



Fundamental **F.E.T.A.** Food Entrepreneurship Training Academy

Food Entrepreneurship Training Academy

Nancy Mangold
Exec Director, East Bay SBDC



East Bay SBDC Presents

Food Entrepreneurship Training Academy

East Bay SBDC and the Alameda County Community Development Agency offer a free 10-part series on “Food Business Entrepreneurship” for participants interested to launch and grow food businesses in Alameda County.

In this series, you will learn the basics to start and grow your own food business, catering, and so much more. This series will help turn your idea into reality.

We offer the following series of Food Entrepreneurship Training Academy. Click the program title to download the program flyer.

1. [Fundamental FETA I](#) – November 4, 2025 to Dec. 11, 2025
2. [Intermediate FETA I](#) – January 6, 2026 to February 10, 2026
3. [Fundamental FETA II](#) – March 3, 2026 to April 7, 2026
4. [Intermediate FETA II](#)– April 21, 2026 to May 26, 2026
5. [Spanish FETA](#) – January 7, 2026 to March 11, 2026

[Intermediate FETA I SIGN UP](#)

[SPANISH FETA SIGN UP](#)



Funded by Alameda County





Fundamental **F.E.T.A.**

Food Entrepreneurship Training Academy



Thinking of launching a food product or opening a restaurant/cafe?
Learn how to start and succeed in the food business!

East Bay Small Business Development Center and Alameda County Economic
& Civic Development Department offer a **FREE** 10-part series

Food Entrepreneurship Training Academy

Register at [FFETA I Registration Link](#)

Zoom Link for FETA I Classes: [FFETA I Class Zoom Link](#)

Fundamental FETA Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, November 4 December 11, 2025, from 6:00 to 8:00 PM.



Course Number	Date	Days	Topic	Instructor	Title
1	11/4/2025	Tuesday	Profitable Food Business Ideas	Nancy Mangold	Executive Director East Bay SBDC
2	11/6/2025	Thursday	Do you have what it takes? -Food Industry Exploration	Mani Niall	NorCal SBDC Advisor
3	11/11/2025	Tuesday	Market Research Ideas, Know Your Competition & Your Niche	Sneha Lundia	Advisor, East Bay SBDC
4	11/13/2025	Thursday	Set up a Food Business	Nancy Mangold	Executive Director East Bay SBDC
5	11/18/2025	Tuesday	License, Permits & Regulations	Kristin Perrault Rodrigo Orduna Rodel Villa	Alameda County ECD
6	11/20/2025	Thursday	Menu Development & Recipe Costs	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
7	12/2/2025	Tuesday	Mobile Food, Cottage Food, Catering & Event Food Business	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
8	12/4/2025	Thursday	Marketing, Branding & Acquiring Customers	Sneha Lundia	Advisor, East Bay SBDC
9	12/9/2025	Tuesday	Establish Your Online Presence -Website & Social Media Marketing	Sneha Lundia	Advisor, East Bay SBDC
10	12/11/2025	Thursday	Business Presentation Networking, Certificates	Nancy Mangold	Executive Director East Bay SBDC



Intermediate **F.E.T.A.**

Food Entrepreneurship Training Academy



Intermediate Food Entrepreneurship Training Academy

Prepare a business plan to implement your Dream food business idea!

Assignment each week to plan your food business!
Cash award for top business plan winner!

Register at [IFETA | Registration Link](#)

Zoom Link for FETA Classes: [IFETA | Class Zoom Link](#)

Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, January 6 to February 10, 2026, 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	1/6/2026	Tuesday	Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	1/8/2026	Thursday	Market Research, Competitor Analysis, Target Markets and Customer Segments	Cathy Balach	Advisor East Bay SBDC
3	1/13/2026	Tuesday	Marketing Strategy – Positioning, Differentiation, & Distribution Strategies	Cathy Balach	Advisor East Bay SBDC
4	1/15/2026	Thursday	Pricing, Costing, Break Even Analysis, Budgeting for Food Business	Pablo Gomez	Advisor East Bay SBDC
5	1/20/2026	Tuesday	Basic Financial Statements & Bookkeeping using Quickbooks	Al Gohary	Advisor East Bay SBDC
6	1/22/2026	Thursday	Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Pablo Gomez	Advisor East Bay SBDC
7	1/27/2026	Tuesday	Funding Your Food Business	Blair Abee	Advisor East Bay SBDC
8	1/29/2026	Thursday	POS System, Food Labels & Nutrition Facts	Shawn Walker-Smith	Advisor East Bay SBDC
9	2/3/2026	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Invited Guests	
10	2/10/2026 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC





F.E.T.A. Nivel Principante

academia de formación en emprendimiento alimentario



Esta pensando en emprender un producto de comida o abrir un restaurante o café?

El Condado de Alameda ECD y el East Bay SBDC ofrecen una serie de 10 clases sin costo para usted llamado **Academia De Formacion en Emprendimiento Alimentario (FETA)**.

Por favor inscribese al **programa de FETA en Espanol**
Miercoles, 7 de Enero – Miercoles, 11 de Marzo 2026, de 6:00 a 8:00 PM.
Locacion: Eden UCC, 21455 Birch St, Hayward, CA 9454
Regístrate en: <https://nc.ecenterdirect.com/events/54433>

2026 FETA en Espanol Serie Cronograma:

Dat0	Dias	Curso #	Tema	Instructor	Título
01/7/2026	Miercoles	1	Ideas rentables de negocios de alimentos!	Pablo Gomez	Asesor East Bay SBDC
01/14/2026	Miercoles	2	Tiene lo necesario para superar? - Exploracion de la industria de alimentos	Pablo Gomez	Asesor East Bay SBDC
01/21/2026	Miercoles	3	Investigacion del Mercado: Conozca a su competencia y su nicho del Mercado	Pablo Gomez	Asesor East Bay SBDC
01/28/2026	Miercoles	4	Estableciendo un negocio de alimentos	Pablo Gomez	Asesor East Bay SBDC
02/4/2026	Miercoles	5	Licencias, Permizos y Regulaciones	Alameda County	Alameda County ECD
02/11/2026	Miercoles	6	Creando un menu y sus costos/precios	Pablo Gomez	Asesor East Bay SBDC
02/18/2026	Miercoles	7	Negocio de Comida Movil, comida casera, catering y comida para eventos	Pablo Gomez	Asesor East Bay SBDC
02/25/2026	Miercoles	8	Marketing, creacion de marca y captacion de clientes	Pablo Gomez	Asesor East Bay SBDC
03/4/2026	Miercoles	9	Estableciendo su presencia en linea- Sitio Web y marketing de Redes Sociales	Pablo Gomez	Asesor East Bay SBDC
03/11/2026	Miercoles	10	Presentacion de negocios, redes y certificados	Pablo Gomez	Asesor East Bay SBDC





Food Entrepreneurship Training Academy 2022-23 Business Presentation Winners



FETA I – Business Presentation Winner

Kang Naikang Kuan

Former Sous Chef at French Laundry, Executive Chef at Morimoto Napa, and current Principal Consultant to DoorDash Kitchen.

Aspiration: Tasty snack of Waffle Bites with Amarena Cherry & Whip Cream for all occasions.



FETA II – Business Presentation Winner

Gerardo Jeronimo Lorenzo

Aspiration: Started a family business Panaderia El Quetzal, to bring Guatemalan Traditional Breads and Food, to the communities.



FETA III – Business Presentation Winner

Shweta Saokar

Degrees in Nutrition and Dietetics, Technical Communications Specialist at Meta, Former Presentation Specialist at Facebook.

Aspiration: The Goan DeTour, a full-service, sit-down restaurant to bring the Goan culinary scene to the Bay Area.

GRAND OPENING



You are cordially invited to celebrate the grand opening of

*The Burgundy Rose Tearoom
on February 13, 2025, at 12:00pm
at 4549 Liver Outlets Dr. Livermore CA 94551*



Making it Happen at the Marketplace

FOSTERING COMMUNITY CONNECTIONS

Empowering Growth Through Local Partnerships



FETA PARTNERSHIP



As part of our commitment to community engagement, we've partnered with Alameda County's FETA program to support local entrepreneurs. Our first collaboration is with Moya Spice, a FETA alumna who will utilize our commercial kitchen space, host product samplings at the Demo Station, sell products at Castro Valley Natural Grocery, while exploring additional vendor partnerships.

The Marketplace provides FETA graduates with a robust ecosystem to grow their businesses, including retail opportunities, workshops, and catering collaborations. By fostering these connections, we're not only supporting local talent but also enriching the Marketplace experience for all.

Success Story: Moya Spice



Moya Spice Brings Authentic Mexican Flavors to Your Table



East Bay SBDC presents

Small Business Workshops

East Bay SBDC and Alameda County Economic and Civic Development Department (ECD) partnered to offer no-cost workshops for small businesses and residents in Alameda County. Learn how to start, market and finance your business by securing your spot today!

WORKSHOPS

Check out the workshops below and register for the ones you are interested in separately! Download [our flyer here](#).



1. Business Planning and Start-Up

January 14, 2026 | 11:30 AM – 1 PM

Blair Abee – Advisor, East Bay SBDC

This workshop provides existing and emerging businesses with guidance and instruction for conceptualizing, writing, focusing, and revising a business plan that makes your business stronger and more profitable.

[Register](#) →



3. Financial Reporting and Getting Started with QuickBooks

March 11, 2026 | 11:30 AM – 1 PM

Alan Gohary – Advisor, East Bay SBDC

The goal of the class is to increase attendees' knowledge of QuickBooks and improve company productivity. The class will also focus on issues such as using QuickBooks to receive and make payments, integrating the program with bank accounts and tracking sales information.

[Register](#) →



2. Financing for Small Business

February 11, 2026 | 11:30 AM – 1 PM

John DeGaetano – Advisor, East Bay SBDC

Getting Bank (or Loan) Ready – this workshop would provide guidance to businesses about the requirements for becoming bankable.

[Register](#) →



4. Marketing Your Business

April 8, 2026 | 11:30 AM – 1 PM

Sneha Lundia – Advisor, East Bay SBDC

Join us for this educational webinar to learn the fundamental principles of marketing and how best to apply those principles to empower you to create your own marketing efforts for your small business.

[Register](#) →

East Bay SBDC's Economic Impact on East Bay 2025

Total Clients
Counselled
1,660

Total Counseling
Hours
6,698

Jobs Created
235

New Business
Start
45

Increased
Business Sales
\$14 M

Loans & Equity
Raised
\$85 M

Thank You!

<https://www.eastbaysbdc.org/>

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