

Recipe to Market and Selling Skills for Food Entrepreneurs
Sponsored by Shoals Culinary Center
Jerry Davis Complex, Shoals Entrepreneurial Center, 4002 Helton Dr., Florence, AL
May 12th – 7:30 a.m. to 3:00 p.m.
May 13th – 7:30 a.m. to 1:00 p.m.
Brian Norder, Vermont Food Venture Center and Bob Weybright, Cornell University
Food Venture Center

These two workshops are designed to be taken together or on a stand alone basis. Recipe to Market covers all aspects of starting or expanding a value-added or specialty food business while Selling Skills focuses on specific areas of bringing a product to market. Anyone interested in starting a specialty food business or anyone already involved in a specialty food business should take this workshop. Both these men bring with them years of experience in all aspects of the specialty food business.

Recipe to Market will cover the following specific topics-

- Product Development
- Safe Food Production
- Labeling and Packaging
- Marketing Your Food
- Manufacturing and Processing Issues and Options
- Food Regulations

Selling Skills provides a practical approach that goes beyond theoretical market research and to help develop specific skills in areas of:

- Product Rollout
- Pricing Your Product
- Making Sales Calls
- Trade Show Selection and Operation
- Distribution Strategies-Traditional and Creative

Here is what prior attendees from Recipe to Market and Selling Skills have said-

- “Practical long term relationship with industry! Well organized materials.”
- “So many aspects/components of the business were covered in great detail. Very realistic and backed with experience. Well planned format and presentation. Brian and Bob complimented each other well.”
- “Bob & Brian brought fresh, East Coast ideas to us. Provided invaluable resources for us to use to expand our company while reducing risk.”

Costs for the workshops are \$10 per day and includes a box lunch. Seating is limited and you must pre-register by filling out the form below.

This workshop will be held in the Smart Conference Room at the Jerry Davis Complex, Shoals Entrepreneurial Center at 4002 Helton Drive in Florence. It will be conducted through a live video-conference with Blue Ridge Food Ventures in Asheville, NC.

Registration for Recipe to Market and Selling Skills
for Food Entrepreneurs

Name _____

Mailing Address _____

Email _____

Telephone _____

Are you already in business? _____

If so, what types of products are you selling? _____

Are you thinking about starting a food business? _____

If so, what types of products are you thinking about producing?

Registering for (check one or both):

_____ Recipe to Market

May 12th – 7:30 to 3:00

_____ Selling Skills

May 13th – 7:30 to 1:00

Cost is \$10 per day. Please make check to:

Shoals Culinary Center

610 W. College St.

Florence, AL 35630

If you have any questions, please call Sherry Campbell 256-764-0044