



Recipe for Success: An Insider's Guide to Bringing Your Natural Food to Market

Abigail Steinberg

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Your special spicy pickles. Your crunchy coconut granola. The cookie recipe so good that no one believes it's gluten-free....With the ever-increasing demand for natural foods, the time may be right to turn your culinary hobby into a moneymaker. But the path to retail success is strewn with obstacles—unless you have the guidance of someone who's been there and done it. Who is your target market? What sets your product apart? What's your perfect price point? Recipe for Success gives you the benefit of an expert's in-depth experience, taking you from initial conception to cashing out—and covering everything in between. Filled with real life examples, the book helps you: Package and launch your product • Work effectively with distributors • Win the fiercely competitive battle for store placement • Prepare for trade shows • Deal with slotting fees, “free fills”, promotions, discounts, and demos • Negotiate broker partnerships • And more
Make no mistake: the natural foods industry is not user-friendly, but with this indispensable guide you can avoid the common—and highly expensive—traps many start-ups fall into . . . and make your dream business a delicious reality.

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