

**FOR IMMEDIATE RELEASE**

**PARADIGM PLACE BUILDING FOOD BUSINESS INCUBATOR IN BRADDOCK**

*Paradigm Place Building Food Business Incubator in Braddock.  
Paradigm Place is connecting catering entrepreneurs in Braddock to  
business resources.*

**Braddock, PA | August 13, 2024**

After a few soft openings and construction delays, Paradigm Place opened its doors in Braddock, PA. A concept developed by Rachael Afolabi, the pop-up retail, coffee shop, and outdoor food vending court allows aspiring, established, and budding catering entrepreneurs to sell their products while feeding a need in the Braddock Community, which lacks cuisine and retail opportunities.

Paradigm Place is starting cautiously small, with a few food vendors in its first phase. It is slowly expanding to include more vendors, so the space is active and staffed throughout the week. What sets this incubator apart is that Paradigm Place focuses on sustainability by leveraging resources already in the community. An example is using a local commercial kitchen within Braddock for food preparation. The goal is to expand into other community commercial kitchens with capacity while Paradigm Place's kitchen begins full construction this fall. Paradigm Place also meets vendors where they are through a robust program that teaches aspiring restaurateurs how to get their permits and licenses to sell food on the premises.

Afolabi felt inspired to start such an initiative during the pandemic when she noticed how many people in the community were selling plates of food out of their homes and wanted to meet the need to teach people how to do it correctly. Those interested in learning more about Paradigm can check their website at [www.paradigm-place.com](http://www.paradigm-place.com).

Paradigm Place is a company under the Paradigm Global Innovations umbrella. Paradigm Place is located at 515 Sixth Street in Braddock and is a retail space focusing on eco-friendly design and community-focused experiences. Paradigm Place prioritizes environmental responsibility and safety while building community.

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**If you would like more information, please contact Paradigm Place at [rafolabi@paradigmglobalinnovations.com](mailto:rafolabi@paradigmglobalinnovations.com)**

