

## Exciting New Concept Hits The Indianapolis Restaurant Scene

2017, what an exciting time to be in Indianapolis. So many restaurateurs, diverse business opportunities, the Indianapolis restaurant scene is one of the hottest in the country. As with all change, comes challenges. Opening a restaurant takes more than being a culinary rock star. Selecting the right location, finding financial support, and developing the proper branding are just a few of the demands that a new restaurateur must endure before taking one single step into their dream kitchen.

Chef JJ's is announcing a new concept to provide a shared space where both established and up and coming chefs can try out their small business concepts, ultimately sharpening their skill set, while working side by side with Chef JJ's talented chefs and culinary team. In addition, participants will receive real feedback from clients.

Aspiring chefs will not only be cooking in Chef JJ's state of the art kitchen with the one and only Big Green Egg, they will also learn about the value of growing and harvesting their own produce, where and how to source local food in the community and the importance of using the freshest ingredients whenever possible.

When asked about this innovative new program, Chef JJ Boston had this to say, "The Chef JJ's Culinary Incubator Network was created with the goal of supporting beginning local artisans who aspire to open their own restaurant model or specific business venture. Our program will allow both young and seasoned chefs to test new menu ideas, refine their culinary skills and connect with other local entrepreneurs, farmers, chefs, investors and potential clients in the community."

The Chef JJ's Culinary Incubator Network will:

- Provide a real platform for chefs to try food items, tackle marketing, and receive instant feedback and authentic client responses to the new brand.
- Grow participants' social capital through Chef JJ's public ticketed events and unique dining experiences.
- Offer business support and strategy, provide access to professional development, and connect participants to other entrepreneurs and artisans in a peer network.

Chef JJ Boston says, "The incubator aims to serve chefs who are defining their market, figuring out who their clients are, while developing a business plan for their own unique restaurant concept.

Being part of the Chef JJ's Culinary Incubator Network gives entrepreneurs an actual inside look at learning how to run their own place. It creates an opportunity to help small, independent businesses find success."

The program offers participants a kitchen to test and simulate ideas through public ticketed events at both Chef JJ's Downtown and Chef JJ's Back Yard locations. Chef JJ's will continue to offer grilling classes, local craft beer dinners and boutique wine dinners but patrons will also see new chefs showcasing their talents, more accomplished artisans hosting dinners and a variety of foods and cuisines that will leave Indianapolis residents hungry for more. With this announcement there is bound to be some exciting things happening with the Indianapolis food scene in 2017 and beyond.

Founded in 2005, Chef JJ's is a unique, personal and hands-on culinary experience with a focus on the Big Green Egg®, corporate team building, private events and grilling classes. For more information about Chef JJ's Culinary Incubator Network, please contact us at 317-602-3828 ext. 2.

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