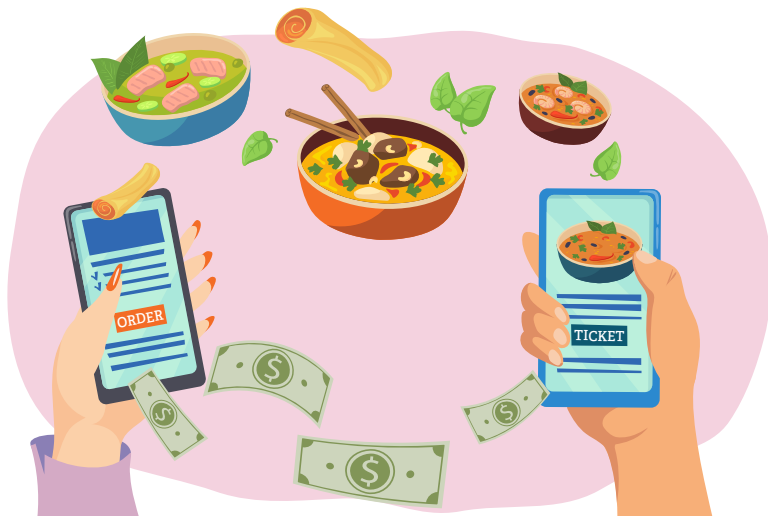


# Pop-Ups and Pitfalls

## Ghost Kitchens & Social Media Sales



### That post looks tasty, but is it safe?

From virtual menus to hidden “pop-up” kitchens, more people are selling food directly through social media. The food may look delicious, but without a license there’s no one making sure it meets safety standards.

### Hidden Risks

- Food may be prepared in a kitchen that’s never inspected.
- Potential for allergens in the food or pets in the kitchen.
- No checks on cooking temperatures, storage, or cleaning.
- Missing or fake labels—no way to know what’s really inside.
- If you get sick, there’s no way to trace the source.



### Protect yourself and your family:

- Ask sellers if they’re licensed.
- Look for a posted permit.
- Check online for restaurant inspection reports.
- Can’t confirm? Don’t click “order.”

### Play it Safe:

A photo may get lots of “likes,” but that doesn’t make it safe to eat. Choosing licensed food operators supports local businesses that make food with your safety in mind.

