



**press release**

## **FOR IMMEDIATE RELEASE**

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## **Announcing the Grand Opening of The Cannery Test Kitchen & Incubator**

*Bringing A Flavorful Feast to Downtown*

Green Bay, WI. (July 6, 2023) - Get ready to embark on a mouthwatering adventure at The Cannery, nestled in the heart of downtown at 320 N. Broadway. It's not just your average kitchen—it's a vibrant Test Kitchen and Incubator concept that's set to open on July 12, 2023. Prepare to be amazed as early-stage food and beverage entrepreneurs showcase their innovative ideas and tantalizing creations, all under one roof.

Step inside the historical venue, and discover a hub where fresh, up-and-coming restaurateurs thrive. These culinary trail blazers will receive the guidance and resources they need to conquer the competitive food and beverage landscape. But it's not just about their success—it's about your enjoyment too! The Cannery invites you to savor a diverse array of delectable dishes and beverages in a dynamic and lively atmosphere.

Hungry for a taste of what's in store at the Grand Opening? Feast your eyes on the menu board:

- **Titletown Brewery:** Prepare for a flavor explosion! They're taking over as the anchor brand, featuring their own award-winning craft brews alongside local favorites.
- **Irie Jamaican (Chef Dexter Thompson):** Experience the vibrant flavors of the Caribbean with dishes like curried goat, oxtail, and jerk chicken that will transport your taste buds to a tropical paradise.
- **Olive's Pizza & Sandwiches (Carrie Schmechel):** Sink your teeth into a slice of heaven with their mouth watering pizzas and sandwiches, expertly crafted to satisfy your cravings.
- **Colombian Flavors (Erly Barajas):** Discover the taste of Colombia with authentic family recipes, featuring arepas and other classic dishes bursting with fresh ingredients and perfectly balanced spices.

- FiveThumbsUp (Jill Schultz): Indulge your sweet tooth with a local twist! From single slices to chocolate-dipped cheesecake balls, cheesecake flights, and even whole cakes for your next celebration, they've got your cheesecake cravings covered.

The Cannery project was born from a vision to continue to revitalize downtown Green Bay, fueled by the support of Associated Bank, Schreiber Foods, and BASE Companies.

"We are thrilled to have helped bring this food incubator to life, which is an embodiment of the goals we set out to achieve through our economic development strategic plan," says Laurie Radke, President & CEO of the Greater Green Bay Chamber. "Our downtown taskforce had the opportunity to connect with the team at [Proof](#) in Chattanooga, TN during our 2021 downtown study trip and we are excited to bring an accelerator designed to foster a dynamic food & beverage ecosystem to our community."

The space will be operated by Proof, a nonprofit food & beverage incubator and resource center. It aims to break down barriers for talented entrepreneurs, restaurateurs, and creators.

Unlike the typical restaurant Proof operates, The Cannery is an immersive learning environment that allows vendors to fine-tune their skills and knowledge in real-time. Graduating from the program means moving on to their own locations throughout the community, whether a traditional brick-and-mortar spot or a roving food truck.

By offering a low-cost, hands-on experience, the incubator model enables these enterprising individuals to hit the ground running, supported by mentors and equipped with the skills needed for long-term success. Tenants will stay for one to two years, introducing their concepts to the public while benefiting from Proof's extensive resource library, courses, coaches, mentors, and a fully equipped facility that would typically be out of reach.

"We are thankful to be able to be in The Cannery because it helps make it affordable for businesses that are just getting started with no build-out cost," says Jill Schultz, Owner of FiveThumbsUp. "We also have access to a great amount of resources in the food incubator concept from those who have previous experience."

When a vendor is ready to spread their wings and graduate, they'll take their skills, experiences, loyal supporters, menus, and supplier relationships with them as they embark on the next chapter. The Proof team will remain by their side, serving as mentors even after they leave The Cannery, while a new venture from the waitlist takes their place.

The Cannery aims to create a thriving pipeline of fresh food and beverage concepts, refined and perfected for the Green Bay market. Together, the Greater Green Bay Chamber, Proof, and The Cannery are cooking up a stronger and more scrumptious community, where food becomes the ultimate unifier.

Learn more about The Cannery by visiting [TheCanneryGB.com](http://TheCanneryGB.com) and follow on social media @thecannerygb.