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For Immediate Release

The Introduction of Absurd! Kitchen Co.

Burlington, Ontario, Canada (September 4th, 2020) – KRG Hospitality Inc., a North American restaurant, bar, and hotel development agency is pleased to announce the conceptual development of a new revolutionary, quick-serve & virtual restaurant concept designed with one goal – to give consumers a safe but modern & unique way of experiencing food & beverage.

The Absurd! Kitchen Co. concept, which has been in development for the past 4 months, provides a 2,725 square foot proto-type, where there is no waiting in lines and there is no physical contact between staff and consumers. There is however – a new frictionless ordering, pick-up, and delivery platform that is streamlined by digital technology.

The pick-up area is designed with multiple, digital food-safe storage units that are opened by mobile device. The drive-thru is setup exclusively for both online pre-orders and delivery drivers who simply enter a dedicated pick-up code.

The flavor profile will be “southern inspired”. But this concept won’t be joining the chicken wars between today’s leading quick-serve brands. It will crush them with a full suite of profitable items featuring mind blowing sandwiches, unique breakfast bowls, loaded chicken strips, fried waffle sticks, and more including gluten-free, dairy-free, and vegan ‘chicken’ options all served in premium, sustainable (and branded) packaging.

The beverage ‘subscription’ program is a strong form of brand loyalty. The additional food truck is mobilized throughout the desired community; at events, business parks, and even during localized crisis. The retail line of meal kits and dry spices is engaging for that increased demand for a memorable at-home experience.

If you are an aspiring restaurant owner, team of investors, or a restaurant group looking for your next concept or pivot move - with an incredible ROI, the ability to scale at your own comfort level, and the flexibility to build your own national brand - Absurd! Kitchen Co. is an opportunity for you to tap into a profitable niche. The time is NOW to emerge as a leader in both food & technology - and invest in the "future of restaurants".

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