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## JAMARI MAREN

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### Top 5 Books that Tell You How to Run a Restaurant

Her book, Good Food, Great Business, delivers 256 pages stuffed with sidebars, charts, tried-and-true resources, and war stories of successes and misadventures of startup artisan food businesses. To Wyshak, “Good Food” means sustainably produced, all natural, GMO-free, minimally processed, delicious products.

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Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace. Whether the goal is selling a single product online or developing a range of gourmet foods for grocery chains, this handbook helps hopeful food entrepreneurs become experts in everything from concept and production to sales and marketing.

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There are reasons why some food is only just good, and some food is just plain great. Umami and the Maillard Reaction are two reasons why a dish will make the leap from good to great. In this book, Chefs Griffin and Gold demonstrate the nuances of technique and flavors that transform a simple dish that is just good, to a simple dish that is just plain great.

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Candid and colorful, “Restaurant Owners Uncorked” features interviews from 20 of the best names in the business including Phil Roberts, founder of

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#### **IFTF: Good Food Is Good Business**

About the Author. San Francisco-based Susie Wyshak is a Good Food business strategist, writer, and candy obsessive. Her FoodStarter service helps entrepreneurs optimize their results in business and life.

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Susie Wyshak is the author of Good Food, Great Business (4.12 avg rating, 49 ratings, 2 reviews, published 2013), TJ's Then & Now (4.00 avg rating, 3 rat...

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Good News for Food Startups in Japan – Good Food, Great Business in Japanese January 19, 2017 By Susie So thrilled that the Chronicle Books team in Japan translated Good Food, Great Business for the Japanese market — a market where consumers are hungry for well made, interesting foods and beverages.

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Retailing of Bread. Bread is a stable food that people eat in all parts of the world and it is easier to find entrepreneur retailing bread. If you are looking for a food retailing business to do, a business that requires little capital to get started, then you should consider retailing bread.

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This report, “Good Food Is Good Business,” was developed by the Institute for the Future (IFF) and commissioned by the Bill & Melinda Gates Foundation. It forecasts the future forces that will drive private-sector business opportunities to create more affordable, accessible, appealing, and nutritious foods for lower-income consumers over the next decade.

*Good Food, Great Business: How to Take Your Artisan Food ...*

The author uses real-life examples from more than 75 successful individuals and businesses to illustrate the good, the bad, and the ugly of starting a food enterprise, providing links to useful charts and worksheets to simplify the process and keep entrepreneurs organized and focused.

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