNECTIONS

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## Email your Network

- Send a personalized email introducing your Kitchenette and explaining the benefits of Famfare.
- Famfare can provide pre-written email templates or PDFs to make this step easy.

**Bonus:** Share your contact list with Famfare to automatically include them in weekly email updates. (They can always unsubscribe, but at least they will get a glimpse at who we are and what we do.)

# COMMUNITY ENGAGEMENT & FUNDRAISERS

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## Partner with Local Organizations

- Collaborate with gyms, schools, daycares, or community groups/sports teams.
- Schedule a GiveBack Night where 15% of proceeds benefit the organization.
- Donate meals as auction items or for school carnivals.

## Market to Teachers and Parents

- Offer tasting events during conferences or meetings.
- We provide complimentary meals for tastings, menus, and promotional materials, just let us know beforehand that you are organizing a tasting!
- Pitch Famfare as a “stress-reduction service” to principals or directors for staff and families.

## Engage Local Sports Teams

- Busy athletes and parents are great customers! They'll appreciate the convenience and whole ingredients Famfare meals are made with. ALSO, they can easily spread the word within their networks!



## Host Tastings or Events

- Set up tastings at game nights, farmers' markets, or dinner parties. Famfare provides marketing materials and fresh samples!
- Have some people over unexpectedly and want to blow them away? Whip out one of our frozen meals and heat it up for the group... I can almost guarantee they will be impressed at you serving a warm, homemade, delicious meal!
- Use social gatherings like bunco nights or happy hours to showcase Famfare meals.

**Reminder:** We provide 2 meals at no cost to you as a marketing tool. Along with menus and signage.

## TIPS FOR TASTINGS

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- Let Famfare know in advance to ensure fresh meals to taste.
- Bring menus (provided by us) and a sign-up sheet for email addresses.
- If possible, host tastings during production days for the freshest meals..



# 4. Keeping Your Customers

You've built a loyal group of clients - now it's time to nurture those relationships and keep your business thriving. Here's how to retain and grow your customer base:

## STAYING CONSISTENT ---

- Maintain a regular schedule for social media posts and emails/texts
- Choose specific days each week for updates to avoid overwhelming your audience while staying top of mind.

## SHOWING APPRECIATION ---

- Say "thank you!" often
- Handwrite thank you notes to your regulars - this will make their day and a lasting impression
- Add a sweet gesture, like candy, to show them you care ... and it's delicious for you and the kiddos!
- Think about what would make you feel valued and replicate that for your clients.

## BUILDING CONNECTIONS ---

- Engage with your customers personally - ask questions to understand their needs:
- "How did you hear about Famfare?"
- "Do you have menu suggestions?"
- "How do your kids like the food?"
- "Do you know anyone who could use help with meals/dinner time?"
- Genuine conversations strengthen relationships and make customers feel valued.

# LEVERAGING REFERRALS

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- Encourage clients to refer friends or provide email addresses of families who might benefit from Famfare.
- The more contacts we have, the more exposure your Kitchenette gets!

Overall, a little effort goes a long way in keeping your clients happy and engaged. Your personal touch makes all the difference - thank you for helping us serve families in your community!

Libby and the Famfare Team

## **Contact Us:**

1539 5th Avenue South, South St. Paul, MN 55075

- or - give us a ring at 612-237-7731.



# Famfare Kitchen GO-FORM

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CELL:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**DAY OF WEEK:** \_\_\_\_\_  
(Tues or Wed )

## CHECK BOX FOR DELIVERY OPTION:

- I will pick up my orders at the kitchen and receive higher commission
- I will use a Famfare courier for delivery for a lesser commission

**90-MINUTE PICK UP WINDOW TIMES:** \_\_\_\_\_  
(example: 430-6PM)

**HOUSE DESCRIPTION:** \_\_\_\_\_  
(ie: color of house, style, description)

**VACATION DATES:** \_\_\_\_\_  
(weeks when you're out of town or too busy for FFK)