



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) *Good Food, Great Business* is the place to get organized and decide whether creating a specialty food business is really possible.

Whether the goal is selling a single product online or developing a line of gourmet foods to be sold in grocery chains, this working handbook helps readers become food entrepreneurs—from concept to production to sales to marketing. Using real life examples from more than 75 individuals and businesses that have already joined the ranks of successful enterprises, the book walks readers through the good, the bad, and the ugly of starting a food business.

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