



[www.kitchencity.com.ph](http://www.kitchencity.com.ph)

# Artemisplus Express Incorporation European International School

**The Biggest Food Concessionaire in the Philippines**

# 1. OUR PROFILE



**25 YEARS IN BUSINESS**



**WITH OVER 100 OPERATIONAL  
OUTLETS**



**WHOLLY-OWNED SUBSIDIARY  
of PUBLIC LISTED COMPANY  
(MACAY HOLDINGS, INC.)**

# OUR MISSION AND VISION



## MISSION

To provide the best customer experience by consistently serving food of superior quality, excellent service at the best value



## VISION

To raise the food service standards in the Philippines as continue to lead the industrial catering market in the Philippines







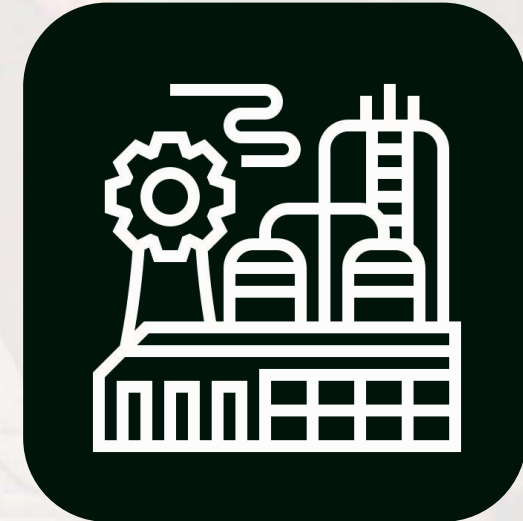
# OUR BUSINESS MODEL



**#1 FOOD CONCESSIONAIRE  
IN THE PHILIPPINES**



**SERVING MORE THAN  
100,000 MEALS PER DAY**



**SERVICING DIFFERENT  
INDUSTRIES IN THE  
PHILIPPINES**

# OUR BUSINESS MODEL : Café

## SCHOOL ACCOUNTS

Serving : up to – 5K Population per account | Contract Length : 3 - 8 Years





# OUR BUSINESS MODEL : Café

## CORPORATE ACCOUNTS

*SERVING : up to 4K Population per account | Contract Length : 4 - 10 Years*



Globe™



HSBC



WORLD TRADE CENTER™  
METRO MANILA

Uber



cebu pacific  
let's take to the sky

Two E com Center



Lufthansa

CONRAD

WESTERN UNION

HOTELS & RESORTS™



SGV

Building a better  
working world



Dusit Thani



DEPARTMENT OF FINANCE  
REPUBLIC OF THE PHILIPPINES



BUREAU OF INTERNAL REVENUE  
1904  
PHILIPPINES

MAAX®



PEARL ENERGY  
Philippines Operating, Inc.

VILLAGE  
SPORTS CLUB





# OUR BUSINESS MODEL : Café

## HOSPITAL DIETARY & CAFETERIA ACCOUNTS

Serving : up to 3K Population per account | Contract Length : 4 - 12 Years





# OUR BUSINESS MODEL : Café

## BUSINESS PROCESS OUTSOURCING

Serving : up to 10k Population per account | Contract Length : 5 - 20 Years





# OUR BUSINESS MODEL : Café

## MANUFACTURING ACCOUNTS

Serving : up to 9K Population per account | Contract Length : 5 - 21 Years



PHILIP MORRIS  
INTERNATIONAL



TOSHIBA



dyson





# OUR BUSINESS MODEL: Branded Retail



## CONNECT WITH US

Kitchen City Frozen Meals



[www.kcfrozenmeals.com](http://www.kcfrozenmeals.com)





# CORPORATE SOCIAL RESPONSIBILITIES

## CSR ACTIVITIES

- ✓ Partnership with Department of Agriculture's KADIWA for vegetables supply and Nueva Ecija Farmers Cooperative for Rice Supply
- ✓ International Women's Month and LGBT month activities
- ✓ Tree planting Activities
- ✓ Feeding programs
- ✓ Nutrition Month Activities
- ✓ Blood donation
- ✓ Coastal Cleanup





# OUR STRENGTH



## OPERATIONAL EXCELLENCE

- ❖ 20 Years in Food Service
- ❖ Training and Customer Service Department
- ❖ Food Safety, Audit and CAPA Teams



## BUSINESS CONTINUITY

- ❖ 1 Month Buffer Stock
- ❖ Professional Commissary for BCP
- ❖ BCP Tailor Fit to Each Client



## FINANCIAL CAPABILITY

- ❖ SGV Audited
- ❖ Sufficient Capitalization
- ❖ Good Credit Standing with Suppliers



## TECHNOLOGY

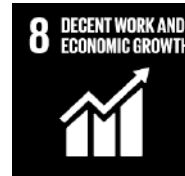
- ❖ ODOO System
- ❖ Calcmenu for Standardized Quality
- ❖ Vendor Management Inventory System
- ❖ GPS Fleet Tracker for Logistics Excellence

# SUSTAINABILITY



## NO POVERTY

**2,243** employees of Kitchen City were able to maintain regular work on 2022



## DECENT WORK & ECONOMIC GROWTH

- **+64%** Annual sales vs 2021
- **+869%** Annual income vs 2021
- **+943** Newly hired staff in 2022
- **+14** New cafe accounts
- **+3** New frozen meals stores



## GOOD HEALTH & WELL BEING

**100%** of Kitchen City employees are fully vaccinated against COVID-19



## REDUCED INEQUALITIES

- **1958** rank & file employees received minimum wage based on their signed employment contract
- **47%** female workforce
- **LGBTQ** community is respected and fully recognized through inclusion programs in all company events as well as with cafeteria operations and marketing promos celebrating gender diversity.
- **Kitchen City** also currently employs **five (5) staff with hearing and speaking disability.**



## GENDER EQUALITY

- **57%** of total workforce holding managerial position are women
- **3 out of 5** newly appointed Vice Presidents are women





## Kitchen City POS System

- ✓ 100% owned by Kitchen City
- ✓ Capable of capturing employees meal subsidy
- ✓ Multiple payment options
- ✓ Generate Transaction Count, Menu Movement, Sales Traffic

**The Kitchen City Meal Subsidy** is a stored value card that can be used by Organizations to provide Meal subsidies for their employees.

- Employers can load their employees cards with a subsidy per week / month.
- Employees can then use their subsidy credits in the cafeteria.
- Consumption is deducted directly from the Employee's account stored on POS database.



## Kitchen City POS System

- ✓ 1. One (1 ) Parent can register multiple meal cards
- ✓ 2. Parents can view the balances and meals consumed by their child through online
- ✓ 3. Parents can able to reload the Meal Cards online







## Kitchen City Express Mobile App

Get your favorite **Kitchen City meals** conveniently and safely

- ✓ Super easy to use!
- ✓ Cut the lines and order your meals online, pay online and pickup at the counter
- ✓ Available for download at the Apple App Store and Google Play
- ✓ Weekly Menus available for viewing on your phone
- ✓ Multiple Cashless payment options (Gcash, Grab Pay, BPI, Coins.ph and others)



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**Artemisplus Express Incorporation**

**Thank you!**

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