



FOR IMMEDIATE RELEASE

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BROWN COUNTY CULINARY KITCHEN INCUBATOR NOW A REALITY

Green Bay, Wis.- (April 11, 2011) –The Brown County Culinary Kitchen, a shared use kitchen incubator located at NEW Curative Rehabilitation, Inc., is now open for business.

The incubator represents the culmination of year’s work to develop a fully licensed, non-profit, shared-use commercial kitchen located with NEW Curative Rehabilitation, Inc.’s Dr. William Nystrom Center at 2900 Curry Ln., Green Bay.

It is the collaborative effort of Advance, a program of the Green Bay Area Chamber of Commerce; N.E.W. Curative Rehabilitation; Algoma Farm Market Kitchen; and Northeast Wisconsin Technical College.

The mission of the kitchen is to provide economic development through entrepreneurship, providing opportunities for sustaining local agriculture and promoting best practices for food processors. It’s the outgrowth of a need for usage by new and existing culinary entrepreneurs including food growers, chefs, cooks, caterers, bakers, canners and restaurateurs.

“The Brown County Culinary Kitchen fills an existing void in the community and will strengthen the local economy by assisting entrepreneurs in agriculture and food production get started, or grow, their existing businesses,” said Fred Monique, interim president of the Green Bay Area Chamber of Commerce and vice president of Advance.

“By partnering with Advance, NWTC and the Farm Market Kitchen, we will be able to assist individuals who have a desire to be in the ‘food industry.’ We will also hopefully be able to develop some employment and training opportunities for individuals with disabilities and low income seniors,” added John Bloor, president, N.E.W. Curative Rehabilitation, Inc.

The kitchen incubator offers an opportunity for food entrepreneurs in the Northeast Wisconsin area, providing 24-hour-a-day, seven-day-a-week access to amenities including commercial stoves, convention oven, refrigerators, freezers, mixer, stainless steel work tables, bakers’ racks and more. The facility also offers dry and cold storage space, short- and long-term purpose use. In addition, through the incubator’s relationship with the Farm Market Kitchen Incubator, clients can also tap the valuable knowledge available from its executive director, Mary Pat Carlson, who can provide technical assistance and business coaching. Northeast Wisconsin Technical College will provide credit and non-credit courses at the facility as well as food service sanitation training.

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In addition to Carlson, Monique and John Bloor of NEW Curative Rehabilitation, other partners in the incubator include Lisa Harmann, program manager for the Advance Business Center, and Sally Martin, dean of community and regional learning services, Northeast Wisconsin Technical College.

“NWTC is pleased to be involved in a shared-use kitchen incubator and to provide support in the form of classes, training and mentoring for processors that will increase their chances of success,” said Martin. Processors will be able to choose from classes in the areas of feasibility, business plan development, marketing, food service sanitation, website development, packaging, labeling and more.

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The incubator represents the culmination of year’s work to develop a fully licensed, non-profit, shared-use commercial kitchen located with NEW Curative Rehabilitation, Inc.’s Dr. William Nystrom Center at 2900 Curry Ln., Green Bay.

It is the collaborative effort of Advance, a program of the Green Bay Area Chamber of Commerce; N.E.W. Curative Rehabilitation; Algoma Farm Market Kitchen; and Northeast Wisconsin Technical College.

The mission of the kitchen is to provide economic development through entrepreneurship, providing opportunities for sustaining local agriculture and promoting best practices for food processors. It’s the outgrowth of a need for usage by new and existing culinary entrepreneurs including food growers, chefs, cooks, caterers, bakers, canners and restaurateurs.

“The Brown County Culinary Kitchen fills an existing void in the community and will strengthen the local economy by assisting entrepreneurs in agriculture and food production get started, or grow, their existing businesses,” said Fred Monique, interim president of the Green Bay Area Chamber of Commerce and vice president of Advance.

“By partnering with Advance, NWTC and the Farm Market Kitchen, we will be able to assist individuals who have a desire to be in the ‘food industry.’ We will also hopefully be able to develop some employment and training opportunities for individuals with disabilities and low income seniors,” added John Bloor, president, N.E.W. Curative Rehabilitation, Inc.

The kitchen incubator offers an opportunity for food entrepreneurs in the Northeast Wisconsin area, providing 24-hour-a-day, seven-day-a-week access to amenities including commercial stoves, convention oven, refrigerators, freezers, mixer, stainless steel work tables, bakers’ racks and more. The facility also offers dry and cold storage space, short- and long-term purpose use. In addition, through the incubator’s relationship with the Farm Market Kitchen Incubator, clients can also tap the valuable knowledge available from its executive director, Mary Pat Carlson, who can provide technical assistance and business coaching. Northeast Wisconsin Technical College will provide credit and non-credit courses at the facility as well as food service sanitation training.

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In addition to Carlson, Monique and John Bloor of NEW Curative Rehabilitation, other partners in the incubator include Lisa Harmann, program manager for the Advance Business Center, and Sally Martin, dean of community and regional learning services, Northeast Wisconsin Technical College.

“NWTC is pleased to be involved in a shared-use kitchen incubator and to provide support in the form of classes, training and mentoring for processors that will increase their chances of success,” said Martin. Processors will be able to choose from classes in the areas of feasibility, business plan development, marketing, food service sanitation, website development, packaging, labeling and more.

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