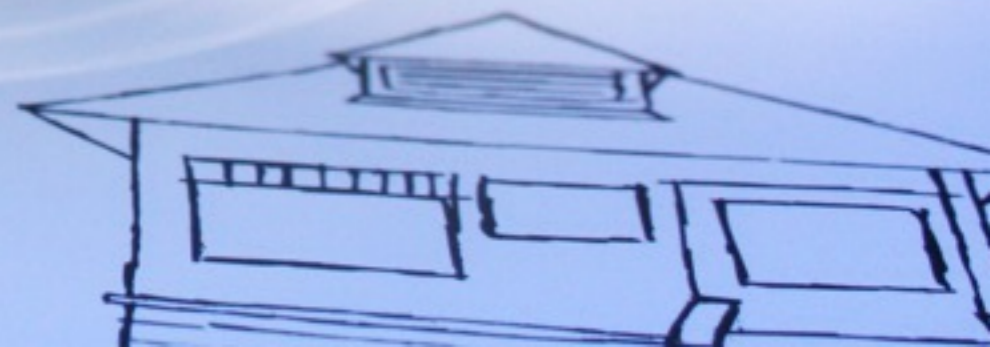




# Josephine

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Eat like family.



# Josephine Mission & Values

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We are a team of activists working towards:

- Labor Justice: We believe in creating more inclusive opportunities in food for people who need it the most.
- Food Justice: We seek to increase access to healthy and affordable food options, particularly in food deserts.
- Collective Action: We engage with diverse communities, sponsor grassroots legislation, and incorporate different stakeholders into decision-making and ownership of our organization





**JOSEPHINE COOKS PROVIDE  
AUTHENTIC, AFFORDABLE  
HOME COOKED MEALS**



**\$11 AVG. MEAL PRICE // \$30 FAMILY MEALS**



# AND MEMORABLE HOME PICK-UP EXPERIENCES

“Very friendly and warm host and daughter. You know you’re in for something special when you enter their home and smell the food cooking. The enchilada, rice, and beans were full of flavor and perfectly cooked. I look forward to my next visit!” - *Barclay B., March 2017*

# Empowering cooks supports both our values and our business

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84%

Women

48%

African, Hispanic or  
Multiracial Descent

36%

Household income  
under \$45K

**83% of our cooks are not currently employed full-time.** A majority tell us that their aspiration is to “build a home food business to fully support myself/ my family”



# Josephine Serves Emerging Small Food Businesses

Our cooks' needs and skill-sets make them uniquely suited to building small home food operations to support their lifestyles or incubate a future food cart, truck or restaurant.

We help cooks (many of whom have existing home food businesses) in doing their work more safely and accountably:

- Education & Training: Business training, extensive safety & food preparation training, feedback review, educational workshops
- Platform Tools: Payment processing, order management, marketing tools, CRM, P&L tools, tax payment and customer service tools
- Community Support & Benefits: Offline cook events & skillshares, online forums, and access to bulk sourcing, CSAs
- Reduced Risk: Food safety training & remediation, sponsorship for Food Handler Certification, and \$1M Liability Insurance.



Josephine Your balance is \$566 Account

## Upcoming Meals

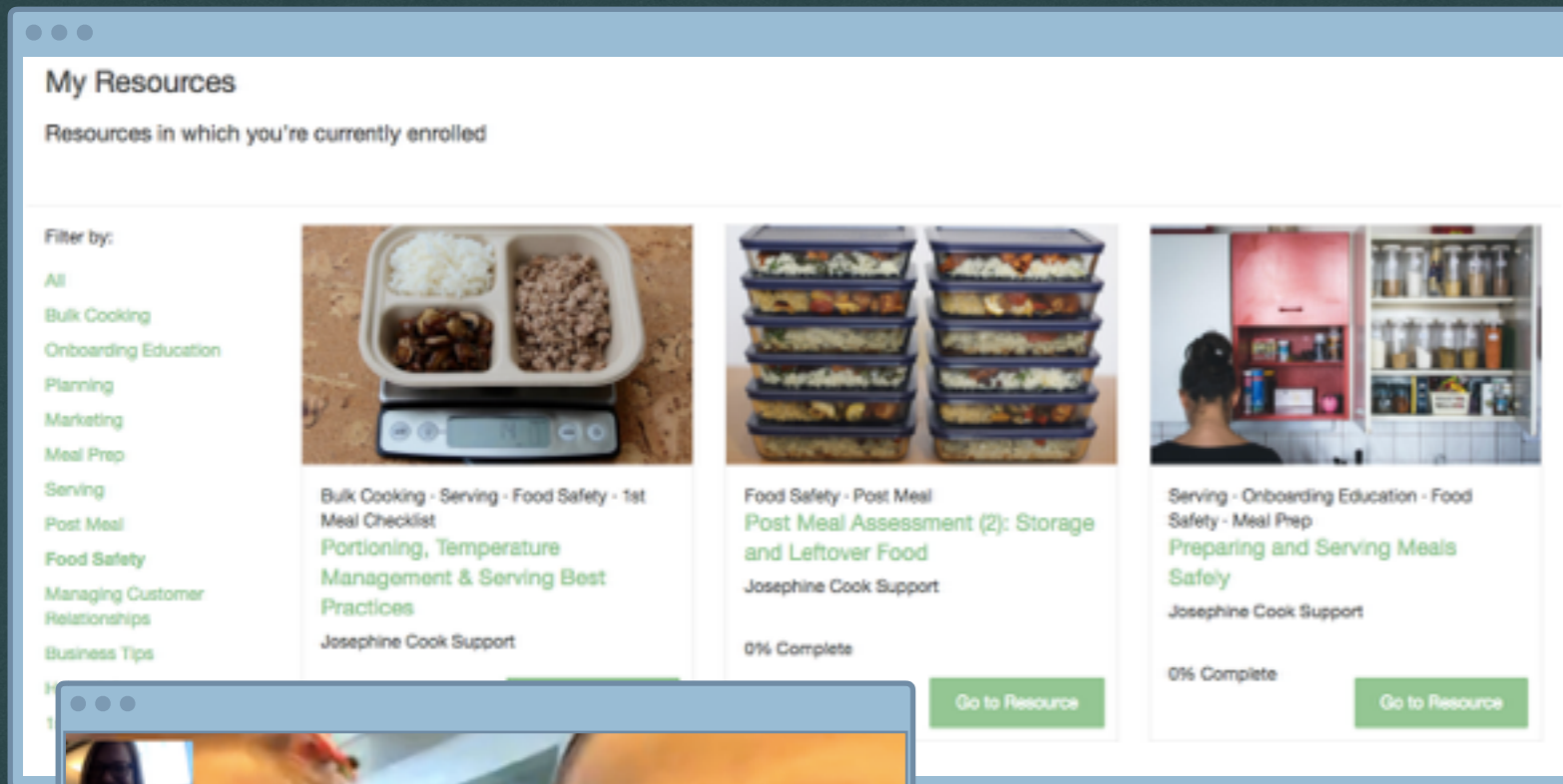
Meals Cooks

and the corner, literally! Here are 18 meals within 25 miles of 97203.

Beaverton (0) Milwaukie (0) Select All Cities

- Pork Ribs in BBQ sauce, Corn-on-the-cob** \$12  
Tonight from 6:30pm-8:30pm at [Steve's](#) in MIL...  
13.0 miles
- Organic Chicken Satay Skewers ...** \$11  
Tomorrow night at [Trista's](#) in Beaverton  
8.0 miles
- Yellow Split Pea Dahl with Rice a...** \$10  
Friday night at [Eamonn's](#) in Milwaukie  
11.5 miles
- Blueberry Chia Pudding** \$4  
Saturday night at [Rebecca's](#) in Portland  
9.5 miles
- Banana Nut Mini Muffins** \$5  
Saturday night at [Rebecca's](#) in Portland  
9.5 miles
- Quiche/Frittata + Side Salad** \$12  
Saturday night at [Rebecca's](#) in Portland  
9.5 miles




# EDUCATION AND TRAINING



**My Resources**  
Resources in which you're currently enrolled

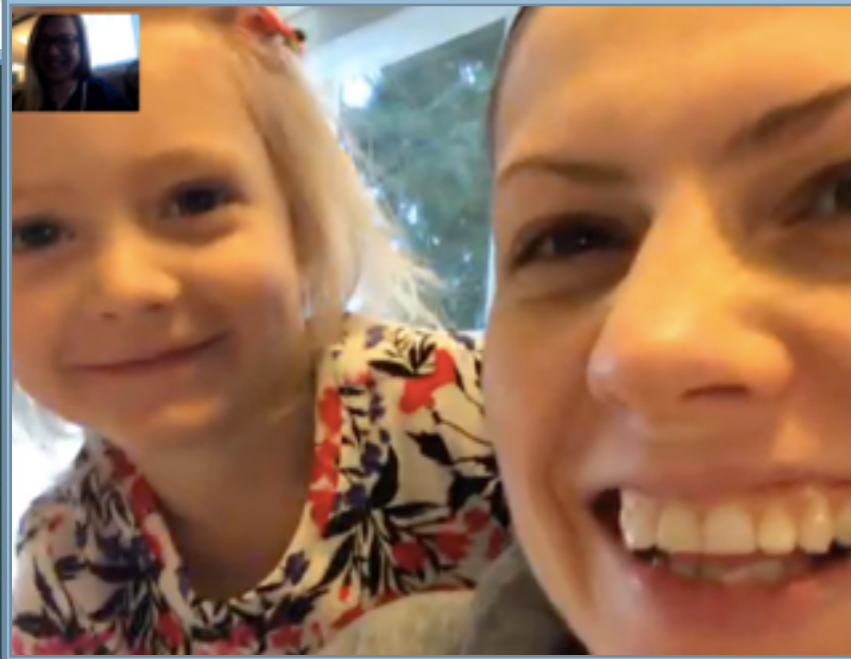
Filter by:

- All
- Bulk Cooking
- Onboarding Education
- Planning
- Marketing
- Meal Prep
- Serving
- Post Meal
- Food Safety
- Managing Customer Relationships
- Business Tips

 <p>Bulk Cooking - Serving - Food Safety - 1st Meal Checklist <b>Portioning, Temperature Management &amp; Serving Best Practices</b> Josephine Cook Support</p> <p>0% Complete</p> <p><a href="#">Go to Resource</a></p>	 <p>Food Safety - Post Meal <b>Post Meal Assessment (2): Storage and Leftover Food</b> Josephine Cook Support</p> <p>0% Complete</p> <p><a href="#">Go to Resource</a></p>	 <p>Serving - Onboarding Education - Food Safety - Meal Prep <b>Preparing and Serving Meals Safely</b> Josephine Cook Support</p> <p>0% Complete</p> <p><a href="#">Go to Resource</a></p>
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## FOCUS ON CONTINUED EDUCATION

- 100+ hours of accessible business & food safety training
- Offline workshops and cook skill shares
- Automated feedback review



# PLATFORM TOOLS

## Edit Your Profile

**Tell us about yourself!**

*\*Required fields for sending the "Introduction" email, to share your meal with new Josephine customers nearby.*

**Where did you grow up? (1-2 sentences)\***

I'm very passionate about food. Growing it, cooking it and feeding people. My mother, abuela and nona instilled a love of Sephardic, Greek, Italian, Venezuelan and Middle Eastern cuisines in

**When did you start cooking? (1-2 sentences)\***

I hope to share my culture and and the food my family loves with you all.

**Why are you excited to cook with Josephine? (1-2 sentences)\***

Please follow me on Facebook and Instagram @mathycooks

**Anything else you want your customers and the Josephine community to know? Feel free to mention other projects you're working on outside of Josephine!**

**Preview**

[Preview "Introduction" Email](#) [Preview Profile](#)

Your story will appear on both your cook profile, and in an automatic email we send to neighbors near you ([learn more](#))

toggle between the two profiles

**From:** Mathy via Josephine  
**Subject:** A free home cooked meal


Hey there,

My name is Mathy and I'm a right by you!

I'm very passionate about food. Growing it, cooking it and feeding people. My mother, abuela and nona instilled a love of Sephardic, Greek, Italian, Venezuelan and Middle Eastern cuisines in and and the food my family loves with you all.

The nice folks at Josephine SUPPORTANEIGHBOR that value.

Josephine
Meals Account



**Family Style Lasagna, Salad, Garlic Bread and C...**  
Wednesday 3/8

Sales	
Customers	6
Cheese Lasagna (11.5"x...	2 / 8
1 dozen cookies	2 / 8
Garlic Bread 1 Loaf	2 / 8
Turkey ragu lasagna (1...	3 / 8
Family Style Caesar Salad	2 / 8
Revenue	
Cheese Lasagna (11.5"x...	\$60
1 dozen cookies	\$20
Garlic Bread 1 Loaf	\$14
Turkey ragu lasagna (1...	\$120
Family Style Caesar Salad	\$36
<b>Total Revenue</b>	<b>\$250</b>

[Edit Meal](#)

### Orders

<b>Ashley Ann Kline</b>	1 Garlic Bread 1 Loaf 1 Cheese Lasagna (11.5"x7.5" pan)	<a href="#">Update Order</a>
<b>Cindy Hennessy</b>	1 Turkey ragu lasagna (11.5"x7.5...	<a href="#">Update Order</a>
<b>Debra Gold</b>	Hey Mathy! This is going to be such a life saver for us. Hope to see you at the kids' game tomorrow!	1 1 dozen cookies 1 Cheese Lasagna (11.5"x7.5" pan) <a href="#">Update Order</a>
<b>Michele W</b>	Hey lady! Gonna be picking up on the earlier side as usual :)	1 Family Style Caesar Salad 1 Turkey ragu lasagna (11.5"x7.5... 1 1 dozen cookies <a href="#">Update Order</a>
<b>orna samuely</b>		<a href="#">Update Order</a>
<b>Susan Shin</b>	Did my friend Ashley order? Raved about you last week and she said she would check it out.	1 Family Style Caesar Salad 1 Garlic Bread 1 Loaf 1 Turkey ragu lasagna (11.5"x7.5... <a href="#">Update Order</a>



# COMMUNITY SUPPORT & BENEFITS

 **Trista Signe Ainsworth** shared a link.  
Yesterday at 3:23pm

I'm excited that I put together my fundraising/potluck event for my neighborhood/surrounding areas. Here it is so you can have a template to do something similar in your neighborhood to support the community. Thank you to [Jordan Lowe](#) for all of the tips in creating this:

I already have neighbors on Nextdoor willing and ready to help set up, take down, do face-painting, make snow cones, etc.

### Neighborhood Potluck and Oregon Food Bank Fundraiser | Josephine

Order delicious home cooked meals online and pick them up directly from loving cooks near you. Cheaper than delivery. Better than take-out. Eat like family.

JOSEPHINE.COM

Like Comment

 Simone Stolzoff, Mathy Colon

 **Trista Signe Ainsworth** Quest you waive the 10% fee so that Bank. I'm just trying to use the also for my fundraiser. Any fur

## BULK SOURCING PARTNERSHIPS

- Thrive Marketplace
- Seattle Tilth CSA

## COMMUNITY SUPPORT

- Cook Mentorship Program
- Community Lead Cooks

 **Hallie Martin** shared a link.  
March 8 at 12:02pm

Let's get together! [Autumn Autrey](#) suggested a potluck a couple weeks ago and there was a lot of support for it, so we've created a Doodle to find a date. Click on the link and let us know when you can come 😊



### Doodle: Josephine Potluck!

Wow, Seattle, over 70 cooks at last count! We are bursting up all over the city and, telling from Facebook conversations, it sounds like there are questions and also a lot of great advice out there. So how about chatting and getting to know each other

DOODLE.COM

Like Comment Share

 You, Logan Niles, Simone Stolzoff and 7 others ✓ Seen by 57

 **Emily Gustafson** Yessss  
Like · Reply · 1 · March 8 at 6:19pm

 **Jordan Lowe** i agree with emily  
Like · Reply · March 8 at 11:56pm

# REDUCED RISK



## Josephine Kitchen Inspection

Kitchen inspections take place during the taste test for potential cooks. Josephine kitchen inspections follow the same methodology that public health departments use when inspecting retail food facilities.

During taste tests and subsequent meal visits, we look for the most significant factors that contribute to foodborne illness as identified by the Centers for Disease Control and Prevention (CDC). These factors include **improper holding temperatures, inadequate cooking, poor personal hygiene, contaminated equipment, and food from unsafe sources.**

Notes from the inspection will be emailed after our visit. The report may include corrective actions that need corrections. Team day of your first meal.

### Points of kitchen

#### 1. Food

- All food
- Food
- Ingr
- Foo

Notes:

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### Food Safety Violations and Remediation

Josephine Cooks are required to follow commonly agreed upon food safety rules used by health departments across the country. Josephine does not operate under the jurisdiction of the local health departments, so it is mandatory that our community monitors itself and excels at following established rules in order to maintain customer confidence and to keep everyone healthy!

Our goal is to prevent foodborne illnesses before they happen. For more information on what cooks can do to reduce the risk of foodborne illness, please refer to our [Food Safety Guidelines](#) and the Safe Temperature Reference Card included in your Welcome Bag.

Josephine relies on feedback from customers and visits by the Cook team to a Cook's home to monitor adherence to the food safety rules. **In the event of a foodborne illness incident,** the protocol is outlined in the [Josephine Foodborne Illness Procedure](#).

#### Food Safety Violation Protocol

Steps of Process	Who is involved		
	Josephine Team	Cook	Customer
Observation or complaint of possible food safety violation	✓	✓	✓
Details of the complaint will be collected directly from the customer and the process for handling food safety complaints will be explained.	✓		✓
Review observation(s) and/or complaint(s). Determine the cause, validity and severity.	✓		

## JOSEPHINE OFFERINGS

- \$1M Liability Insurance coverage
- Subsidized State Food Handler's Permits
- Kitchen Inspections based on public health standards
- Sophisticated, data-driven remediation program
- Over 30 hours of interactive Food Safety Training Education and Testing
- Welcome kits for every cook including gloves, fridge/meat thermometers, temperature holding charts, and more

## Voices from our community

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**“Until last year, I lived in Saigon, Vietnam my whole life.** My grandmother started a neighborhood restaurant there 60 years ago. She left the restaurant to my father, and he left it to me... Last year, I relocated to Emeryville. Though I love California, I missed cooking my authentic Vietnamese foods. I'd love to open a small restaurant here to share my favorite dishes, but really can't afford to do that now...Now, I'm doing exactly what I love - preparing my home-cooked, authentic Vietnamese lunches and dinners several times each week for my neighbors (and new friends).”

**Hai— Josephine Cook**

**“With a lot of family members to take care of, having my own business makes more sense.** My mom has dementia, my brother is bipolar, and I have 3 kids under the age of 7 - one with learning disabilities and a 3-month old. I haven't been able to have a job that can sustain my life needs. Josephine is helping me with income to support ourselves.”

**Jocelyn— Josephine Cook**

# We are working with progressive economic/community development organizations and regulators all over the country

## Portland



## Bay Area



## Seattle

