

# PRESS KIT

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*Off the Grid | Press Kit*

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# COMPANY OVERVIEW

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## The future of food is mobile.

Off the Grid is at the forefront of the mobile food movement, connecting people over a shared love of food and community.

Off the Grid is a mobile events platform that unlocks the value of public and private space through curated food experiences, temporary event production and corporate dining.

With more than 300 diverse mobile food creators on our platform, we empower entrepreneurs to focus on their craft while streamlining the logistical heavy-lifting that goes into hosting temporary events. We've built a full suite of both hardware and software solutions to help us do this in the most efficient way possible.

Off the Grid connects organizations that have a need for flexible food consumption (we call them hosts) with those who love creating food (we call them creators) in order to create authentic experiences that not only provide a sense of discovery and value, but are rooted in a sense of place.

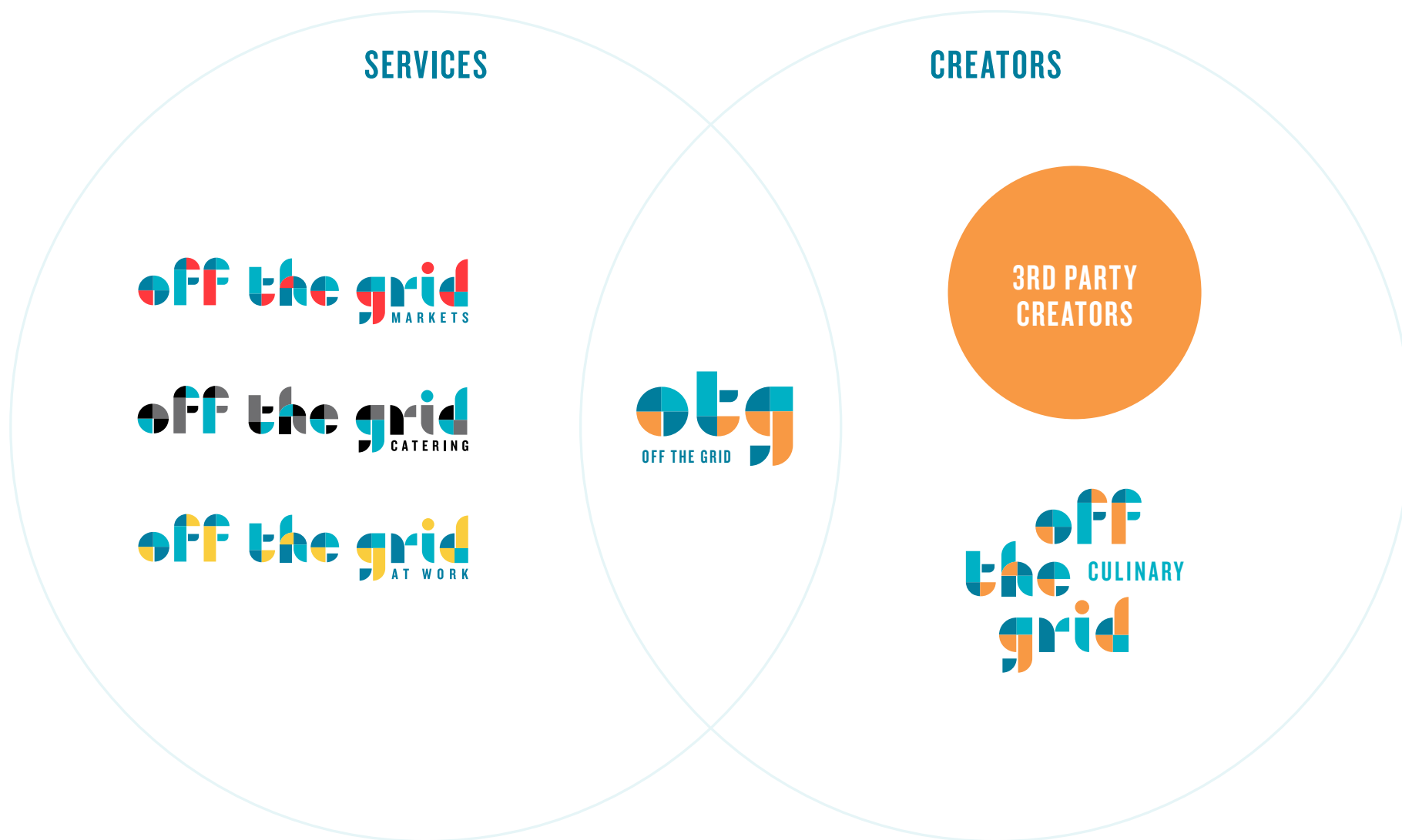


# MISSION STATEMENT

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**Off the Grid is a mobile events platform that allows people to connect over a shared love of food and community.**



# OUR CREATOR ECOSYSTEM

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**Our diverse community of 300+ mobile food and beverage creators are at the core of what we do.**

Our creators gain exposure to an engaged community of experience-seekers earning real dollars for their business.

We are proud to produce food experiences, including catering and corporate dining with an uncompromising standard of food quality and service; ingredients sourced from local and ethically-sourced ingredients.



# OUR VALUES

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**Embodied in every Off the Grid experience, whether public or private.**

## TURN-KEY

Our mobile events platform brings unmatched efficiency to temporary events of any size with the ability to feed 6,000 people in under an hour — and to disappear just as quickly as we arrived.

## DIVERSITY AS EXPERIENCE

We draw from our network of over 300 mobile food creators, brands and services to craft custom event experiences that provide guests with a sense of choice, diversity, discovery and value every time.

## SAFETY & TRANSPARENCY

We're unequivocal in our commitment to guest safety and quality service at all of our events. This commitment is powered by a proprietary software system that leverages that power of data to fuel guest satisfaction, accountability and continuous improvement.

## COMFORT

Nobody wants to spend time, or money, in spaces that are uncomfortable. Within each of our experiences, we aim to provide all of the comfort, connection and conviviality that guests might expect from a permanent event space — and none of the footprint.

## DISCOVERY

We believe that the best connections are made over a shared meal. We seek to create unexpected value by setting the stage for moments of discovery and surprise.

# OFF THE GRID MARKETS

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## Credited with reviving and keeping street food alive in the Bay Area.

Off the Grid Markets set the stage for discovery with public street food events in 20 Bay Area locations, including over 60 events routinely serving more than 100,000 people weekly. In select markets, Off the Grid partners with local hosts to bring life to underutilized and public spaces, creating authentic experiences that are rooted in a sense of place.

## DESTINATION MARKETS (MARCH - OCTOBER)

### *Off the Grid: Fort Mason Center*

Fridays, 5 - 10pm | Fort Mason Center

### *Presidio Picnic*

Sundays, 11am - 4pm | The Presidio's Main Parade Ground

## BUSINESS LUNCH MARKETS

Central business districts in San Francisco and San Mateo on weekdays from 11am - 2pm.

## COMMUNITY MARKETS

On a neighborhood block near you.

## WEEKLY MARKET LINEUPS >



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# OFF THE GRID CATERING

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**We design unique food experiences to suit any space, size and creative vision.**

From family picnics to conferences for thousands, Off the Grid Catering is a one-stop shop for delicious events of many scopes and sizes. We work closely with our clients to choose the right vendors, build the best menus, and hammer out event logistics for all food and beverage needs.

## UNIQUELY DIVERSE

From Asian baos or Southern-style barbecue, handmade boba to craft cocktails, we offer a diverse menu selection via our ecosystem of 300+ food and beverage partners. ensuring a unique culinary experience each time.

## ONE CONTACT. ENDLESS POSSIBILITIES.

No matter the vision, or food and beverage request, we provide a single point of contact, mastering all the details so our clients don't have to.

## FEED PEOPLE FAST

We bring unmatched efficiency and scalability to food experiences of any size. We deliver the delicious food your guests crave in under an hour and we disappear just as quickly as we arrive!



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# OFF THE GRID AT WORK

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**Where your team's appetite, workspace constraints, and budget requirements find their sweet spot.**

Off the Grid at Work is a corporate food solution rooted in enhancing each employee meal through flexible, mobile services that are dynamic and drive value to both hosts and local businesses.



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## UNPARALLELED MENU DIVERSITY

Combining 30+ in-house culinary concepts and 70 cuisine types from our platform's 300+ third party creators, we curate a food program that consistently introduces new menu options and incites discovery in each meal.

## FLEXIBLE DESIGNS, SCALABLE SOLUTION

Our innate flexibility is made possible by our mobile service formats — from our mobile fleet to modular interior stations — can adapt to the rapidly changing team needs with no spatial or structural modifications. By creating the ideal configurations, inside or outside, we focus on bringing the best experience to each employee meal.

## STREAMLINED OPERATIONS

The days where food management meant endless coordination and multiple points of contact are over. Our proprietary software allows clients to oversee all food operations; saving time and money while gathering data to continue to keep employees engaged.

# CUBERT

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**A mobile, adaptable pop-up kitchen or retail showcase that allows hosts to activate temporary spaces with style and ease.**

With endless options for customization and personalization, Cubert is designed to empower visionary creators of all stripes — from entrepreneurs and innovators, to artists and artisans.

Cubert provides the flexibility to create unique mobile experiences in the most unexpected places, setting the stage for limitless possibilities.

## AVAILABLE OPPORTUNITIES

- *Bay Area for lease*
- *Global for purchase*

**VISIT [CUBERT.COM](https://cubert.com) >**



# FOUNDER OVERVIEW

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## MATT COHEN

*Founder & CEO*

Originally from Denver, Colorado, Matt started his career as a public school educator. His professional career then took him to Japan, where he taught English with the JET program in Southern Japan. During his time there, he developed a healthy obsession with Tonkotsu Ramen and Japanese summer fireworks festivals. These experiences led him to create Off the Grid in 2010, effectively bringing much of the feeling of a Japanese night market to the Bay Area.

Capitalizing on the initial popularity and growth of Off the Grid Markets, Matt has overseen the company's growth into a scalable experience platform focused on unlocking the value of space through food. Beyond public events, Off the Grid specializes in large-scale catering and corporate dining innovation including its own modular manufactured product, Cubert, and proprietary software platform. Most importantly, Off the Grid is proud to routinely engage more than 300 food businesses that together serve more than 4,000,000 meals a year through its platform.



# IN THE MEDIA

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## The New York Times

Somewhere Between a Food Truck  
and a Food Tent, You'll Find a Cubert

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## BUSINESS INSIDER

Google's latest Free Lunch Option is a Fleet of 20 Fancy Food  
Trucks—and the Food Looks Incredible

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## San Francisco Chronicle

Restaurants' Style May Change, But Purpose Won't

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## SAN FRANCISCO BUSINESS TIMES

40 Under 40: Matt Cohen  
Owner and Founder, Off the Grid

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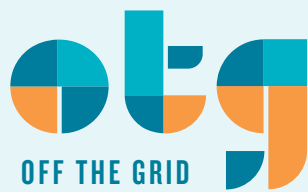
With huge Google deal, food truck  
organizer goes corporate

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## EATER

An Emergency Food Truck Network has  
Sprung into Action in Wine Country

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