


TikTok kitchen™

The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With the objective for you to start thinking about the next new business model of Sigma.

Let's think **beyond imagination.**

Now you can order your favorite food from... TikTok?

TikTok Is Getting Into the Restaurant Business

It was just a matter of time before TikTok got into the restaurant business.

On Dec. 17, the video-sharing platform announced a partnership with Virtual Dining Concepts to launch delivery-only **TikTok Kitchen** locations across the country, starting in March. Food and recipe videos have become a key part of the site's programming, with clips racking up millions of views.

The company recently reported that more than **1 billion people worldwide use the platform monthly.**

About 300 TikTok restaurants are planned across the country for the launch, with more than 1,000 expected by the end of 2022.

Virtual Dining Concepts has successfully backed celebrity and non-celebrity restaurants, most notably MrBeast Burger, which has been a breakout hit since it was launched in fall 2020 by YouTube star Jimmy Donaldson. MrBeast sold 1 million burgers in three months, and there are now 1,500 locations in the U.S., Canada, and the U.K.

TikTok and Virtual Dining Concepts are expecting a success on par with MrBeast Burger.



Find out more by
scanning the QR code