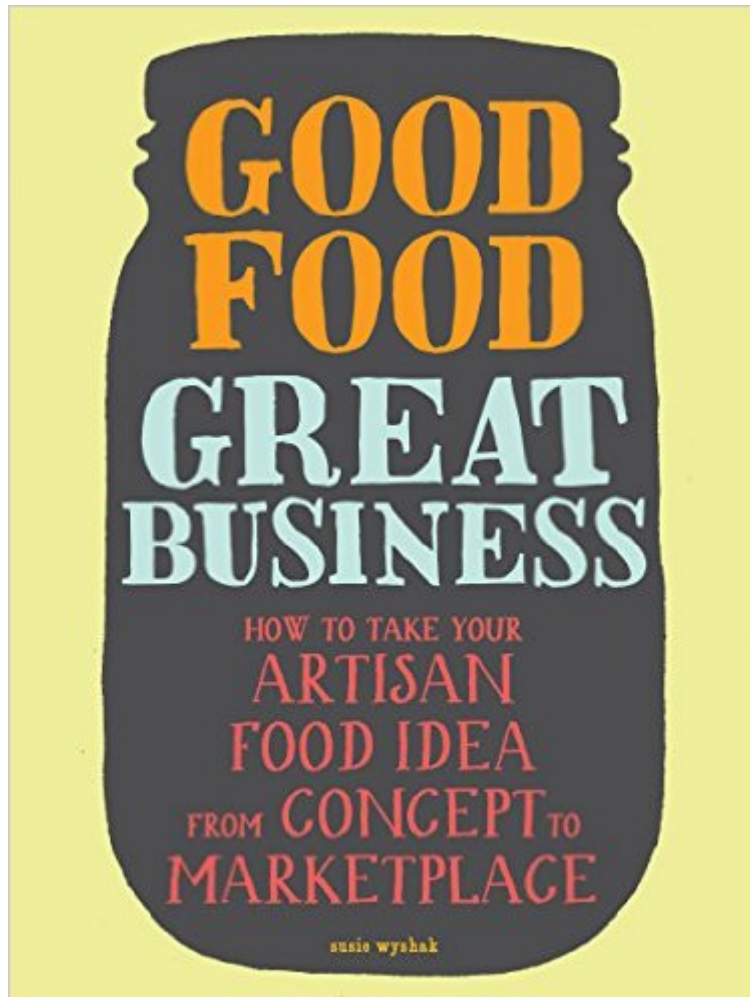


The book was found

# Good Food, Great Business: How To Take Your Artisan Food Idea From Concept To Marketplace



## Synopsis

For those ready to follow their foodie dreams (or at least start thinking about it), this book provides the tools to decide if creating a specialty food business is right for you. Whether the goal is selling a single product online or developing a range of gourmet foods for grocery chains, this handbook helps hopeful food entrepreneurs become experts in everything from concept and production to sales and marketing. The author uses real-life examples from more than 75 successful individuals and businesses to illustrate the good, the bad, and the ugly of starting a food enterprise, providing links to useful charts and worksheets to simplify the process and keep entrepreneurs organized and focused.

## Book Information

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## Customer Reviews

While I buy on virtually everyday, I rarely if ever give product reviews. However after I ordered Susie Wyshak's "Good Food Great Business" on a whim Friday Night, I received it Monday afternoon. Now nearly 24 hours later, I've read and highlighted every single page. It will sound overstated and cliché, but this book is an absolute game-changer. There is no other way to describe it....Unlike many of the inspirational stories in this book, I actually have spent the past 8 years since graduating from Penn State working in the snack food corporate world. I found it refreshing and inspiring to see that there are so many success stories for those that had virtually no food experience at all before starting their adventure. My perspective is different - primarily because up to 1/1/15, I was the Director, Business Transformation and Strategic Initiatives for the largest privately held snack company in the United States. After 8 years, I had decided to leave the corporate snack

world to pursue my dream of providing organic snacks and nutrition education to children across the world. Now 45 days into this voyage, we have been making great progress BUT yesterday we received the map for our journey. I had never heard of Ms. Wyshak before yesterday but I promise I'll never forget her. Thank you so much for this exceptional book of knowledge. It has a great mix of information that I could easily relate to my time at that large privately held company and also to what I've been encountering over the past 45 days. My only regret is that I did not order this book 45 days sooner! This isn't a paid advertisement and I don't know the author...if you are starting a food business...buy this book now...it's worth so much more than every penny!

I cannot say enough great things about this book. After searching and gathering information on my own to start a baking business my daughter gave me this book for Christmas and what a joy! The organization of it makes so much sense and gives one the security of getting everything covered that is necessary to accomplish one's goal. Susie is a hands on helpful author and knowledge bank who answers her own emails with great information and guidance all done within a quick time frame. Thank you Susie for your book, I highly recommend it! K.A. McPherson

Although this book is specific to the food business, I think it is great for anyone considering going into any business. It is full of useful information that is really well organized and contains realistic examples. It also strikes the right balance in terms of the amount of information, by neither being overwhelming nor being too succinct.

A definitive book to guide you through the process of bringing your product to market. By the end, you will either jump in with both feet, or feel very happy you didn't.

Susie Wyshak's book provides invaluable insight to food entrepreneurs seeking to navigate the myriad considerations necessary for launching a successful food business. Her knowledge of entrepreneurs who have created steady businesses that generate great products and income, as well as personal fulfillment, is inspiring. The book is filled with detailed profiles of people who have gone through the often complicated process of conceiving and successfully achieving their dreams. The book also helpfully identifies pitfalls to be avoided. The practical necessities of business plans, customer identification, marketing, packaging, wholesale versus retail sales, equipment procurement, cottage industry kitchens versus commercial kitchens, how to select and hire a co-packer, whether and when to buy UPC codes, are just a few of the many relevant business

considerations that are discussed in full. As for the reading, it's as engaging as it is informative. From a literary standpoint, the format of the book, which is replete with interesting sidebars and takeaways, is highly digestible and accommodates both long and short reading sessions. As a comprehensive resource, it has been a huge timesaver, as well as a strategic guide, for the endeavor I want to pursue. Enjoy!

Great advice for anyone starting a small business! The principles that apply to truly good food and to building a business with integrity apply to more than to just food businesses. Wyshak gives many questions to ask yourself and practical action steps to take at each stage of building the business, and she gives examples from many different businesses that have answered the questions and taken the steps in many different (unique) ways. A book that guides while freeing you to do what you feel is important to do with your ideas and life.

I cannot express how stoked I was to find this book! As a new food entrepreneur myself, I had every intention of reading as many books as I could about starting your own small business and trying to apply the concepts to a food business but never dreamed I'd find a book geared towards food business start ups specifically! It's like a food bible--I highlighted and took notes throughout the book like I was back in college. So many great real-life stories, advice, and straight up knowledge about many aspects of the food world you wouldn't know about unless you had a background in the food industry. Highly recommend this book for anyone starting or thinking about starting a food venture.

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