

EDIBLES ADVOCATE ALLIANCE

Shared-Use Commercial Kitchen Entrepreneurial Training Course by Emily Brooks and the Edibles Advocate Alliance



establishing a shared-use commercial kitchenrevised
a powerful new look at establishing shared-use commercial kitchens

Course Information:

Emily Brooks and the **Edibles Advocate Alliance** is pleased to announce its newest educational program for community & government leaders and farmers & producers.

Establishing a Shared-Use Commercial Kitchen is our **Entrepreneurial Training Program** that details the planning, design and budgetary considerations for developing, sharing, and using an FDA approved, multi-tenant commercial kitchen.

The **Shared-Use Commercial Kitchen Entrepreneurial Training Course** covers the necessary requirements to establish a successful FDA-approved kitchen.

This class is for individuals, government or community leaders, farmers, and/or producers who want to create a commercial kitchen - and covers everything from laws, to safety standards, to equipment, to budgeting, to funding, to creating revenue streams by partnering/selling to others who wish to rent or use your kitchen.

Register **ONLINE** by April 15th

Emily Brooks, Edibles Advocate Alliance 203-266-4331 chefamily@ediblesadvocatealliance.org
www.ediblesadvocatealliance.org

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In addition to the base curriculum, we'll also discuss topics relevant to your area, such as:

- outreach to farmers and kitchen end-users
- public-private business models and how to approach public entities as an entrepreneur
- market research and determining the best location and size for your shared-use commercial kitchen
- examples of five revenue streams from different points in the kitchen
- pricing strategies and fundraising
- an introduction to specific health and licensing laws in your region

This is an individually-customized course that will be held over 3 conference calls.

This is a highly intensive class. When we're done, you will leave with the tools and knowledge to get right to work.

CLASS DATES: YOU set the schedule!

TIMES & LOCATIONS: Directly determined by YOU!

REGISTRATION: You must register by filling out the form and submitting your payment through our secure website.

COST: \$350

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After our three sessions, The Edibles Advocate Alliance will be scheduled to continue with the help and support that you need.

What will this Course will cover:

letter from the editor about the authors acknowledgements production staff the incubator concept	1 planning	2 budgeting	3 design and equipment	4 operating a shared-use commerical kitchen
5 business and legal considerations	6 introduction to HACCP	7 marketing specialty foods	appendices a. denver enterprise center case study b. denver enterprise center market feasibility c. bonner business center management plan d. sample forms, policies, and procedures e. short primer to the gourmet/ specialty foods market f. marketing plan worksheet	

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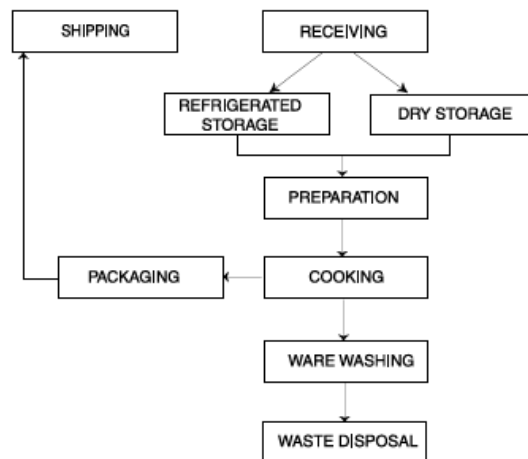
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Why is this course important? How can it help you?

There are many elements of this Entrepreneurial Training Course that can help turn your needs for a production kitchen into a reality. This course will enable you to efficiently:

1. Conduct a Needs Survey
 - a. Answering the questions such as who will use the kitchen, what equipment will be needed, how to value “kitchen time”, etc.
 - b. Sample questionnaires, business plans, management plans, press releases, operations policies, and more .
2. How to identify and nurture Shared-Use Commercial Kitchen users
 - a. Working with food producers to understand batch processes, marketing, and financing for sustainability.
3. Navigate kitchen budgets and create effective Budgeting Systems
4. Study kitchen concepts and efficiency layouts with a complete understanding of the flow of Materials and Personnel for a Shared-Use Commercial Kitchen in both rural and urban locations



- a.
 5. Explore all operational issues of a Shared-Use Commercial kitchen such as tenant selection, facility issues, and technical assistance.
 6. Understand the business and legal considerations such as HACCP, state and federal certification, food processing, sanitation, and labeling regulations including SS-4 and FDA filing forms.
 7. Create and implement Critical Control Point Decision trees, profit-margin analysis for your individual products, and Pricing Worksheets for your products should you need/want one.
 8. Engage in group marketing of specialty and locally produced foods.
 9. Learn from others through detailed case studies.

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