AMERICA'S SBDC CALIFORNIA
NORTHERN CA NETWORK

SMALL BUSINESS DEVELOPMENT CENTER
NORTH COAST

Redwood Coast · California
HUMBOLDT MADE

WILDBERRIES MARKETPLACE

Graciously sponsored by Wildberries Marketplace and co-hosted by North Coast SBDC and Humboldt Made.

Food Business Series






Build your business. Test your market. Prepare for retail.

May 18, May 26,
June 1, and June 8
5:30-7:30 p.m.

StartUp Humboldt Innovation Hub
876 7th Street, Arcata

Over four weeks, participants will receive intensive, hands-on business training tailored to food and beverage entrepeneurs. This series is built to help participants move from concept to customer with practical tools, expert support, and direct pathways to market.

PARTICIPANTS WILL BE PREPARED TO:

- Participate in a regional Food Buyers Expo
- Sell products at the summer-long outdoor Friday Night Market
- Develop retail-ready products aligned with regional buyer expectations

Whether you are refining a product, building your brand, or preparing to enter new markets, this series will help you take the next step with confidence.

THIS WORKSHOP SERIES IS PART OF A BROADER SUPPORT ECOSYSTEM THAT INCLUDES:

- Business training and financial strategy led by SBDC
- Brand developement and storytelling support from Humboldt Made
- Direct-to-consumer market experience
- Buyer access through a regional food and beverage expo
- A pathway from idea to business to market to retail shelf, with Wildberries serving as key retail partner in that pipeline

SCAN TO LEARN MORE AND REGISTER