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CHEF INCUBATOR OFFERS RENT-FREE SPACE IN RETURN FOR REVENUE SHARE



Smallman Galley is a food hall and business incubator that offers rent-free space to up-and-coming chefs in return for revenue share.

The thriving foodie city of Pittsburgh is an appropriate home for a food-based startup incubator. **Smallman Galley** is a food hall that offers rent-free space to up-and-coming chefs — so they can gain fans while they hone their skills and perfect their cuisines — in return for revenue share.


 smallman-galley-incubator-chef-startup-dining

 Photo: Table Magazine

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The 200-seat venue, which opened in December 2015, hosts four budding restaurateurs under one roof. Each of the chosen chefs have been provided with a self-contained restaurant, with open kitchens and communal tables, which is open to the public. The chefs will also be provided with business training in areas such as branding, marketing, budgeting and purchasing, arranged by founders Tyler Benson and Ben Mantica. At the end of the 18-month incubation period, the company will also help the chefs seek financial investment and come up with a business plan. Then the whole process will start again with another four chefs.

Could this model work in retail too?

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