



FoodByte: An Introduction to Food Business

Program Overview:

The FoodByte program offered by the Tech Incubator at Queens College, in partnership with the LaGuardia/Queens College Outreach Small Business Development Center, and Essential Kitchen, aims to assist food entrepreneurs in taking their concept from ideas to actions. Through 6 sessions, participants will learn about the fundamentals of the food industry including product development, operational management, tech integration, financing options, business formation, regulations, marketing and more. Each session will challenge participants to take active steps toward building a business plan and acquiring the necessary information to begin their business journey. Whether you have a well thought out product, or are in the early stage of concept development, this course will help identify if food entrepreneurship is the path for you.

Dates (Saturdays): 6/4, 6/11, 6/18, 6/25, 7/9, 7/16

Time: 10 am to 12 pm

Location: Essential Kitchen, 149-18 Guy R Brewer Blvd, Jamaica, NY 11434

RSVP: <https://forms.gle/yTZGj15ataAdDXec9>

Program Schedule:

June 4th - Session 1: Food Industry Basics

This class will provide an overview of the current food industry, discuss myths vs. realities of food entrepreneurship, and provide information on the first steps to starting your business.

June 11th - Session 2: Food Business Planning

This class will breakdown the components and importance of a solid business plan while offering tips and tricks to make the writing process easier.

June 18th - Session 3: Front of House, Back of House & Operations

This class will cover food business operations such as inventory management, employee management, point of sales and production processes, including a commercial kitchen overview.

June 25th - Session 4: Licenses, Permit & Regulations

This class will help to identify the licenses, permits, and regulations your food business will need to consider for operations while providing resources to obtain and manage them.

July 9th - Session 5: Financials of a Food Business

This class will discuss the financial aspects of starting and operating a food business, including financial statements, budgeting, bookkeeping/accounting software, and sources of startup funding.

July 16th - Session 6: Marketing & Sales Strategies

This class will showcase the various methods that food businesses use to market and ultimately sell their products including social media marketing, website development, creative promotions and partnerships, farmers' markets, and more.

Essential Kitchen Co is a 6,500 square-foot Commercial Kitchen Incubator and Business Suite created for local culinary professionals, small food-based businesses, and community-based organizations. As the first shared Commercial Kitchen space in South Queens, our mission is to support local food entrepreneurs in launching, growing, and sustaining their businesses.

Essential Kitchen Co. provides access to resources so food entrepreneurs can learn how to apply for City, State, and Federal contracts, including the M/WBE certification program. Trust Essential Kitchen to help reduce your overhead costs while optimizing your chances of success in New York's competitive food industry.

Essential Kitchen Co. is a project of nonprofit organization CHAE Corp the Community Health and Economic Corporation designed to cultivate sustainable spaces and curate economic opportunities for historically disinvested communities.

Instructor's Bio:

Michael Maldonado is a Business and Career Development professional, passionate foodie, and CUNY graduate. He has worked for over eight years on programs that assist individuals in reaching their career and business goals through organizations like the Consortium for Worker Education, Queens Library's Job & Business Academy, notably on the Queens FEASTS food business program, and currently the New York Small Business Development Center. Michael's clients have served at notable markets and events, opened brick & mortar locations, created award winning products, and been featured in major publications across New York.

Disclaimer:

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