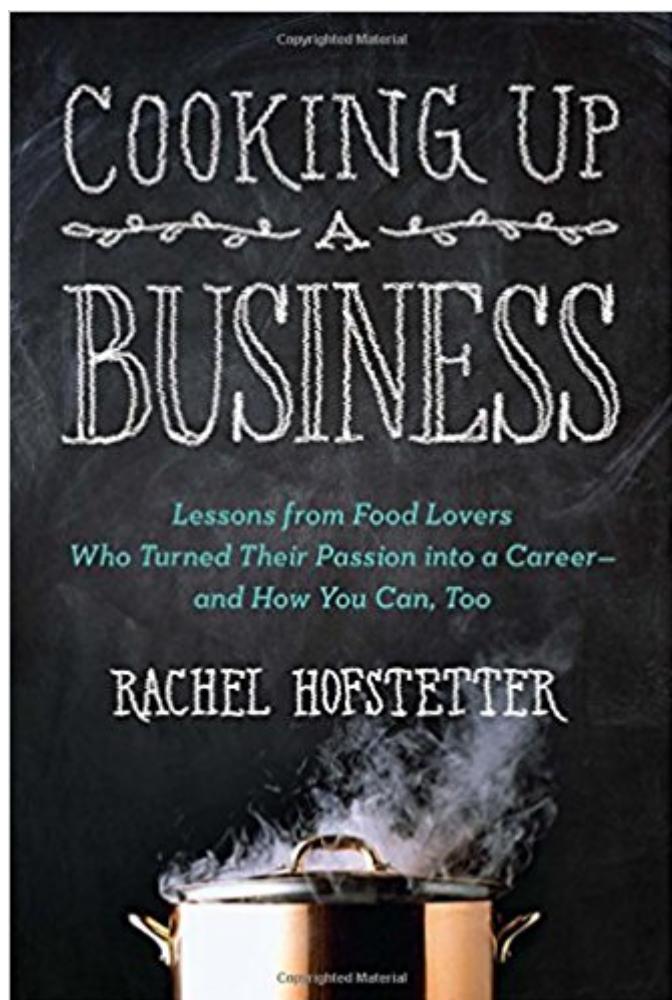


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# Cooking Up A Business: Lessons From Food Lovers Who Turned Their Passion Into A Career -- And How You Can, Too



## **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, Mary's Gone Crackers, Love Grown Foods, Kopali Organics, Tasty, Evol, Justin's Nut Butters, Cameron Hughes Wine, and more, you will gain applicable, practical guidance that teaches you how to succeed today: How to create a national brand with no connections or experience. The secret to getting meetings with grocery store buyers. The number one thing you need to know about food safety regulations. Why a grassroots budget might actually help you succeed. Specific advice for gluten-free, organic, wine, and beverage companies. What every entrepreneur wishes someone had told them at the beginning. Why doing what you love is always a good idea.

## **Book Information**

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## **Customer Reviews**

A former food editor at O, the Oprah Magazine and Reader's Digest, Rachel Hofstetter is now founder in chief at guesterly magazine. She received a degree in economics from Miami University and lives in New York City with her husband, Lorne.

This is a cute book but it wasn't quite what I expected based on the title. It is primarily full of profiles of businesses that manufacture food to be sold in grocery stores, with relatively little direct advice or mention of other models of food business (restaurants, food carts, caterers, etc.) Granted, I should've read the description more thoroughly and looked up the companies mentioned to see what sort of businesses they were. But even so, a good deal of the advice is anecdotal ("this is what worked for this one company") and some of the stories featured a lot of luck and missteps that you couldn't or shouldn't (respectively) repeat... one company, for example, was operating totally outside of health laws for awhile (and if he hadn't he may not have had the money to begin working within those laws- renting commercial kitchens, etc- later.) But still, an interesting read, and definitely a good one if manufacturing packaged goods is the sort of food entrepreneurship you're interested in.

If it weren't for this book, my company, Good & Pleasant, probably wouldn't exist. I'm a risk-mitigating commercial real estate attorney who dreamed of taking my grandmothers' classic southern sweet potato and apple pie recipes and adapting them for those living gluten free like me. This book inspired me to stop dreaming (and over analyzing) and get cooking. I found courage in the stories of other food entrepreneurs' humble beginnings. Besides great inspiration, I discovered great practical strategies too.

Rachel Hofstetter has come up with a winner in "Cooking Up Business" not only a good idea for entrepreneurs but for the average person to learn more of setting up a business. Her writing style makes the reader believe in her point of view and feel that if they go by the business suggestions she makes, they will definitely benefit from those ideas.

Good book...lots of good information to be gleaned from everyone's story - although the different approaches sometimes gave conflicting advice (one says don't bite off more than you can chew - no pun intended - while another suggests saying yes to every offer and figuring out the logistics later). Still, one thing that doesn't change - you can create your dream.

If you think you know you are already wrong. This book was very insightful yet lacked the realism the must read Flash In A Pan

This is a great book to read if you are interested in starting your own food based business. There are

so many things to consider if you are heading in this direction. The book highlights many of the hurdles you might face when doing so. The stories are also very inspirational.

I have a small granola company and I LOVED this book. So inspirational! I added so many things to my TO DO list from this book. I highly recommend it.

This book is full of useful information. Great buy!

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