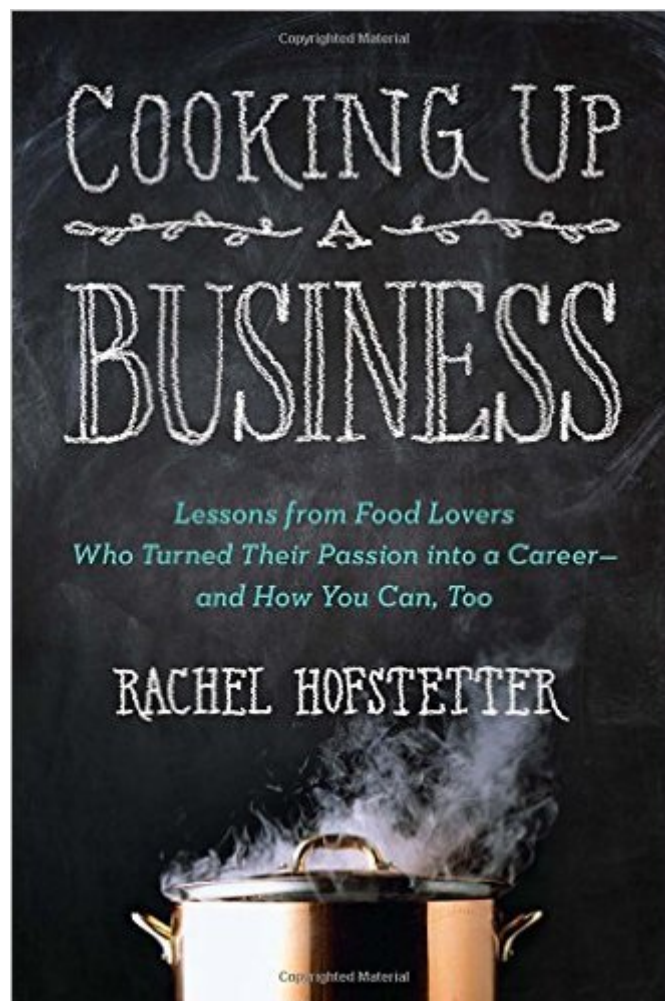


The book was found

# 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

Paperback: 240 pages

Publisher: TarcherPerigee (December 3, 2013)

Language: English

ISBN-10: 0399162313

ISBN-13: 978-0399162312

Product Dimensions: 5.5 x 0.5 x 8.2 inches

Shipping Weight: 6.9 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ Â  See all reviewsÂ  (61 customer reviews)

Best Sellers Rank: #79,916 in Books (See Top 100 in Books) #41 inÂ  Books > Business & Money > Industries > Restaurant & Food #119 inÂ  Books > Business & Money > Industries > Hospitality, Travel & Tourism #617 inÂ  Books > Cookbooks, Food & Wine > Cooking Education & Reference

## 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.

[Download to continue reading...](#)

Cooking Up a Business: Lessons from Food Lovers Who Turned Their Passion into a Career -- and How You Can, Too  
Southern Cooking: Southern Cooking Cookbook - Southern Cooking Recipes - Southern Cooking Cookbooks - Southern Cooking for Thanksgiving - Southern Cooking Recipes - Southern Cooking Cookbook Recipes  
The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To)  
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)  
Shark Tales: How I Turned \$1,000 into a Billion Dollar Business  
Card Sharks: How Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business  
Irrational Persistence: Seven Secrets That Turned a Bankrupt Startup Into a \$231,000,000 Business  
Career Information, Career Counseling, and Career Development (9th Edition) Career Information, Career Counseling, and Career Development (10th Edition) (Merrill Counseling (Hardcover))  
Red Classics Great Food From Absinthe To Zest: An Alphabet For Food Lovers  
The Glitter Plan: How We Started Juicy Couture for \$200 and Turned It into a Global Brand  
The Great Wall: The story of thousands of miles of earth and stone that turned a nation into a fortress (Wonders of the World Book)  
The Great Acting Teachers and Their Methods (Career Development Series) (Career Development Book)  
Mid-Life Career Rescue (Employ Yourself): How to change careers, confidently leave a job you hate, and start living a life you love, before it's too late  
Flash's Song: How One Small Dog Turned into One Big Miracle  
The Prince Who Turned into a Rooster: One Hundred Tales from Hasidic Tradition  
How I Turned \$1,000 into Five Million in Real

Estate in My Spare Time How I Turned \$1,000 into a Million in Real Estate in My Spare Time Mail  
Order Bride: Captured & Turned Into an Indian Bride (Indian Mail Order Brides) The Food Service  
Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service  
Professional Guide to, 5) (The Food Service Professionals Guide To)

[Dmca](#)