



Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success (StartUp Series)

Cheryl Kimball

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Bring Your Fresh Ideas to Market and Profit

Fueled by growing consumer demand for new tastes, cleaner ingredients, health benefits, and more convenient ways to shop and eat, the business of specialty food is taking off at full speed. This step-by-step guide arms entrepreneurial foodies like yourself with an industry overview, the hottest trends, important research and statistics, and insight from practicing specialty food business owners on key growth drivers, opportunities, and how you can differentiate from other food businesses.

Discover how to:

Find the right avenue for your specialty food business: home-based, retail shop, production, wholesale, or distribution

Create a solid business plan, get funded, and get the essential equipment

Get the right licenses, codes, permits, insurance for your operations

Gain a competitive edge using market and product research

Find a profitable location, partnerships, and in-store shelf space

Promote your business, products, and services online and offline

Attract new and loyal customers using social media platforms like Instagram, Snapchat, and Pinterest

Manage daily operations, costs, and employees

Plus, get valuable resource lists, sample business plans, checklists, and worksheets

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