FOR IMMEDIATE RELEASE
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Rutgers Food Innovation Center Offers Food Entrepreneurship Seminar in Central Jersey

Bordentown, NJ — The Rutgers Food Innovation Center (FIC) is now offering its highly acclaimed Food Business Basics seminar in Central New Jersey; the next Central New Jersey seminar will be held on June 17, 2015 at the Rutgers EcoComplex in Bordentown, NJ. The Food Business Basics seminar provides extremely valuable information for entrepreneurs that are thinking about starting a food business, or for those that have already started a company and are preparing to evolve their business to a higher level.

This one-day workshop, conducted in a classroom/lecture format at the state-of-the-art EcoComplex facility in Bordentown, NJ, is a unique opportunity for food entrepreneurs to learn critical aspects of the food industry, including specialty food trends, sales and marketing techniques, business strategy, food law, food technology, and quality assurance and food safety. The sessions are relaxed, yet well structured. Lunch will be provided, and attendees will have opportunities for Q&A and networking with fellow attendees and presenters.

The Food Business Basics seminar has been sold out for ten consecutive sessions as food entrepreneurs from Maine to Florida have attended the seminar. Below are few testimonials that have been provided by appreciative attendees.

• “…such incredible events for food entrepreneurs such as myself!”
• “…great work you've done in putting the food basics seminar together. I found it very informative, and it provided a great insight into the food industry.”
• “…wonderful workshop you presented… I learned so much!”
• “…kudos on a really smart overview of the business!”
• “…the wealth of knowledge in your respective fields you all possess is just testament to the reason why you have seen so many realize their business dreams.”

More information about the seminar can be found at www.foodinnovation.rutgers.edu/fbbsem.html. To register, contact Sho Islam, client services specialist at the Rutgers Food Innovation Center, by email at sho@rutgers.edu or by phone at 856-459-1900, ext. 4511. The registration fee is just $149 per person, and the class will be held
from 10 a.m. – 3 p.m. Seating is limited and the deadline for registration is June 7, 2015. The address for the Rutgers EcoComplex is 1200 Florence-Columbus Rd., Bordentown, NJ 08505-4200. Directions can be found on their website at http://ecocomplex.rutgers.edu/about_us_directions.php

The Rutgers Food Innovation Center is a food business incubation and economic development accelerator program of the New Jersey Agricultural Experiment Station (NJAES) at Rutgers, The State University of New Jersey. The center provides extensive programs in training and workforce development; customized and comprehensive business and technical mentoring services for clients; an acceleration program for high-growth companies; and a 23,000 sq. ft. USDA- and FDA-inspected facility that enables design, development, analysis, commercialization and manufacture of value-added food products for sale to retail and foodservice markets. The FIC has served over 1,500 clients since its formation in 2001 and has been named “Incubator of the Year” by the National Business Incubation Association (NBIA) and an “Agricultural Innovation Center Demonstration Program” by the USDA. The Food Innovation Center also has a business accelerator program that links its high-growth clients with funding sources, and an international business attraction “Soft Landings” program. It is the only NBIA-recognized Soft Landings program in the world that focuses on the food industry.

For more information about the Rutgers Food Innovation Center, visit http://foodinnovation.rutgers.edu/.