The Rutgers Food Innovation Center Presents a 2-Day Seminar:
Marketing and Communications Basics for Food Entrepreneurs

This 2-day workshop, conducted in a classroom/lecture format at the state-of-the-art FIC facility in Bridgeton, NJ, is a unique opportunity for food business owners and entrepreneurs to learn the basics of Marketing and Communications from veteran industry experts, leading food writers and food industry marketing professionals.

Whether you’re thinking of starting a food business, you represent a long established food business, or positioned anywhere in between, attendees will connect with and learn directly from some of the most highly qualified and experienced names in the food industry.

The sessions are relaxed, yet well structured. Attendees will have plenty of great opportunities for Q&A and Networking with fellow attendees and presenters.

Registration fee: Full Seminar/2 Days: $199 individual /1 Day: $125

TO REGISTER:
Please call (856) 459-1900 x4511 with a credit card or send registration form with payment to:
Rutgers Food Innovation Center, 450 East Broad Street, Bridgeton, NJ 08302

Please register by 4/20/2013. Lunch and Gourmet Coffee will be provided. Space is limited

To learn more about the seminar, contact Diane Holtaway, associate director of Client Services at the Rutgers Food Innovation Center, by email at holtaway@njaes.rutgers.edu or by phone at 856-459-1900, ext. 4514.

About the Rutgers Food Innovation Center
The Rutgers Food Innovation Center is a unique business incubation and economic development accelerator program, which is part of the New Jersey Agricultural Experiment Station (NJAES) at Rutgers, The State University of New Jersey. The Center provides business and technology expertise to startup and established food companies in the mid-Atlantic region, and utilizes its outreach capacity to reach food and agribusinesses throughout the world.

Registration Form
2-Day Seminar: Marketing and Communications Basics for Food Entrepreneurs
April 24th and 25th, 2013 from 9:00AM-4:30PM

Name: ______________________________________ Phone ( ) __________________
Address ____________________________________ Email _______________________
_________________________________ Number of Guest(s)_____________

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Enclose the completed registration form and check payable to Rutgers, The State University of NJ
Communicators and business leaders confirmed to present:

Peter Genovese, Feature Writer, Star-Ledger
Bob Sickles, Owner, Sickles Market
Cheryl Williams, Vice President, Digital Commerce and Innovation, Wakefern
Jonathan Carl Raduns, Consultant, Visual Food Merchandising
Brent Sonnek-Schmelz, Director, Water Street Partners
Robert Hiller, Managing Director, Imagineer Marketing/Monarch Communications
Ira Berkowitz, Owner, Monarch Communications, Advertising, Marketing, Graphic Design
James Caverly, Owner, Booskerdoo Coffee Company
Reuben Canada, Owner and Creator, Jin-Ja
Ed Hitzel, Food Writer, Radio and TV host, Ed Hitzel Enterprises
Leslie Gurland, President, LogoTech
Adam Taylor, Owner, Splendor Design Group
Nick Taranto, Cofounder, Plated.com
Deborah Smith, Founder, JerseyBites.com
Michael Dresner, CEO, Brand² Squared Licensing
Christine Xenakis, Sr. Account Supervisor, Edelman

Topics covered will include:

Wednesday, April 24th:

How to Pitch: selling the retailer or restaurant owner on your products
Marketing ROI
Founder Stories: making your success story part of your brand
Social Media: Practical Application
Brand Licensing: Is your product a candidate for a licensing venture?
Trade Show and Event Basics: the ins-and-outs of exhibiting at a trade show

Thursday, April 25th:

Merchandising: how to overcome challenges & discover opportunities in Food Merchandising
Graphic Design 101: An overview of the basics of graphic design, website design and advertising
Don't Do This…. Top 5 PR & marketing mistakes
Your Products in Food Service: why and how it differs from retail, and how to take advantage of the difference
Every Product Tells A Story – creating a compelling narrative that connects with consumers
Labeling 101: labeling is the look, feel, and voice of your brand; what you need to know
Managing Your Internet Presence
“Role Play” Workshop: how to pitch your products to the media