



## Specialty Food Business: Step-By-Step Startup Guide (StartUp Guides)

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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 tells creative cooks and aspiring entrepreneurs how to make sure they're not left behind.

Armed with a detailed overview of the specialty and gourmet food industry including how it differs from other food businesses, today's and tomorrow's trends, important research and statistics, and more, entrepreneurial foodies gain insight into industry growth drivers and opportunities.

Covering behind-the-scenes business models and retailing businesses within specialty food, the experts of Entrepreneur help new entrepreneurs determine their best business approach assessing what they need to startup, expected expenses, the market, and competition. Location options, retail or production space, are explored and readers are given a lesson in all things digital.

Coached by practicing entrepreneurs, aspiring business owners are also given first-hand insight with tales from the trenches including advice and tips on unique considerations within the food business, and important lessons in planning for the long term.

The how-to provided is supported with worksheets, samples, and resource lists.

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