

Getting Your Recipe to Market



Have your friends or family ever told you that you should sell your special sauce, cookies, or other culinary creation? Are you a restaurant owner who's ready to take one of your recipe creations to the commercial market?

If you're ready to get your recipe on grocery shelves but have no idea where to begin, Getting Your Recipe to Market is for you.

There are many things to consider when starting a food product business: packaging, labeling, marketing, costs, and more. Imagine starting a food business with confidence, knowing you have thought through all the steps necessary to launch into the marketplace.

Getting Your Recipe to Market is a unique 12-week training program that will help you turn your idea into a commercial-ready food product.

We've partnered with food industry experts, OSU's Food Innovation Center, and New Seasons Market to take you step-by-step in producing, promoting, and selling your product.

Getting Your Recipe to Market gives you the skills to:

- Understand industry essentials, and avoid common mistakes. Our program is designed to teach you the ins and outs of the food industry and help you avoid costly mistakes. Food industry experts will teach you how to produce, promote and sell your product. Learn about product development, food science, packaging, distribution, and more.
- Connect with and gather insight from local food professionals. In each session, you'll meet experts working in the food industry such as grocery buyers, co-packers, food scientists, packaging experts, regulators, and more. You'll also have your product reviewed by New Seasons Market buyers.
- Prepare for the commercial market. We'll cover core marketing principles for promoting a consumer food product, giving your product the best chance to succeed. Learn how to calculate costs of goods sold (COGS), conduct break-even analysis, and other financial keys to creating a profitable product.
- Get one-on-one help in building your food product business. We're here for you as you launch your product and continue to grow your business after the program. Your advisor will work with you to develop an action plan and provide guidance in making key business decisions.

Getting Your Recipe to Market is more than just a class. It's a comprehensive training program that includes:

- A 30 minute meeting with New Seasons Market buyers to pitch your brand and present your product(s). You will receive valuable feedback from real category buyers.
- One-on-one business advising.
- Complimentary access to Business Design Series, SBDC's business planning course.
- Supportive learning through your cohort/peers.
- Access to business advisors with a wide range of backgrounds and expertise.

Sample GYRM Syllabus

Class 1: Introduction to GYRM + Marketplace Survey + Bullseye Customer

Class 2: Food Innovation Center + COGs & Scaling

Class 3: Calculating Margin & COG Review + Social Media/E Commerce

Class 4: Licensing & Regulations + Self-Manufacturing in a Commercial Kitchen

Class 5: Selling at New Seasons Market + Production & Co-Packing

Class 6: Understanding Shelf Life + Retail Reality Check

Class 7: Breakeven + Sales Sheet Design

Class 8: Food Business Law + Alumni Presentation

Class 9: Selling at Market of Choice + Alumni Presentation

Class 10: Branding, Packaging, and Labels + Alumni Presentation

Class 11: Practice Presentations + Sales Sheet Review

Class 12: New Seasons Evaluation