

GET SHELF MADE



Two-Day Training Program for Aspiring Food Manufacturers

You have a great food or beverage idea - now what? Whether you are a startup entrepreneur hoping to enter the food & beverage industry or a food service professional thinking of expanding into the packaged, retail space, this is a must-attend academy! Created by former Kraft Foods retail branding expert, Lauren Young, the Get Shelf Made program earned a 2015 Chicago Innovation Award nomination and is exclusively delivered in Austin by trained facilitators at the Texas State Small Business Development Center.

The purpose of this training is to help early-stage food entrepreneurs craft their unique brand story to build sales, connect with retail buyers and achieve the dream of becoming a "shelf-made" success. Many store buyers & category managers see over 200 new products per month; Get Shelf Made will show you how to build their trust, reduce business risk and get shelved!



Funded in part by a cooperative agreement through the U.S. Small Business Administration.

Topics

- How to build buzz and strong brand identity before in-store events
- Understanding Direct and Indirect Competition
- How to price, project revenues and scale a food business
- FDA-regulated food labeling basics
- How to get the attention of retail buyers and category managers
- How to have an incredible in-store presentation
- 10 secrets to help your product gain shelf space
- Selecting stores that are the BEST fit for your product and will yield the most sales - it may not be a grocery store!

Target Audience

- Restaurateurs
- Caterers
- Food truck operators
- Farmers market participants
- Entrepreneurs with a food or beverage concept

Program Format

The workshop curriculum combines conceptual presentations, group discussion, interactive exercises and subject-matter-expert guest speakers to fully engage participants and create a rich, educational experience. Class is limited to 20 attendees.

When

TBD

Where

TBD

Registration

Class is limited to 20 participants. Email Peg.Richmond@txstate.edu to register
Early Bird Rate is \$199; Regular Registration is \$299

Questions?

Call Peg Richmond 512.243.8636

The Texas State University Small Business Development Center is funded in part through the State of Texas and a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities or limited English proficiency will be made if requested at least two weeks in advance. Contact Francisca Arana at 512-716-4800 or sbdc@txstate.edu.