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@arapahoegov.com 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

   ~ Nicole Turner-Ravana, Strategic Nutrition Communications, LLC

2. Contracts and Agreements. Learn How To Reduce Your Business Risk.
   ~ Kathy Riley, P.C.

   ~ 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!