



Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace

Susie Wyshak

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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.

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