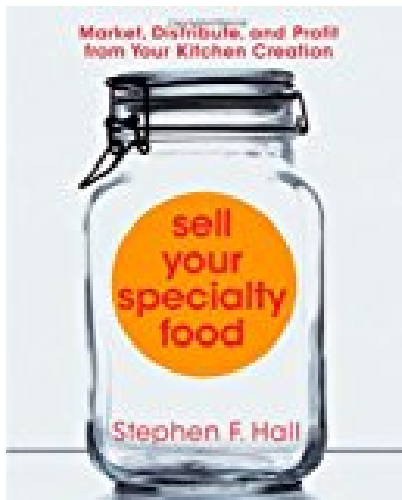


Sell Your Specialty Food Market Distribute and Profit from Your Kitchen Creation



BOOK DETAILS

- Author : Stephen Hall
- Pages : 320 Pages
- Publisher : Kaplan Publishing
- Language : English
- ISBN :

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BOOK SYNOPSIS

"A thorough guide on food marketing that is sure to help food entrepreneurs at all levels. Extensive appendices are an added plus to an already strong and well-written guide. Strongly recommended." Library Journal Specialty and gourmet foods can sell as great as they taste. To grab a slice of the action, here are the proven methods for successfully launching a gourmet food product into the specialty foods marketplace. The only book of its kind that outlines every food marketing opportunity and then supports entrepreneurial action with detailed guidance, *From Kitchen to Market* shows food entrepreneurs how to: * Identify a winning product and its most appropriate markets. * Achieve visual "sizzle" with packaging and labeling. * Establish a variety of distribution channels. * Optimize the Internet.

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