

# GHOST KITCHENS & VIRTUAL BRANDS - WHAT'S NOW AND WHAT'S NEXT [WEBINAR]

05.06.2021

**Location:** Webinar

**Seminar Time:** 11:30 AM PDT

**PROFESSIONALS**

Pooja S. Nair

**PRACTICE AREAS**

Food, Beverage and Hospitality

"The wave of the future," "savior of the restaurant industry," "an unsustainable model." Ghost kitchens and virtual brands have been called many things but their impact on the food and restaurant landscape is undeniable. By 2030, Euromonitor estimates that ghost kitchens and virtual brands could top \$1 trillion in revenue worldwide. These concepts experienced accelerated growth in 2020 due to increased demand during the COVID-19 pandemic. Major players in food and beverage have inked high-profile deals to invest in the space. How have ghost kitchens and virtual brands impacted the restaurant industry, and what does the future hold for these concepts?

Ervin Cohen & Jessup's Food, Beverage and Hospitality Group invites you to join industry experts from Combo Kitchen, A.Y. Strauss and Duff & Phelps, A Kroll Business for a one-hour roundtable discussion of the current landscape for ghost kitchens and virtual brands, how these concepts can fit with and disrupt the restaurant industry, and what the future may hold.

**Thursday, May 6, 2021 | 11:00 AM PDT**

Speakers:

**Hossein Kasmai:** *Chief Executive Officer, Combo Kitchen*

**Brett M. Buterick:** *Counsel, A.Y. Strauss*

**Pooja S. Nair:** *Partner & Chair, Food, Beverage and Hospitality Group, Ervin Cohen & Jessup LLP*

**Vijay R. Sampath:** *Director, Consumer M&A, Duff & Phelps, A Kroll Business*