

HOW TO START A YOUNG FOOD BUSINESS

INTRODUCTION



☐ There's a saying which states - *"Eating is a necessity but cooking is an art."*



• However, a lot of people never get to explore the true creativity of food.



• So, if you're reading this and want to explore your passion for food and start a food business then let's make it happen!



Scan the QR code to find out more!

Remember that your Ultra teachers are there to help you every step of the way.
Do not be afraid to ask questions or voice your concerns.



HOW TO START A YOUNG FOOD BUSINESS

INTRODUCTION



It's important to remember that having a passion for food is:



1. Just the **beginning of your journey to owning a successful food business.**



2. The **other half** is to **research, market and sell your products** which will take:



• **Lots of work**



• **Determination**



• **Drive**



To complete the package



Lucky for you, by the time you've finished going through all the steps in this document you'll know everything it takes to become a successful author!



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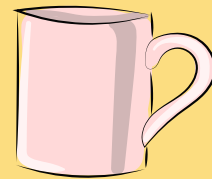
DID YOU KNOW...



✓ The term 'cupcake' was originally used in the late 19th century.



☐ As cake ingredients measured by the cupful.



✓ January 27th is National Chocolate Cake Day.



✓  is the most popular category of



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DID YOU KNOW...



There are more than **7,000** varieties of



grown in the



Chocolate was once used as currency.



As early as **250 A.D.** ancient civilizations of:

• Mexico



• South America



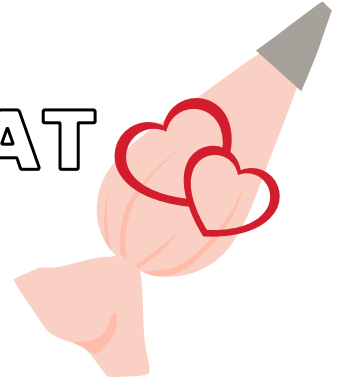
Specifically, The Mayans and the Aztecs used the cocoa

bean as a system of money.

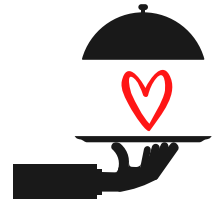


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STEP 1: COOK OR BAKE WHAT YOU LOVE!



Maria Bello *"You serve the best doing what you love the most."*



Just like any:

- Product 
- Service 
- Business 

Your **food** should be **based** on **something** that you're **passionate about**.



- **Chances are, there are lots of other people who are cooking or baking similar products to you.**

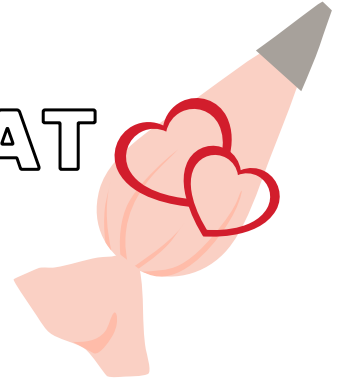


However, **if you love what you are doing then you'll be able to come up with ideas that are unique to you.**



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STEP 1: COOK OR BAKE WHAT YOU LOVE!



Example: Na'ariyah loves chocolate spread, especially Nutella.



She took a recipe for a chocolate spread that her mum has been making since she was little.



Because Na'ariyah realised that:



1. Children were allergic to a lot of the ingredients in Nutella.



2. And adults liked it but wanted a healthier option.



Her mum's recipe ticked all the boxes so she:



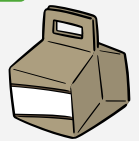
• Learnt the recipe



• Chose a name



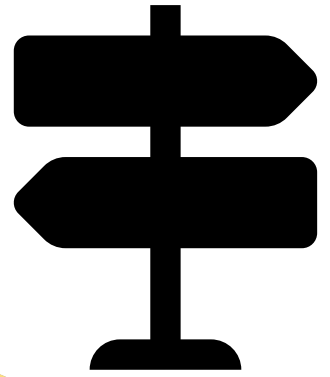
• Packaged it



NOTE: DO NOT RUSH THIS STAGE. It's ULTRA important that you take time to work out what you're passionate about so that you 100% believe in the food that you are making.

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STEP 2: CHOOSING A NAME
FOR YOUR BUSINESS!



How to choose a name for your food business?

1. A good name for your food business is:

A. Unique.



B. Memorable.



C. Include your name or something meaningful and personal to you.

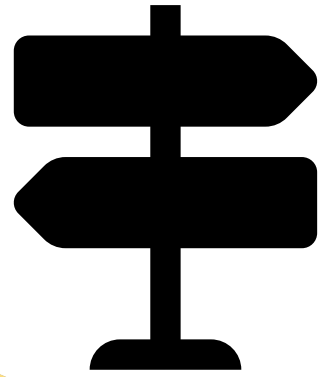


2. Start writing down your ideas; it doesn't matter if they're not perfect, just note them down on a piece of paper.



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STEP 2: CHOOSING A NAME FOR YOUR BUSINESS!



How to choose a name for your food business?

3. Use descriptive words that will get people's attention.

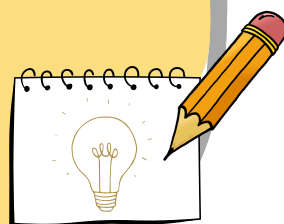


 For example:

- Amazing
- Secret
- Fantastic
- Great
- Simple
- Super
- Ultra
- Easy
- Delicious
- Better

4. Come up with a list of names and share them with your:

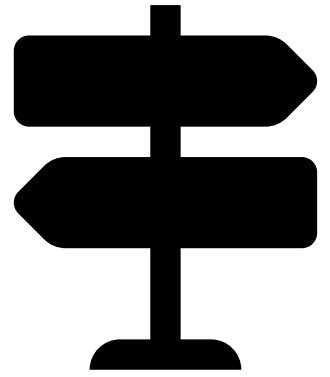
- Family 
- Friends 
- Teachers 



To help you decide on the best one!

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STEP 2: CHOOSING A NAME
FOR YOUR BUSINESS!



Example: Na'ariyah took her name and what she was passionate about put them together and came up with ...



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STEP 3: DESIGNING YOUR LOGO



How to create your logo:

1. Use  .com

- Which is **an app** you can **download and use online**.
- Use the **pre-existing templates** on there for your logo.



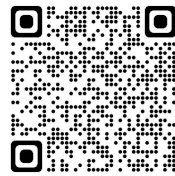
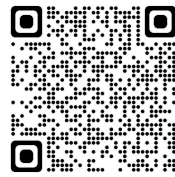
2. **Grab a pencil and paper to draw what you want your logo to look like**



3. **Design more than 1 logo so you have options to choose from.**



4. Here are some great websites to help you design your logo!



They say a picture is worth a thousand words and they're right!
Your logo is going to be the first thing people see so make it **eye-catching!**







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STEP 4: CREATING YOUR PRODUCT LINE!



In the world of food industry they say *“food is essential to life therefore make it good”*.

And it's because **no matter how:**

- Great your idea is  • Passionate you are 
- Eye-catching your logo is 
-  If the actual product isn't great then it won't be a success.

Follow these steps:

1. Remember it's YOUR product.

 It's OK to get help from your: • Parents  • Teachers 

But **YOU** have to do most of the **PRODUCTION.**



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STEP 4: CREATING YOUR PRODUCT LINE!



2. People start food businesses in different ways:

A. Some start by using recipes they find online or in cookbooks.



B. Some use tried and tested the recipes on:

- Family 
- Friends 



C. Either way is fine, the most important thing to do is to start your journey in perfecting your products.



3. There is **NO RIGHT** or **WRONG** way to decide on the amount of products you choose to sell.



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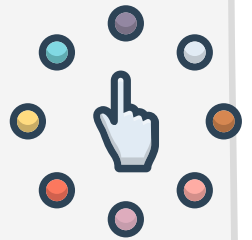
STEP 4: CREATING YOUR PRODUCT LINE!



4. VARIETY IS KEY:



So if you are baking have a variety of recipes as not everyone likes the same things.

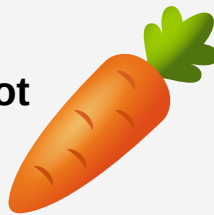


Example: Not everybody likes chocolate so offer other options like:

- Banana



- Carrot



5. If you have not memorised your ingredients list



- Have the list with you in case somebody with allergies asks you any questions.






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STEP 4: CREATING YOUR PRODUCT LINE!

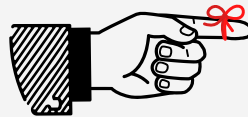


6. Test your recipe and get feedback from:

- Family 
- Friends & peers 
- Teachers 



7. **DON'T FORGET** that just because somebody **doesn't like the flavour** it does not make it a bad product.



8. **BE AWARE OF ALL 5 SENSES** when putting your product line together.

- Taste 
- Smell 
- Touch 
- Sound 
- Sight 

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STEP 5: PACKAGING YOUR FOOD



When you 'PACKAGE' food this generally means the food is:

1. • In a box



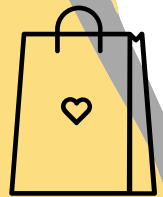
• Bottle



• Jar



• Bag



• In a transportable packaging (people can carry it around).



2. Labelled



3. Has your logo printed on it or has your brand name attached in another way?



4. Durable (it does not fall apart).



5. Sold.



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STEP 6: MARKETING YOUR BUSINESS!



A wise man said *“There’s no point having a great product or service if no one knows about it”*.



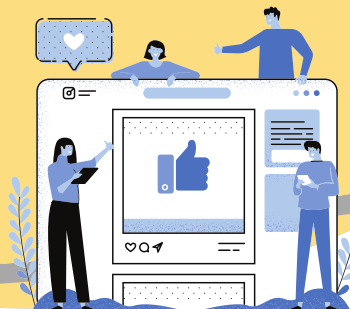
As you can imagine, if you just **upload your business to any of the websites above**. It doesn’t mean that **anyone is going to find your business**.



That’s why you need to **MARKET YOUR BUSINESS!**



- Marketing means that you tell as many people about your business as possible for as long as you can or want to.



TOP TIP!



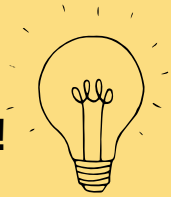
The **#1** way to market your business (or to market anything) is by **‘WORD OF MOUTH’**
That means people spreading the word about your business.

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STEP 6: MARKETING YOUR
BUSINESS!



REMEMBER!



The only reason **people will tell their family and friends about your business** is if it's really good!



So where do I market my business?

- The good news is that there are a lot of websites and platforms that you can market your business!



- All of these are **great platforms for marketing your business!**

TIP!



So if you're in doubt, go back to Steps 1 - Step 4 to make sure you're happy with your business.



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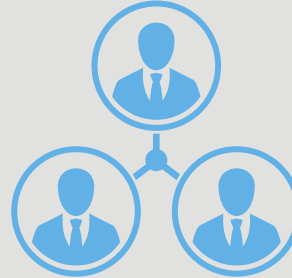
STEP 6: MARKETING YOUR BUSINESS!



❏ What is PR and why is it important?



- PR stands for **Public Relations**.



- PR generally refers to **getting yourself and your business into:**



- Newspapers



- Radio



- TV



- Magazines



- Popular websites



When you get to this point your Ultra teacher will take the lead on how to make this happen.