

# FROM KITCHEN TO COMMERCIAL

## A Food Business Development Workshop

November 12, 2018, 9am- 5:15pm

Arapahoe County Fairgrounds Event Center  
25690 E Quincy Ave Aurora, CO 80016

**Bring product and/or package samples, marketing materials and anything you would like to share with your peers! Email Danielle at [DArdrey@arapahoe.gov](mailto:DArdrey@arapahoe.gov) to reserve table space!**

- 9:00 – 9:15am **Welcome & Introductions**
- 9:15 – 10:00am **What Are Buyers Looking For?** The Latest on Consumer and Buyer Trends.  
~ *Sylvia Tawse, The Fresh Ideas Group & Brian Marks, Lucky's*
- 10:00 – 10:45am **What's Your Niche?** Identify And Develop Tools To Access Your Target Markets.  
~ *Becca Jablonski and Martha Sullins, Colorado State University*
- 10:45 – 11:00am **Break**
- 11:00 – 11:45am **Product Pricing.** Strategic Pricing For Business Profitability.  
~ *Dawn Thilmany, Colorado State University*
- 11:45 – 12:30pm **Lunch**
- 12:30 – 1:30pm **Getting The Rules Right!** Understanding Colorado's Regulatory Landscape For Food Products.  
~ *Troy Huffman, Retail Food Program Manager, CDPHE*  
~ *MaryKate Franks, Environmental Health Specialist, Manufactured Foods Program, CDPHE*  
~ *Justin Trubee, Environmental Health Specialist, Manufactured Foods Program, CDPHE*  
~ *Brianne Rael, Environmental Protection Specialist II, CDPHE*
- 1:30 – 2:15pm **Breakout Sessions- Round 1**
1. **Strategic Labeling.** How You Can and Can't Label Your Food Products & Why.  
~ *Nicole Turner-Ravana, Strategic Nutrition Communications, LLC*
  2. **Contracts and Agreements.** Learn How To Reduce Your Business Risk.  
~ *Kathy Riley, P.C.*
  3. **Supply Chain Logistics.** Understand Input Sourcing And Market Requirements As You Scale Up Your Business.  
~ *Sari Kimbell, Cultivate Consulting*
- 2:30 – 3:15pm **Breakout Sessions - Round 2** (sessions listed above repeat)
- 3:15 – 4:15pm **How I Did It!** Successful Food Businesses Discuss Their Road To Product Development And Marketing.
- 4:15 – 5:15pm **Happy Hour!**  
Presented By Two22 Brew. Network And Learn About Local Sourcing!