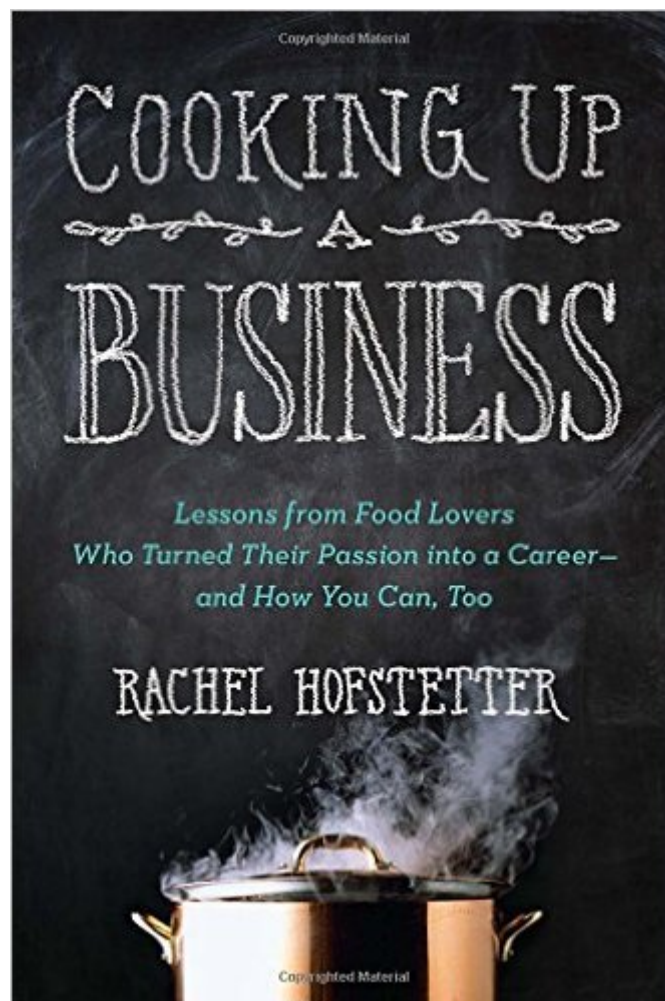


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Cooking Up A Business: Lessons From Food Lovers Who Turned Their Passion Into A Career -- And How You Can, Too



Synopsis

Stories and advice for creating a business out of the food you love. Do you have a passion for delicious food and want to create your own business out of it, but have no idea where to start? *Cooking Up a Business* is essential reading for aspiring entrepreneurs and gives you a real-world, up-close-and-personal preview of the exciting journey. Through profiles and interviews with nationally known food entrepreneurs from Popchips, Vosges Haut-Chocolat, Hint Water, Maryâ€™s Gone Crackers, Love Grown Foods, Kopali Organics, Tasty, Evol, Justinâ€™s Nut Butters, Cameron Hughes Wine, and more, you will gain applicable, practical guidance that teaches you how to succeed today:â€¢ How to create a national brandâ€”with no connections or experienceâ€¢ The secret to getting meetings with grocery store buyersâ€¢ The number one thing you need to know about food safety regulationsâ€¢ Why a grassroots budget might actually help you succeedâ€¢ Specific advice for gluten-free, organic, wine, and beverage companiesâ€¢ What every entrepreneur wishes someone had told them at the beginning â€¢ Why doing what you love is always a good idea

Book Information

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Customer Reviews

I am not sure which I am enjoying more - this very interesting book about food entrepreneurs or the food itself. Rachel Hofstetter's account of how roughly 10 food start ups made success from their idea is a fast paced, informative and thoroughly enjoyable read. Her criterion was that each company had to begin in the last 10 years and still be majority owned by the founders at time of publication. Hofstetter's background at a food editor at O and Reader's Digest has exposed her to possibly hundreds of interesting companies competing against the big food conglomerates that now

dominant the shelves of our main stream grocers. She has chosen wonderful David vs Goliath anecdotes of start ups working both against the popular conventions of the market place and entrenched products by largely working with elbow grease, a belief in their products and incredible fortitude. The products range from wine, chocolate to granola, chips, burritos, baby food and flavored waters. In each case there are both competitors and an opportunity to redefine the space. Cameron Hughes' wine business is big and completely challenges the contradiction of cheap high quality wine. Evol's burrito's and prepared frozen plates both taste good and won't kill you with chemicals, nor will the innovative Popchips or new style microwave popcorn. The book focuses on the challenges of successful start ups. Each chapter both profiles the founder's and their product and provides some unique learning lessons for the reader ranging from patience, budgeting, research, marketing and of course hard work. It's meant to inform, inspire and make the reader feel good and it certainly does. It also succeeds in raising one's awareness of brands and health.

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