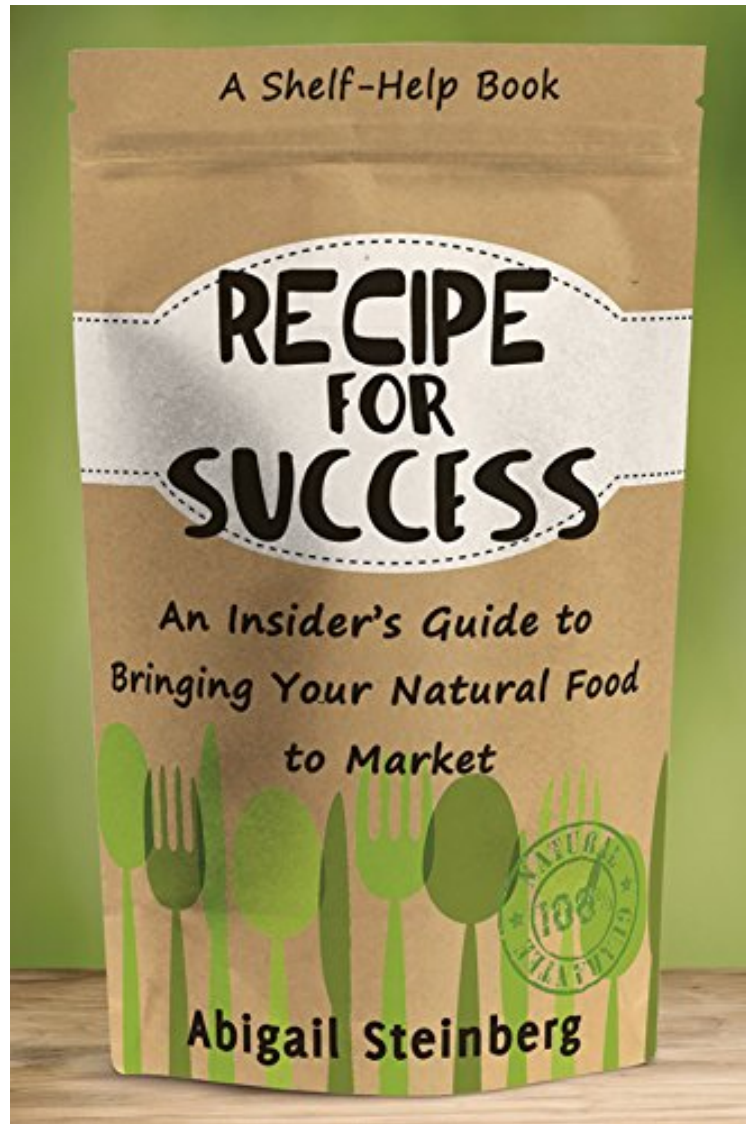


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Recipe for Success: An Insider's Guide to Bringing Your Natural Food to Market

Abigail Steinberg

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Abigail Steinberg : Recipe for Success: An Insider's Guide to Bringing Your Natural Food to Market before purchasing it in order to gage whether or not it would be worth my time, and all praised Recipe for Success: An Insider's Guide to Bringing Your Natural Food to Market:

1 of 1 people found the following review helpful. A MUST HAVE for every natural product start up!By LakeviewFamilyThis book is a MUST HAVE for every small company with a product in the natural foods or supplement industry. It was transformative for my company. Gave me all the information I needed just as I needed it.

She dives into the mysterious process of how to go from mason jars in your kitchen to getting on the shelves of Whole Foods. The parts I didn't understand or that weren't relevant to me in one phase were suddenly useful to me in another phase so I find myself returning to re-read sections as needed. I hope she continues to write more to provide clarity and simplify this process for all natural product start-ups. Very clever of the author to see this need within the industry and to meet it so effectively. I hope to see more from her.

1 of 2 people found the following review helpful. Easy Read packed with inside tips for the entrepreneur in the Natural Market, very helpful, fun, practical. By Rhonda Hodges This book takes a hard subject and makes it fun, not time consuming but a worthy read. It opened my mind up in my sales position and I literally expanded my horizons. I took what seemed a virtual walk with Abigail through the store scanning shelves and then in the back to see my product on the pallet next to the managers station where the POs are matched. And out my purse came the proper forms and turnover sheets necessary, as I became so prepared to face the mountain ahead of me. count the cost. Read this book. If you know what it takes then you can take what makes success. A fun adventurous read in the reality background world of product marketing. You actually get introduced to the various distributors and why you want which one when. Then about Trade shows: "Don't do these without a major distributor" and she tells why. That right there saved me \$70002 of 3 people found the following review helpful. Recipe for Success is a must have for specialty foodies By KAZ This is a great read for anybody trying to navigate the U.S. specialty food ecosystem. There is a particularly helpful chapter on brokers. It provides specific questions and what the answers should look like when vetting brokers for your natural foods business. I also really appreciated Abigail's candor of what it takes financially and physically to build a top performing brand.

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.

"If you're an entrepreneur with a strong desire and a great new product, make sure you add Abigail Steinberg's book to your library." --Deborah Bailey Coach Blog "There's a wealth of information packed into this book which address both wholesale and retail concerns, making it an invaluable guide for any who contemplate bringing their natural product into the marketplace." --Midwest Book From the Back Cover Get out of the kitchen and into the stores! 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. Abigail Steinberg is a senior executive in the natural foods industry. As a specialist in the natural products arena, Steinberg has offered her expertise to companies at various stages. Always sales driven, she was instrumental in scaling up the natural soda company Zevia for its ultimate venture capital sale and acquisition. About the Author ABIGAIL STEINBERG began her career at Zevia, helping it become the fastest-growing natural product in the country. She has worked as a successful consultant and senior manager in the natural food industry for almost a decade.