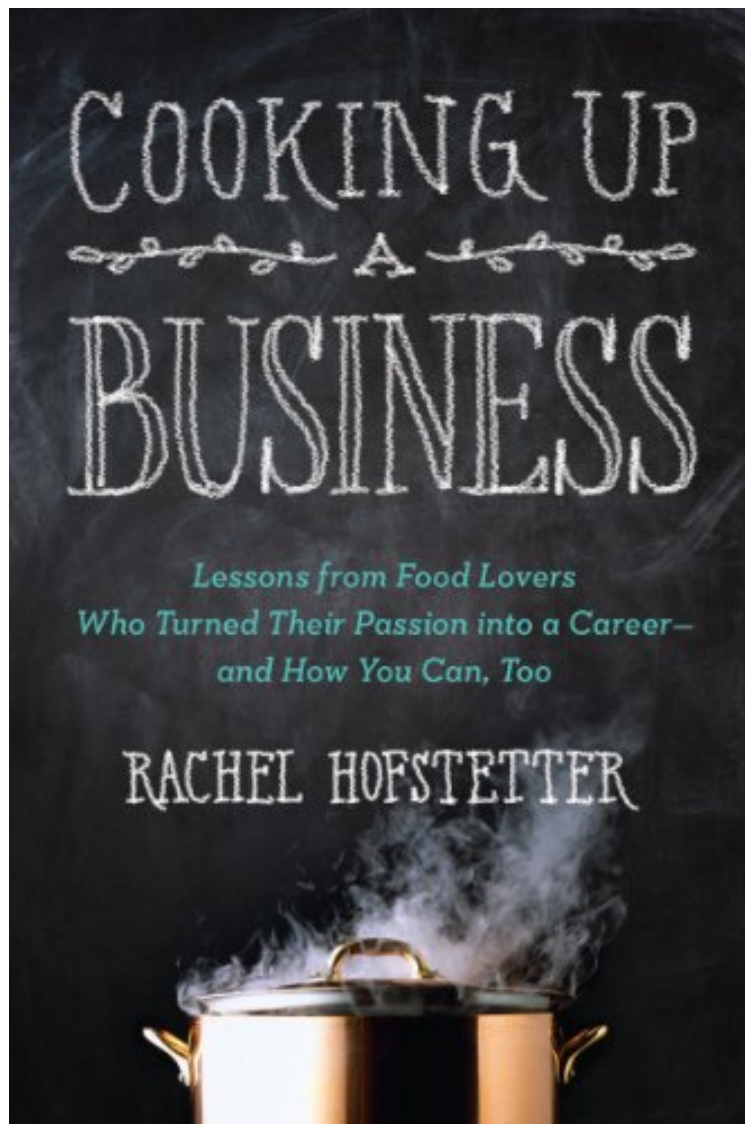


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Cooking Up a Business: Lessons from Food Lovers Who Turned Their Passion into a Career -- and How You Can, Too

Rachel Hofstetter

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Rachel Hofstetter : Cooking Up a Business: Lessons from Food Lovers Who Turned Their Passion into a Career -- and How You Can, Too before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cooking Up a Business: Lessons from Food Lovers Who Turned Their Passion into a Career -- and How You Can, Too:

18 of 18 people found the following review helpful. Good for people who hope to wholesaleBy A. TinsleyThis is a

cute book but it wasn't quite what I expected based on the title. It is primarily full of profiles of businesses that manufacture food to be sold in grocery stores, with relatively little direct advice or mention of other models of food business (restaurants, food carts, caterers, etc.) Granted, I should've read the description more thoroughly and looked up the companies mentioned to see what sort of businesses they were. But even so, a good deal of the advice is anecdotal ("this is what worked for this one company") and some of the stories featured a lot of luck and missteps that you couldn't or shouldn't (respectively) repeat... one company, for example, was operating totally outside of health laws for awhile (and if he hadn't he may not have had the money to begin working within those laws- renting commercial kitchens, etc- later.)But still, an interesting read, and definitely a good one if manufacturing packaged goods is the sort of food entrepreneurship you're interested in.2 of 2 people found the following review helpful. Totally Inspiring!!!By Krishana PleasantIf it weren't for this book, my company, Good Pleasant, probably wouldn't exist. I'm a risk-mitigating commercial real estate attorney who dreamed of taking my grandmother's classic southern sweet potato and apple pie recipes and adapting them for those living gluten free like me. This book inspired me to stop dreaming (and over analyzing) and get cooking. I found courage in the stories of other food entrepreneurs' humble beginnings. Besides great inspiration, I discovered great practical strategies too.6 of 6 people found the following review helpful. Good idea and well writtenBy michael a. draperRachel Hofstetter has come up with a winner in "Cooking Up Business" not only a good idea for entrepreneurs but for the average person to learn more of setting up a business. Her writing style makes the reader believe in her point of view and feel that if they go by the business suggestions she makes, they will definitely benefit from those ideas.

Stories and advice for creating a business out of the food you love. Do you have a passion for delicious food and want to create your own business out of it, but have no idea where to start? Cooking Up a Business is essential reading for aspiring entrepreneurs and gives you a real-world, up-close-and-personal preview of the exciting journey. Through profiles and interviews with nationally known food entrepreneurs from Popchips, Vosges Haut-Chocolat, Hint Water, Mary's Gone Crackers, Love Grown Foods, Kopali Organics, Tasty, Evol, Justin's Nut Butters, Cameron Hughes Wine, and more, you will gain applicable, practical guidance that teaches you how to succeed today:• How to create a national brand with no connections or experience• The secret to getting meetings with grocery store buyers• The number one thing you need to know about food safety regulations• Why a grassroots budget might actually help you succeed• Specific advice for gluten-free, organic, wine, and beverage companies• What every entrepreneur wishes someone had told them at the beginning• Why doing what you love is always a good idea

About the AuthorA former food editor at O, the Oprah Magazine and Reader's Digest, Rachel Hofstetter is now founder in chief at gusterly magazine. She received a degree in economics from Miami University and lives in New York City with her husband, Lorne.