FOR IMMEDIATE RELEASE

Small Business Development Center Offers Seminar For Home-Based Food Enterprises
Wednesday June 18, 2014 from 6-9p.m. at Cabrillo College Scotts Valley Center

June 11, 2014 – In the wake of recent legislation changes that now allow artisan food production in residential kitchens, the Central Coast Small Business Development Center (SBDC) today announces a seminar presented by the SBDC’s artisan expert, Tom Bruce. The seminar, entitled Your Home-Based Food Business – What’s Cooking In Your Kitchen? will provide artisan food producers with strategies and specific tools to start their businesses. Topics will include: how to remain in compliance with local regulations, how to determine break even points, how to transition to larger manufacturing options, and marketing strategies to help grow their businesses.

“This is a burgeoning industry, which allows many people to develop businesses that use the bounty of our local agriculture to provide farm to table products to our farmers’ markets and retailers,” said Teresa Thomae of the Central Coast Small Business Development Center (SBDC) at Cabrillo College. “From jams and jellies, to biscotti, salsa and canning, there is a growing market for small-batch, locally-sourced food products. This seminar will help our local producers stay vibrant.”

Tom Bruce of Central Coast Food and Beverage is the session’s presenter. Tom is a nationally recognized expert in the hospitality industry. Serving as consultant, teacher, and chef for over 35 years, Tom has helped hundreds of restaurants of all sizes boost their bottom lines. Representatives from the County Office on Environmental Health will also be attending to guide attendees through the permit process.

Attendees of the seminar will be connected with Tom Bruce at no cost, to implement specifically designed strategies and address other challenges their businesses may be facing.
This seminar is sponsored by the SBDC, The Economic Development Departments of the City of Santa Cruz and the County of Santa Cruz, and the Scotts Valley Chamber of Commerce.

Date: Wednesday, June 18, 2014
Time: 6:00 to 9:00 pm
Location: Cabrillo College, Scotts Valley Campus
104 Whispering Pines Drive, Scotts Valley, CA
Cost: Free of charge
Registration: Advance registration is required. Seating is limited.
Call: (831) 479-6136
Register Online: http://cabrillo.edu/services/extension/sbdc.html

About the Central Coast Small Business Development Center (SBDC)
The SBDC was founded in 1985 and has served over 5,000 business owners, created over 2,200 jobs and has helped local businesses obtain over $79 million in capital investment. The SBDC provides free of charge, confidential advice to help businesses get healthy starts, to assist with expansion and to help them increase profits. The SBDC has fifteen advisors who will meet with entrepreneurs and small business owners at no cost, for business planning, increasing sales, analyzing financial statements, implementing bookkeeping systems and developing expansion plans. Specialists are available for Retail, Restaurants, Childcare and Agricultural operations.

The Cabrillo College SBDC has won national and state awards for excellence in operations and the business growth of their clients. 100% of clients served stated they would recommend SBDC services to others! How can the SBDC help your business? Please call 831-479-6136 or go to www.centralcoastsbdc.org for more information.

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